



# GUS ANNUAL SUSTAINABILITY REPORT

# Introduction

## Navigating a Sustainable Future

As a leading education group with a global footprint, we know we have a big role to play in shaping the future – not just for our students but also for the communities we’re a part of and the world at large. At Global University Systems we take this role seriously.

In recent years, we’ve all faced some tough challenges. A global pandemic, social unrest, and economic downturns have made it more difficult for people to access quality education. At GUS, we’ve been working hard to tackle these issues head-on, and we’re committed to doing so in a way that’s responsible and sustainable.

**In this report, we focus on our four core impact themes:**

### Education:

We’re not just adapting to new ways of teaching; we’re leading the charge. From online learning platforms to cutting-edge research initiatives, we’re making sure our students are prepared for the world of tomorrow.

### Equality:

We believe that everyone should have access to quality education. That’s why we’re putting resources into breaking down barriers and creating learning environments that are inclusive and diverse.

### Environment:

We’re committed to reducing our impact on the planet. From campus initiatives to reduce waste and energy consumption to academic programs focused on sustainability, we’re making eco-friendly choices every step of the way.

### Ethics:

Doing the right thing is at the heart of what we do. This extends to our relationships with students, faculty, and partners. We’re committed to acting ethically and transparently in all our operations.

Good governance is key to sustainability. We’re focused on aligning our practices with global standards to ensure we’re accountable, transparent, and on the right path to a sustainable future.

As we move forward, sustainability isn’t just an item on our agenda – it’s a key part of our educational philosophy. We’re integrating sustainable practices into every aspect of our operations, from the classroom to the boardroom.

Thank you for taking the time to learn more about our efforts. We are proud of the achievements of our institutions to date and have big plans for the future.

So, let’s dive in and explore how we’re turning our commitment to sustainability into real-world impact.



# CONTENTS

**4 | WHO WE ARE**

**17 | IMPACT AT GUS**

**26 | EDUCATION**

**36 | EQUALITY**

**44 | ENVIRONMENT**

**49 | ETHICS**

**56 | GOVERNANCE**

**60 | LOOKING FORWARD**



CHAPTER 1

# WHO WE ARE

A leading force in international education.



# Message from the CEO

## Empowering Minds, Enriching Futures, Embracing Responsibility

Dear Friends, Partners, and Stakeholders, I am delighted to introduce our very first Impact and Sustainability Report, a significant milestone in our journey as a global leader in education. At the heart of our institution lies a profound commitment to shaping the future of learning, fostering innovation, and nurturing a generation of responsible global citizens. This report encapsulates our unwavering dedication to creating a positive impact on our students, communities, and the world at large. It reflects the steps we are taking to ensure that our growth is sustainable, our operations are responsible, and our contributions are meaningful.

From our humble beginnings, we embarked on a journey with a clear vision: to redefine and elevate the landscape of higher education on a global scale. We have embraced change and remained agile in an ever-evolving educational landscape, and it is this adaptability that has propelled us to the forefront of the industry. Our emphasis on innovation has not only redefined how education is delivered but has also reimagined the potential of knowledge to drive progress. Today, as we stand on the threshold of a new era, we not only celebrate, with humility, our remarkable growth and achievements, but we also embrace the profound responsibility that accompanies our influence and reach.

Our commitment to being a force for positive change in the world has always been unwavering. We firmly believe that education is the cornerstone of progress, and as such, we bear a significant role in shaping not only the minds of future leaders, but also the collective destiny of our planet. With innovation as our guiding star, agility as our compass, and students at the heart of all we do, we have grown into a network that is synonymous with excellence, diversity, and transformative impact.

In these pages, you will find an account of our achievements, our challenges, and our aspirations. You will see how we are minimising our ecological footprint, championing diversity and inclusion, and empowering our students to become catalysts for positive change. We openly acknowledge that our journey towards sustainability is ongoing, and this report encapsulates our commitment to transparency, accountability, and continuous improvement. As we delve into the intricate details of what impact means to the GUS family, you will witness the stories of lives transformed, barriers shattered, and communities uplifted through education.

We recognise that sustainable practices are not just a moral imperative; they are a strategic imperative that will shape the world our students inherit. We are keenly aware that the road ahead is not without its challenges. Yet, I am confident that with the collaborative spirit that defines us, and the unyielding commitment of our dedicated faculty, staff, students, and partners, we are well-equipped to navigate these challenges and emerge stronger, more resilient, and more impactful than ever before.

This report is not just a document; it is a testament to our shared values, a compass for our journey, and a call to action for all who believe in the power of education to change lives and transform societies.

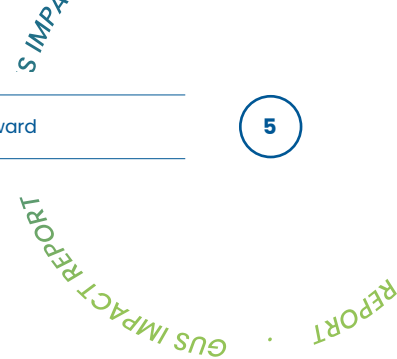
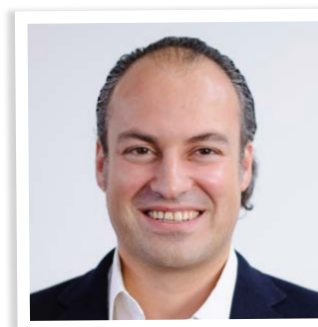
As we continue to empower minds, enrich futures, and embrace our responsibilities, let us do so with a shared purpose and an unwavering commitment to leaving a lasting, positive mark on the world.

Together, we shape the future.

Sincerely,

*Aaron Ettinger*

Executive Chairman and  
Chief Executive Officer



# Who we are

Global University Systems (GUS) is a leading force in international education. We're deeply committed to expanding knowledge and addressing the societal gaps caused by a lack of access to information.

Education can transcend boundaries, advance society, and unlock human potential. Our mission is to provide every student with this transformative power. The GUS network of educational institutions reaches across nations and continents, each a centre of excellence in disciplines spanning business, law, healthcare, and the arts. From undergraduate to postgraduate journeys and professional development pathways, we champion the pursuit of change, innovation, and personal growth.



**38** Institutions  
**100K+** Students  
**10K+** Agents  
**50+** Partners  
**10,000+** Employees

## Passion = Purpose

At the core of GUS's operations is a unified, dual purpose: to deliver educational impact and long term sustainability to our operations. We have balanced the transformative power of learning with the commerciality of a sustainable business model. For us, financial outcomes intimately linked with purpose. And as we thrive economically, we are better positioned to elevate our educational offerings and, in turn, the potential of each student. In essence, the financial success of GUS and its far-reaching impact are intertwined, each reinforcing the other. Through our efforts and achievements, we are not only advancing our business but also shaping a brighter, more informed future.



We have the unique privilege at GUS to run a good business; an organisation which is innovative, which is exciting to work at, which does creative things, all while doing good! It's all about being better at what we do, to serve our students better, to help them achieve what they are looking to achieve. The commercial objectives are so intertwined with the impact objectives that the two are inseparable.

**VALERY KISILEVSKY**  
Group Managing Director of GUS

## The Flywheel of Learning

Beyond the numbers lies a deeper story of impact. Every student that passes through one of our institutions goes into the world more informed, better equipped and carries through the change that only world class education can bring. As they leave, they drive change into others and reinforce the system of learning.



# Education on a Global Scale



GUS institutions      Local operations



# Leveraging the Best of On-site and Digital

The digital transformation of society is felt at GUS. We are serious about reshaping the future of learning, and working with leaders to leverage the power of digital advancements to redefine the educational experience for our global community

## GUS Group Mission

### Paving the path for a digital-centric higher education experience.

We aim to empower our students to transform their lives and their communities for the better. Our global platform presents a diversified product offering, delivering career-enhancing qualifications and industry-relevant skills. We are inspirational, accessible and current, which helps our students to achieve excellent outcomes in the classroom and the workplace.

**80K+**

hours of online content available to students

**14.4K**

pure online students across programs

**700+**

different online courses available to students

**150+**

new online courses each year

**100%**

modularity between online and on-campus learning

## Case study: Adapting to Covid-19

In the face of the COVID-19 pandemic, we leveraged our existing capabilities to roll out online learning for all of our on-campus students.



**Leveraged existing capabilities to roll-out online learning to all on-campus students**



**Delivered completely online & flexible learning**



**Seamless transition led to high student satisfaction**



### On-site advantages

- Use of campus facilities: careers fairs, in-person discussion, sports clubs, societies, socialising
- Central locations in attractive cities



### Online advantages

- Ability to study on demand gives more flexibility
- Institutions can more easily share content between them
- Can deliver globally and facilitate international mobility



## Our History

### 2003

- London School of Business and Finance founded by Aaron Etingen.

### 2008

- Award-winning online education platform Interactive Pro founded.
- LSBF's language school rebranded as The Language Gallery and accredited by the British Council.

### 2011

- London College of Contemporary Arts founded.
- London School of Business and Finance Singapore campus launched.

### 2013

- Aaron Etingen formed GUS
- GUS acquired GISMA Business School and St Patrick's College.

### 2014

- GUS acquired University Canada West.
- GUS set up The London Academy of Trading, the only accredited trading school in the UK.

### 2015

- GUS acquired The University of Law, one of the UK's longest-established specialist providers of legal education.
- GUS acquired Arden University and IBAT College Dublin.

### 2017

- GUS acquired High Q, an Israeli school for psychometric, matriculation and language courses.
- GUS established Toronto School of Management.

### 2018

- GUS acquired London College of Creative Media, HTK Academy of Design and University of Applied Sciences Europe.
- GUS established the Berlin School of Business and Innovation.

### 2019

- GUS acquires the India group, which partners academically with Pearl Academy, and UPES, and acquires Trebas Institute, Canadian College of Technology and Business and InterCollege Business School.

### 2020

- GUS acquires St. Matthew's University, Saba University School of Medicine, Medical University of the Americas, Central Law Training Scotland.

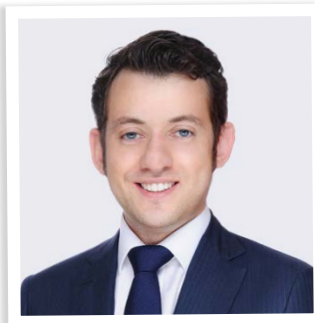
### 2022

- GUS acquires Future Learn.

### 2023

- GUS acquired FXS Media Institute: London School of Business & Finance sets up in Malta.

“  
**WE HAVE THE  
UNIQUE PRIVILEGE  
AT GUS TO RUN  
GOOD BUSINESS:  
AN EXCITING  
ORGANISATION  
WHICH DOES  
CREATIVE THINGS,  
ALL WHILE  
DOING GOOD.**



**Valery Kisilevsky**  
Group Managing Director of GUS



# Our Key Achievements

## PEARL ACADEMY AWARDED #1

private fashion college in India by India Today, Outlook & The Week

2017 – 2023



## PEARL ACADEMY AWARDED #1

innovation in creative education, Adobe Education Leaders Summit

2020



## UCW AND ULAW AWARDED QS 5\*

in Canada and UK

2021



## UPES SCHOOL OF LAW

recognised as Top Law School in Forbes Legal Powerlist

2020



## TORONTO SCHOOL OF MANAGEMENT

awarded Best Adult Education and Best Business and Career Training at Toronto Star's Reader's Choice Awards

2020



## ULAW AWARDED EQUALITY, DIVERSITY & INCLUSION CHAMPIONS OF THE YEAR

Manchester Legal Awards

2023



## ARDEN AWARDED BEST HIGHER EDUCATION PROVIDER

at Education Investor Awards

2023



## AARON ETINGEN AWARDED EDITOR'S LIFETIME ACHIEVEMENT AWARD

by PQ Magazine (CEO of LSBF & GUS)



## LSBF AWARDED QUEEN'S AWARD

for Enterprise

2013



## LONDON COLLEGE OF CONTEMPORARY MUSIC

recognised as highest-ranked provider of music performance & music business degrees in the UK by Student Satisfaction, NSS

2022



# GUS Values

## Student Focus

GUS exists for and because of our students. They are at the centre of everything we do.

### Respect

We value everyone, promoting and supporting diverse opinions and ideas for the benefit of all.

### Competence

All employees are empowered to improve daily to increase effectiveness and efficiency.

### Entrepreneurship

All employees must take the initiative to start new projects and take risks to achieve better outcomes with innovative ideas.

### Communication

Share ideas and new information to achieve our day to day and strategic goals.

### Collaboration

We work together across teams and countries to widen access to education all over the world.

### Integrity

We do what is right even if others are not watching. Honesty and trust are central to the way we do things.



# Our Students & Our People

At GUS we're a family. We're proud that our staff are best in class and our students are the next generation of innovators and global leaders. It's the people of GUS that make our network of institutions so special, and we work hard to ensure that we've created a welcoming environment that's safe, sustainable and collaborative for everyone.

Our students have always been and will continue to be our top priority. They are the beating heart of GUS, and our mission is to prepare them for the workforce as best as we can through a top tier education filled with tailored programs and a curriculum based on the fusion of knowledge and technology.

We know that the people of GUS each bring a diverse set of experiences and backgrounds to the table. Combined, it makes us stronger. We'll never stop striving to improve ourselves and evolve our perspectives, and we expect our employees - just like our students - to continue to expand their knowledge and improve their own skill sets for the betterment of their individual lives and of us as a whole.

We are dedicated to providing a life changing experience here at GUS for both our staff and our students. We know that each of our universities has a unique set of strengths, but are proud to say that they all share a culture of empowerment and encouragement across the globe.

## Gisma



I thoroughly enjoyed being part of the Global MBA programme at Gisma. It gave me an international perspective on the business world and valuable tools to develop my leadership and entrepreneurial skills. I was part of an international community. The professors and academics were amazing.

**NATASHA SCHEIBLECKER**

Global MBA Student

## LCCA



I have had the privilege of working alongside a team who are committed to delivering high quality educational experiences. Our blended learning experiential approach provides students with an engaging learning environment both on and off campus. Our focus on staff development has provided us with numerous learning opportunities, enabling us to constantly evolve and respond to a dynamic educational landscape.

**ANN HEALEY**

Dean of LCCA



**SABA**



I think that Saba University School of Medicine is making a real difference, both by providing students a chance to go to medical school, and to their future patients, who will benefit from excellent and empathetic doctors.

**DR RACHEL ROBSON**

**Associate Dean of Basic Sciences**

**Inter College Business School (ICBS)**



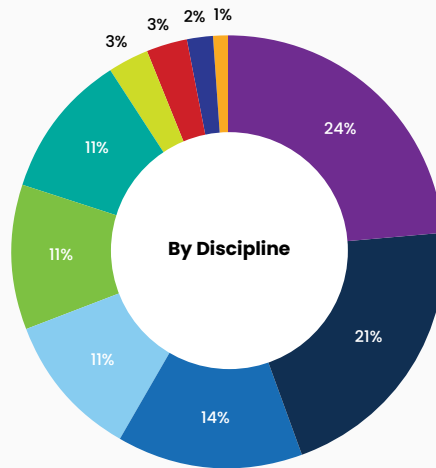
To me, working at IC University of Applied Sciences means grasping and experiencing diversity every day. I am grateful for the time I spend with both students and colleagues, as there is no limit to what we can learn from each other.

**PANAGIOTA (YOTA) CHRISTIDOU**

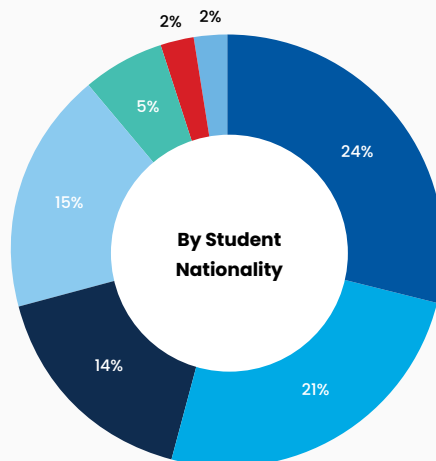
**Student Desk International**

**Inspiring personal growth**

We wholeheartedly embrace students from every corner of the world, inviting them to embark on a transformative journey of growth and development through our comprehensive range of nine academic core disciplines.



- Law
- Medical and Health
- Business
- Accountancy
- Engineering
- Creative
- Hospitality
- IT
- Languages
- Other

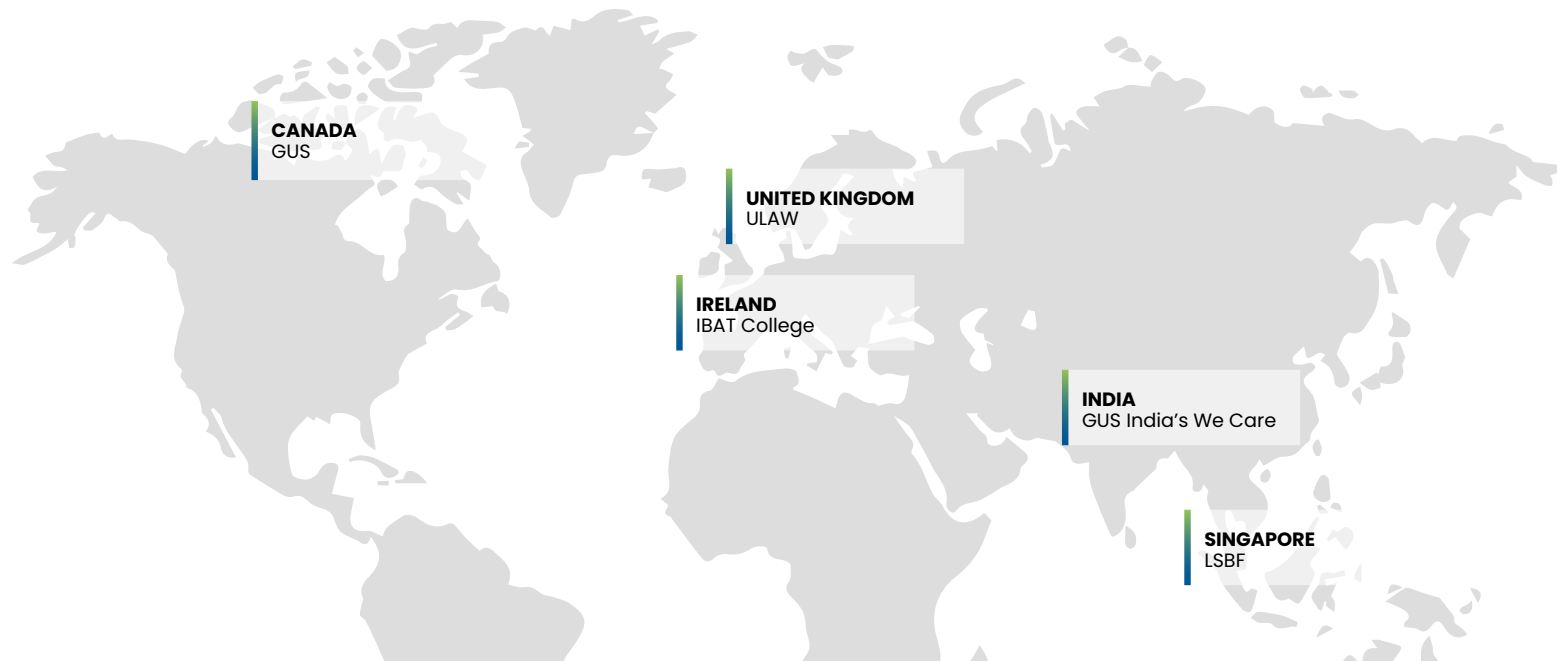


- UK
- Asia (excl. China)
- Europe
- Americas
- MEA
- China (incl. HK)
- Russia and CIS

# Covid Response

The devastating impact of COVID-19 was felt by everyone, everywhere. Our efforts to combat the effects of the pandemic began with educational access and support for those hit hardest, but grew into so much more.

In Canada we partnered with United Way to establish "GUS Cares", an initiative dedicated to aiding both frontline workers and vulnerable communities. With our network of global institutions, students and staff alike rallied to provide aid from around the world. From food supplies to safety kits, fundraisers to public awareness campaigns, our GUS family dedicated time, money and resources to help those made most vulnerable.



## UNITED KINGDOM ULAW

- LPC/LLM student Mohammad Radha BEM was invited to attend King Charles III Coronation, having received a BEM from the late Queen for his services to the National Health Service (NHS) and the Covid-19 pandemic last year

## IRELAND IBAT College

- Offered fully-funded online courses to essential workers and those who have been made unemployed as a result of COVID-19
- Expanded fully-funded online courses in relevant areas to those who were made unemployed as a result of COVID-19

## SINGAPORE LSBF

- Free exam re-sits for LSBF students
- Support task force established by students for fellow students to ensure fellow access to groceries and basic supplies
- A donation drive raising over \$1,000 for those in need

## INDIA GUS India's We Care

- Provided 1,000 dry ration packets to stranded migrant workers, each packet designed to sustain a family of four for 7-10 days
- Organised free medical camps and medication to those injured
- Offered 75 rooms to local administration for quarantine purposes and donated essential food supplies to over 300 staff

## CANADA GUS

- GUS Cares and United way partnered to deliver 320 care packages across Toronto and Vancouver
- Supported the Local Love Food Hub Drive through a dedicated public awareness campaign on Global BC television
- Delivered 100,000 masks to the Caribbean for the R3 medical school in Nevis
- Raised \$50,000 in emergency funds to help students continue their studies
- Offered 1,500 complimentary Coursera certificates



# Ukraine Response

In response to the war in Ukraine, GUS set up a Just Giving Page that raised £77,000. Those funds helped to support the procurement of medical aid, food, provisions and clothing to not only Ukraine, but also bordering countries.

In partnership with UNESCO Lifelong Learning, Future Learn is providing free enrollment for Ukrainians on dedicated courses designed by the world's top universities, with GUS contributing £30,000 towards the initiative.

In addition to financial support, we've further focused their efforts on key cities in providing four ambulances, foldable beds, power banks, baby food and defibrillators in addition to vital resources.



**£77,000**  
raised through GUS Just Giving Page

## GERMANY University of Europe for Applied Sciences (UE)

- Students and staff joined efforts in support of Ukraine by repurposing the university's canteen into a donation collection centre
- Raised €800 for the GUS Ukraine Fund at a back-to-campus party.

## LONDON London College of Contemporary Music (LCCM)

- Held a fundraising event called 'Songs For Ukraine' encouraging people to donate through various organisations.







**CHAPTER 2**

# **IMPACT AT GUS**

The transformative power of education.



## Message from the CIO

It is with great enthusiasm that I welcome you to our inaugural Impact and Sustainability Report.

At Global University Systems, we believe in the transformative power of education not only to mould curious minds but also to shape a sustainable future for our planet and communities.

As the Chief Impact Officer, I am honoured to share with you the strides we have taken and the pathways we are forging toward a future that harmonises the advancement of education with the betterment of our global community.

Our journey towards impact has been marked by intention, action, and collaboration. We recognise that education is not confined to classrooms; it extends into every facet of our lives. In the pages of this report, you will witness how our commitment to Environmental, Social, and Governance (ESG) principles is seamlessly woven into the fabric of our institutions. From sustainable campus initiatives to innovative community engagement, we have harnessed our resources to foster change that resonates far beyond our walls.

Guided by a steadfast commitment to excellence and the profound impact of education, this report signifies our dedication to fostering positive change in the education sector and beyond. Our vision is rooted in the understanding that education is a catalyst for change, and that sustainable business practices are essential for nurturing the growth of generations to come.

In today's interconnected world, our responsibilities transcend academic excellence. They encompass the wellness of our planet, the welfare of our communities, and the cultivation of ethical leaders who will navigate complex challenges with empathy and ingenuity.

As we embrace the momentum of this report's release, I want to extend my gratitude to our dedicated teams, our partners, and our students who have embraced the spirit of impact with unwavering dedication. It is your passion for positive change that propels us forward, encouraging us to set new benchmarks and continually redefine the standards of excellence.

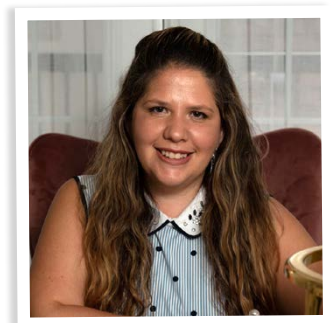
In these pages, you will find a reflection of our ongoing journey – one that humbly acknowledges the distance we have covered and candidly identifies the road ahead. The pursuit of impact is a shared endeavor, and we invite all stakeholders to join hands with us as we embark on a path that seeks not only to educate minds but to elevate the very essence of human potential.

Thank you for your commitment to our mission, your belief in the power of education, and your dedication to building a future that is equitable, sustainable, and compassionate. Together, we are sculpting a legacy of impact that will resonate for generations to come.

With determination and optimism,

*Yuliya Zingen*

Chief Impact Officer





# Sustainability Roadmap

## Our journey this year



### **JANUARY**

GUS Impact Team formed.



### **FEBRUARY**

Board meeting held to discuss overarching sustainability strategy.



### **MARCH**

Conducted initial conversations with our institutions to introduce GUS Impact and discuss their involvement in sustainability activities going forward.



### **APRIL**

Board signed off sustainability strategy for 2023/24.



### **MAY**

Conducted double materiality assessment.



### **JUNE**

Formed global ESG Taskforce.



### **JULY**

Collected baseline disclosure data for all institutions on material topics and SASB criteria. Held board meeting to present targets and initiatives.



### **AUGUST**

Confirmed first round of targets and future initiatives for GUS Groupa and all institutions.



### **SEPTEMBER**

Published first Annual Impact Report and SASB Report.

# SDGs

To guide our sustainability strategy, we've chosen to align with ten of the United Nations' Sustainable Development Goals (SDGs). These SDGs represent the areas where we believe our collective expertise and influence can make the most significant and meaningful impact.

Our selection process was driven by an evaluation of our capabilities, the needs of the global community, and the regions we serve. We remain steadfast in our commitment to these ten goals, as we work towards creating a better, more sustainable world through education.

We aim to incorporate and integrate these ten SDGs into the sustainability strategy of all our institutions by 2024.



# Impact pillars

## Measuring & Reporting

By improving our measurement and reporting practices, we can better manage risks and make informed decisions about our future. This pillar ensures that we have accurate data to track our progress, set ambitious goals, and contribute in the best way we can to global efforts addressing climate change and social equity.

## GUS Impact Branding

We recognise that our brand is a critical tool for connecting with you - our customers and stakeholders. It is through our brand that you perceive our company values and differentiate GUS. Creating a GUS Impact brand that showcases our dedication to sustainability and positive impact allows us to transparently communicate our ESG goals and performance. It will help us build trust, engage and attract like-minded individuals, and foster a sense of community and collaboration across our GUS family.

## Partnerships

We believe in the power of collaboration. By reaching out to businesses, NGOs, and academics, we can form partnerships that yield mutual benefits and support our sustainability goals. Through joint initiatives, research collaborations, and community engagement programs, we can expand our network within the sustainability ecosystem and share expertise and resources to accelerate progress toward sustainability.

## Sustainable Practices

We plan to actively engage our faculty and students in sustainability initiatives to promote research projects, innovation, and partnerships that contribute to sustainable solutions and advancements. By driving thought leadership and leveraging our core expertise, we can support the development of sustainability practices both within our GUS family and more broadly.

## Purpose & Profit

We firmly believe that profit and purpose should go hand in hand. We strive to link commercial success with our ESG activities, enabling us to further support the success of our institutions. By embedding our sustainability strategy into our business strategy, we strive for long-term, sustainable growth.

## Creating IMPACT through opportunity



Measuring & Reporting



GUS Impact Branding



Partnerships



Sustainable Practices



Profit & Purpose

# Double Materiality Assessment

In the evolving landscape of global education, it's paramount that our institutions recognise their role in the broader societal and environmental context.

The Double Materiality Assessment is a testament to this conviction. This process evaluated our key stakeholders' views on the impact of our activities on society and the environment, as well as how sustainability issues affect GUS and our institutions' ability to create value.

## The Results

Importantly, no topic was identified as unimportant. We have therefore made plans to address all topics, using the results of this assessment to guide the prioritisation of our actions going forward.

The topics identified as a top priority by both internal and external stakeholders were; Gender Equality, Workplace Rights, Quality of Education & Gainful Employment, Social Justice & Human Rights and Business Ethics.

## The Process

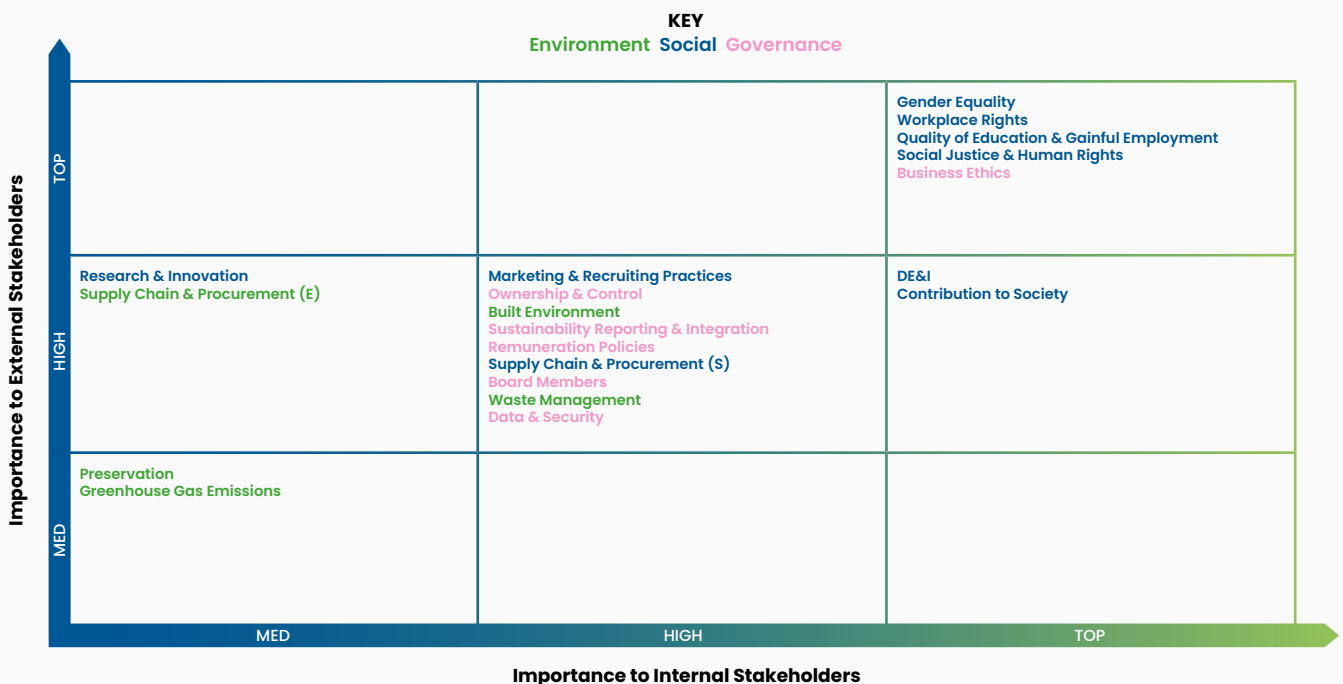
**Topic Identification:** Our topic identification process was guided by an assessment of current sustainability disclosures across GUS institutions, topics addressed in SASB and GRI standards and market research into topics relevant to our sector.

**Stakeholder Representation:** Distinct voices echo throughout GUS, each bringing unique insights. Our GUS Group leadership team, institutional leaders, and employees presented internal stakeholder perspectives, while the responses from our students and agents informed us of external stakeholder priorities.

**Stakeholder Engagement:** We were heartened by the overwhelming response from our key stakeholders, with 650+ total stakeholders engaged.

**Topic Prioritisation:** Every voice matters at GUS. By equally weighing the perspectives of all our stakeholders, we could discern the areas that truly resonate across our community.

These findings serve as our compass, guiding GUS' sustainability strategy and ensuring that we remain attuned to both the pulse of our stakeholders and the broader societal and environmental context.



# SASB Report

2023 marks GUS’ inaugural year of reporting information in alignment with the Sustainability Accounting Standards Board (SASB) standards. For this report, we are specifically reporting against the SASB education sector standard (SV-ED), as it best represents our business.

Reporting against the SASB SV-ED standard provides GUS the opportunity to focus on specific sector-level sustainability metrics and communicate corporate performance against these. Reporting on material risks and opportunities, in line with reporting standards, forms the bedrock of our sustainability governance. This enables us to continuously evaluate our goals, targets and progress in a transparent manner.

## Our SASB report is made up of:

### Disclosure topics:

Industry-specific disclosure topics that constitute material information, specifically data security, quality of education, gainful employment, and marketing and recruiting practices.

### Accounting metrics:

Quantitative and/or qualitative accounting metrics used to measure corporate performance of the metrics listed above.

### Activity metrics:

Metrics quantifying the scale of GUS’ business, used in conjunction with the accounting metrics to normalise data and enable industry comparison.

Our 2023 SASB report is available to view in full on our GUS Impact website.

Going forward, we are working with our global Sustainability Taskforce members to set up our GUS ESG Index in partnership with SustainIQ (see more on pages 58 & 59). This process will enable us to report more comprehensively in a standardised manner across all institutions.



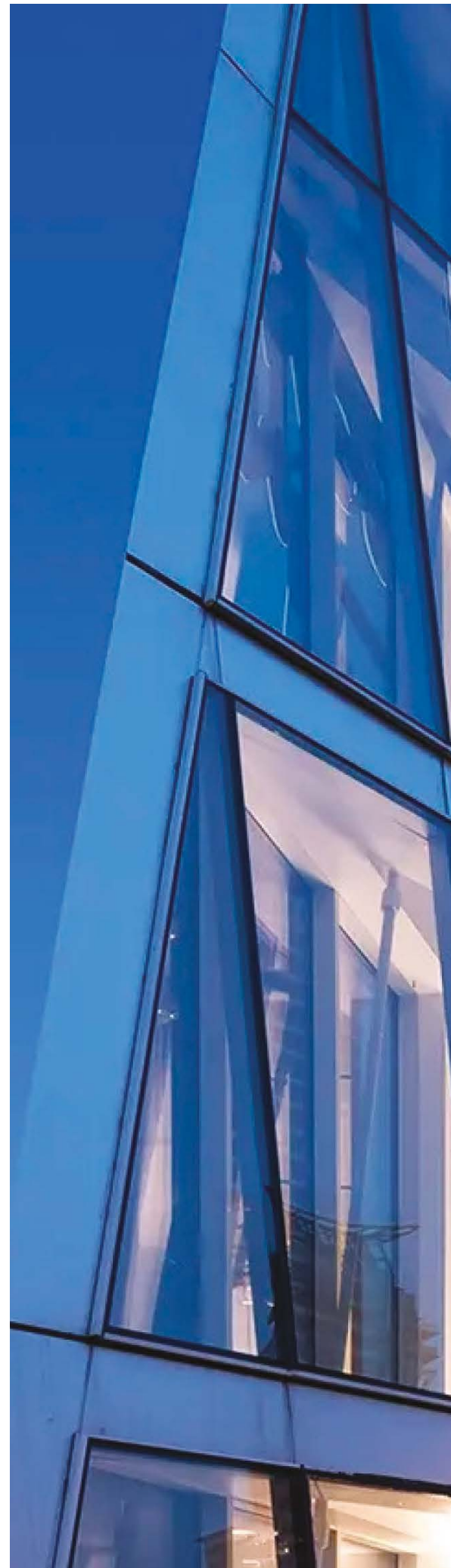
## AASHE Stars

In order to elevate our sustainability practices, we are embarking on a journey to secure a Gold rating from the AASHE STARS framework.

The STARS system offers a clear framework to understand sustainability across all facets of higher education, which is crucial given our diverse portfolio of institutions. With STARS, we can compare our sustainability performance with other institutions over time, using standardised measurements crafted with input from the global academic sustainability community. This uniform approach ensures we're on par with global standards.

By actively participating, we're motivated to constantly improve our sustainability efforts, as well as learning from and contributing to a wider community. This collaborative approach helps in fostering a robust and diverse network of institutions focused on sustainability.

By aiming for the Gold rating, we're not just ticking a box. Each STARS rating denotes a significant level of commitment to sustainability, achieving a Gold rating will be a testament to our dedication and leadership in this arena.





## Core Impact Themes

At GUS, we understand that the true measure of our success is reflected not only in the academic accomplishments of our students but also in the tangible, positive change we effect on the world.

As we strive for excellence in higher education, we are equally committed to ensuring that our operations and decisions are grounded in principles that promote a better future for all.

In this section, we delve deeper into our four Key Impact Themes, which underpin our holistic approach to sustainability:

### Education:

At the heart of our mission is the drive to provide world-class education, fostering an environment of lifelong learning. We believe that by empowering individuals with knowledge and skills, we can catalyse profound societal transformation.

### Environment:

Recognising the pressing global environmental challenges, we have begun to take steps to reduce our footprint. From green campuses to sustainable research projects, we're expanding environmental responsibility into every facet of our operations.

### Equality:

We actively champion the cause of equality across all our institutions. This goes beyond mere representation; we strive to ensure that everyone, regardless of background, has equal access to opportunities and resources. This commitment is reflected in our diverse student body, our global faculty, and the partnerships we forge.

### Ethics:

The academic world is built upon a foundation of trust and integrity. We are uncompromising in our adherence to the highest ethical standards, ensuring that our research, teaching, and administrative processes are transparent, accountable, and conducted with the utmost integrity.

As you read on, you will discover the initiatives, achievements, and future plans that bring each of these themes to life. Our commitment to these pillars ensures that every action we take, no matter how small, contributes to a larger vision of a sustainable and equitable world.



**CHAPTER 3**

# EDUCATION

Education is the core of our business and our purpose, and the driving force behind every initiative we undertake.

# What Education Means to GUS

Education is the core of our business and our purpose, and the driving force behind every initiative we undertake. Education has the power to shape the societies we live in and pave the way for a brighter, more sustainable future.

## Enhancing Employability:

Education is a bridge to employability, enabling individuals to not only dream big but also to translate those dreams into fulfilling careers. Through tailored programs, projects, and industry partnerships, we ensure that our students are well-prepared to enter the workforce with the skills demanded by today's job market.

## Empowering Minds:

We believe in empowering minds through the fusion of knowledge and technology. By integrating the latest technological advancements into our educational framework, we equip learners with the digital skills and competencies needed to navigate the rapidly evolving landscape of the 21st century.

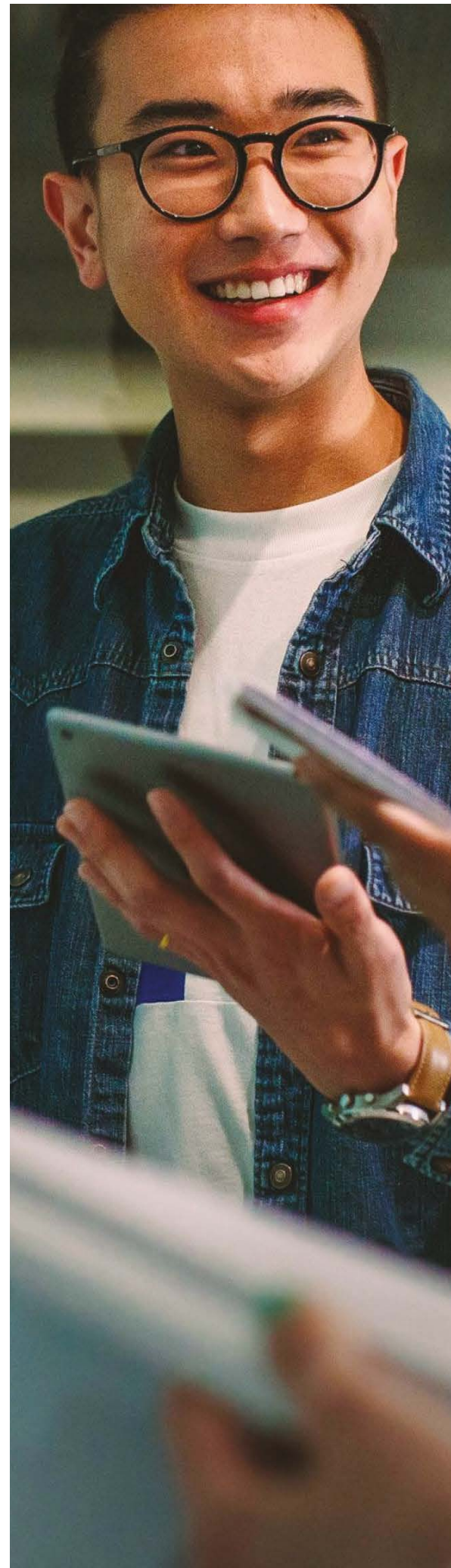
## Fostering Innovation:

We believe that innovation is the driving force behind progress, and we are dedicated to nurturing a culture of creativity and forward thinking. By providing an education that encourages critical thinking, problem-solving, and entrepreneurship, we prepare our students to become the innovators and disruptors of tomorrow.

## Catalysing Sustainable Change:

Our approach to education is synonymous with our commitment to sustainability. By embedding environmental and social awareness into our curriculum, we empower students to become responsible global citizens.

We remain steadfast in our belief that education, innovation, and employability are catalysts for positive change. We endeavour to lead by example, setting the stage for a world where education, technology, and sustainability intertwine to shape a brighter and more inclusive future.



## Our Progress So Far

**38**

Institutions in

**12**

countries across

**3**

continents

**100k+**

students from

**150+**

countries

**1,300+**

courses across

**8**

core disciplines

At GUS, we're more than just educators; we're a community built on ambition, innovation, and inclusion.

Our institutions are driving initiatives that not only champion academic excellence, but also focus on personal development, well-being, and the broader societal impact. From nurturing future entrepreneurs and trailblazers in Berlin and Dehradun to fostering musical talents in London, our reach is truly global. We're particularly proud of our dedication to mental health, with initiatives at Arden University, Fleming College Toronto, and GISMA standing as a testament to our commitment. But it's not just about our students. At GUS, we believe in empowering our staff and providing them with endless opportunities for personal and professional growth, too.



## Celebrating Student Success Across Our Institutions

At GUS, our commitment to excellence in education is mirrored by the remarkable achievements of our students across our institutions.

At University of Petroleum and Energy Studies, Adhiraj Pal became the youngest Indian author to write about cryptocurrencies with his book 'Cryptomania', which has reached readers in over 150 countries. Meanwhile, Nancy Bora secured an interview with New Zealand's Prime Minister, Jacinda Ardern, exploring the challenges she faced and overcame as a female leader as part of a documentary on female leadership.

London College of Contemporary Music stands as a beacon for musical talent, with alumni such as the critically acclaimed Tom Walker and Rhys Lewis having 7 million and 2.3 million Spotify listeners respectively. Folk singer-songwriter, Kathleen Francis, earned a nomination as an Outstanding Music Graduate by UK Music in 2023, while also performing at major UK festivals. Sahil Batra, both a graduate and now a tutor, won a Special Mention as an Outstanding Music Graduate by UK Music and has carved out a reputation as an accomplished Keyboardist and Musical Director, accompanying celebrated musicians around the world.

Berlin School of Business and Innovation has been instrumental in shaping future entrepreneurs. A recent graduate, Vasin Vorakarn was accepted into Berlin's Startup Now incubator programme and subsequently launched his sustainable bicycle app, Thinktopus, showcasing the clear link between education and sustainable progress.

Across all of our institutions, GUS takes immense pride in the diverse achievements of our students, showcasing our dedication to fostering talent, innovation, and global impact.

### htk Academy



My final project was honored by the Art Directors Club Germany with the highest possible national award: Golden Nail and ADC Talent of the Year. I understood what makes a good idea and how to implement it. I learned both at the htk.

**MICHAEL ULLRICH**

Art Director Digital and Print alumnus

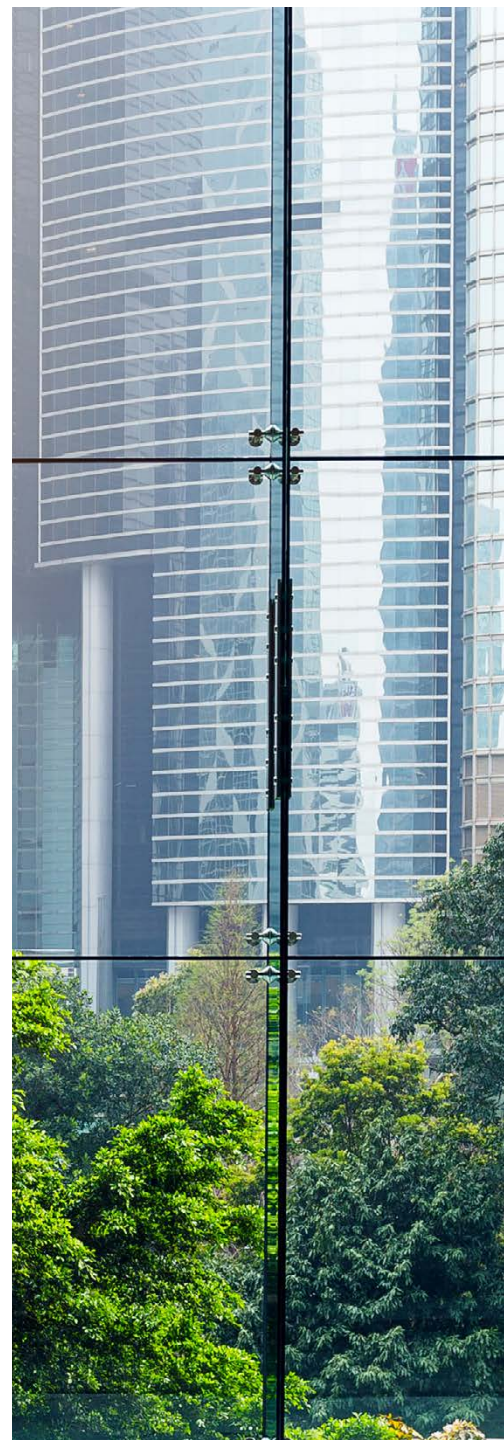
## Pearl Academy's Runway Start-Up Incubator Programme

In August 2022, Pearl Academy funded ten participants of their Runway start-up incubator with grants of INR 1 lakh each. Out of 250 submissions, 25 company ideas were initiated into the programme. The incubator, designed to kindle entrepreneurial spirit, offers financial support and coaching to help students launch their businesses.



“  
**WE BELIEVE  
IN THE  
TRANSFORMATIVE  
POWER OF  
EDUCATION TO  
SHAPE A  
SUSTAINABLE  
FUTURE FOR OUR  
PLANET AND  
COMMUNITIES.**

**Yuliya Etingen**  
Chief Impact Officer



## Caring For Our Students

Beyond the traditional realms of academia and career development, GUS institutions are helping students with their mental and physical well-being. Our institutions are taking transformative steps to foster an environment where everyone feels supported, empowered, and equipped to tackle the challenges of the modern world, ensuring a rounded approach to personal and professional growth.

### Fleming College Toronto’s Mental Health First Aid Training

FCT introduced a Mental Health First Aid Training tailored for staff who interact directly with students. This program empowers staff to recognise and respond to students’ mental health challenges and guide them to relevant resources.

### Gisma University of Applied Sciences Need-to-Talk Hotline & Wellness Initiatives

GISMA established a hotline for students and staff experiencing stress or anxiety, managed by a trained coach from the GISMA Careers team. Additionally, resources on yoga, meditation, and mindfulness were shared on their internal hub.

### Toronto School of Management’s Mental Wellbeing Initiatives

Partnering with Morneau Shepell, TSoM introduced ‘keep.mesafe’, offering mental health support in six languages. They also established a hotline and hosted language-specific webinar group chats, supplemented by student-led fitness webinars.

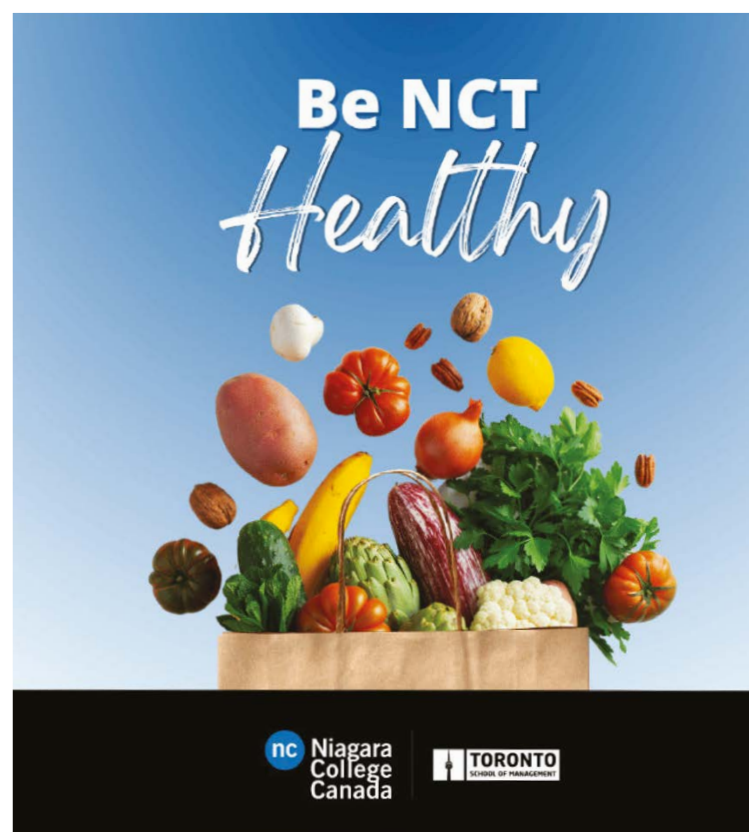
### Berlin School of Business and Innovation’s Share and Care Club

BSBI launched the ‘Share and Care Club’, bridging the gap between individuals with surplus items and those in need. This initiative encouraged environmental consciousness and community support. Within two weeks over 85 items, including clothing and accessories, were donated, benefiting many students anonymously.



### Niagara College — Toronto’s BE NCT Healthy Campaign

Promoting healthy eating, NCT offered students fresh produce packs filled with fruits and vegetables, available twice a week per term. Each student had access to 32 bags of produce per term to support their overall well-being.

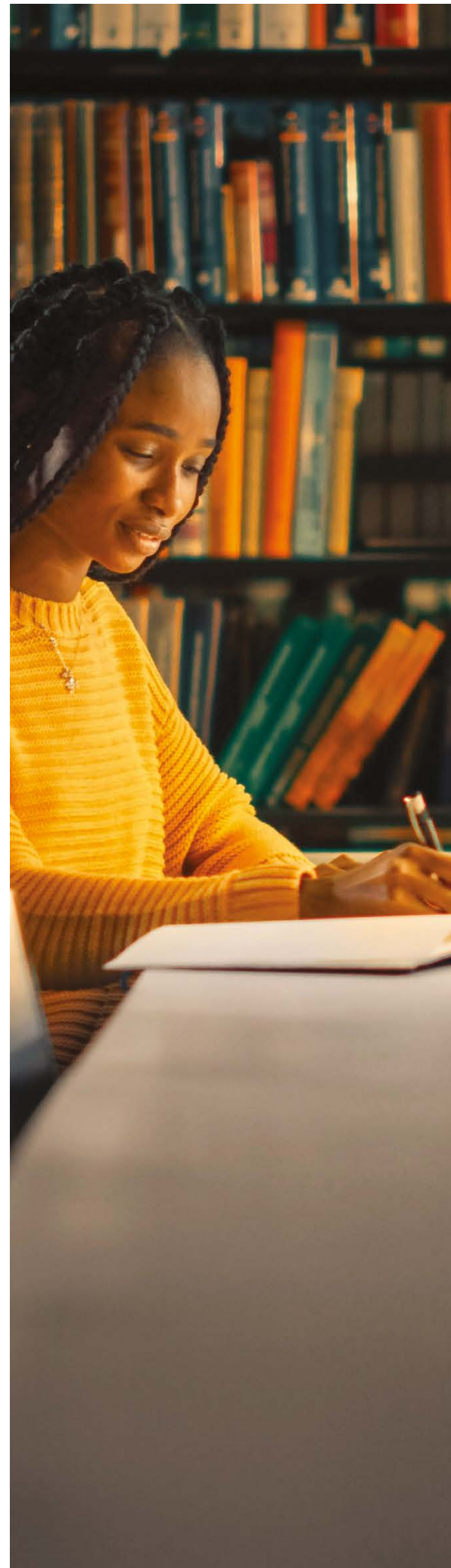


## Developing Our People

Our employees are part of the GUS family, where innovation thrives and differences are celebrated. At GUS institutions, passionate individuals come together, driven by a shared goal of impact and performance. We endeavour to create opportunities, allowing employees to progress, transition between departments, and even relocate to our international offices. This global connection means regular collaborations with international colleagues, building a network that spans continents. Many of our alumni choose to continue their journey and work at their respective GUS institutions. We pride ourselves on fostering a welcoming, non-judgmental atmosphere where every employee feels empowered to make a tangible difference with their work. At GUS, you're not just part of an institution; you're part of a global community driving change.

### **GUS Corporate University Initiative**

We're proud to introduce the GUS Corporate University (GCU) initiative as part of our commitment to foster a culture of continuous learning amongst our employees. The GCU offers a wide spectrum of courses and programmes, all tailored to enhance functional, technical, and management skills, ensuring that our employees have every tool they need to succeed. We are currently supporting four delegates as they embark on advanced courses such as the MA Education and the PGCert in Higher Education Administration, Management & Leadership. At GUS, we believe in empowering our team, and the GCU stands testament to that commitment.





## University of Law's Scholarships for GUS Colleagues

As part of GUS's overarching vision to provide its employees with the opportunity for continuous learning, ULaw offers a unique scholarship opportunity for our GUS family members. This initiative allows one member of each GUS institution to embark on one of ULaw's premier online certificate programmes, with a scholarship value reaching up to £4,200.

For those with a passion for furthering their academic journey, the scholarship acts as a stepping stone, allowing recipients to continue their studies to Diploma or MA-level courses at a subsidised rate. Academics can immerse themselves in the MA Education programme, delving deep into the realms of learning, teaching, and assessment.

Business professionals within the education sector can choose the PGCert in Higher Education Administration, Management & Leadership, providing them with tools to enhance their educational practice and self-assessment in a professional context.

An additional micro-credential route ensures our colleagues have access to bite-sized developmental opportunities, tailored for flexibility and impactful learning.



## Empowering Leaders and Staff at the University of Petroleum and Energy Studies

UPES has rolled out various initiatives aimed at leadership and skill development. The "UDAAN" program focuses on enhancing leadership capabilities of department heads, while "LEAP" offers a comprehensive 11-month diploma, incorporating courses from global institutions like Harvard. "PGCAP" is tailored for educators, refining teaching methods and enhancing the classroom experience. "PRAGATI" and "SHIKHAR" target high-potential leaders, preparing them for elevated roles within the organisation. For support staff, their "Skills Development Program" provides the opportunity to upskill, emphasising computer literacy and effective communication, ensuring holistic growth across all levels of the institution.



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**GUIDING AND  
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ACHIEVE THEIR  
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ME IMMENSE JOY.  
IT IS A PRIVILEGE  
TO SHARE MY  
KNOWLEDGE  
AND EXPERTISE.**





**Regwana Uddin**  
ACCA Tutor, LSBF

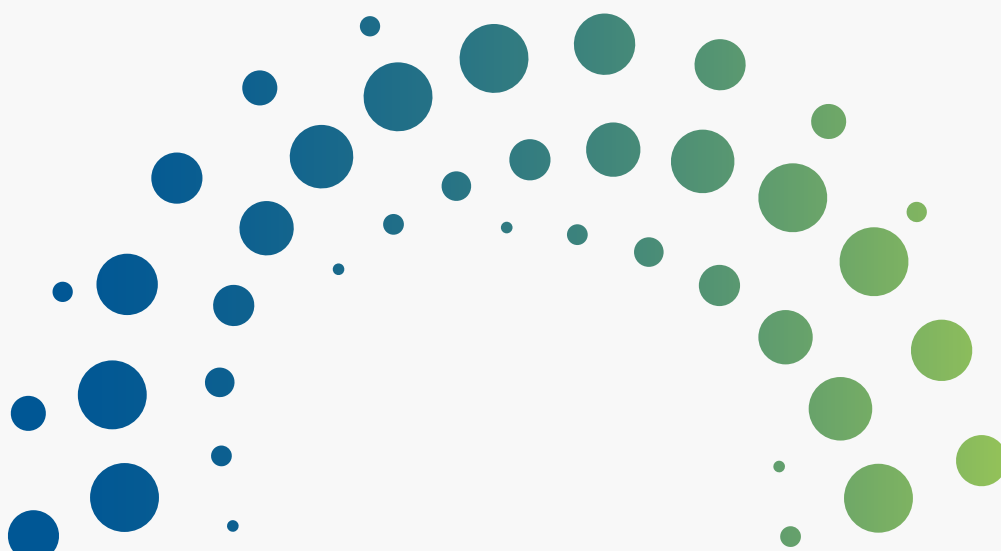


# Looking to the Future

We are dedicated to continually enhancing the educational experience for our students and ensuring a supportive and enjoyable work environment for our staff.

This table outlines our goals for the coming years and the initiatives we have laid out to achieve these.

Topic	 <b>Targets</b>	<b>Initiatives</b>
 <p><b>Quality of Education &amp; Gainful Employment</b></p>	<p><b>By 2026 all students enrolled in GUS institutions will have access to education on knowledge and skills needed to promote sustainable development.</b></p>	<p>Integrate perspectives on sustainability into at least one course per program (undergraduate or graduate).</p> <p>Host webinars or informational sessions on sustainability.</p>
 <p><b>Equal Access to Education</b></p>	<p>Number of students who benefit from scholarships increased from baseline yearly.</p>	
		





## CHAPTER 4

# EQUALITY

We believe in a world where every individual has equal access to opportunities and all voices are heard.



# What Equality Means to GUS

## Fostering Equality: Empowering Every Individual to Thrive

At GUS, we believe that true progress is only achieved when every individual has equal access to opportunities and resources. In the pursuit of a more sustainable and inclusive future, equality isn't just a goal; it's a fundamental building block upon which our entire sustainability journey stands.

### Equal Access to Quality Education:

We believe that every person, regardless of their background or circumstances, deserves access to a high-quality education that empowers them to reach their full potential.

### Empowering Diverse Voices:

We recognise and celebrate the unique experiences, perspectives, and contributions that each individual brings to our community. By fostering an inclusive environment that values diversity, we create a space where diverse voices are not only heard but also respected, and where collaboration thrives.

### Closing Gender Gaps:

We are dedicated to breaking down gender stereotypes, promoting female leadership, and ensuring that all individuals have the same opportunities to succeed and excel. Through targeted programs, mentorship, and advocacy, we contribute to closing gender gaps and creating a more balanced and equitable society.

### Transparent Accountability:

Equality is a promise we uphold through transparent accountability. We regularly assess our practices, policies, and outcomes to ensure that we're living up to our commitment to equality.

As we embark on our sustainability journey, we recognise that equality is not an endpoint but a continuous effort. By weaving equality into the fabric of our operations, culture, and educational initiatives, we strive to contribute to a world where every individual has the opportunity to thrive and shape a brighter, more inclusive future for all.



# Our Progress So Far

Equality is the foundation that underpins our global operations. Our diverse student body, faculty, and staff across our network of institutions bring forward a rich set of backgrounds, experiences, and perspectives.

This diversity is both our strength and our pride, and it provides a more fulfilling and multifaceted educational experience for all of us.

Our institutions aim to provide an environment where everyone feels valued, heard, and empowered, but we know there's more work to be done. While we've made significant strides in championing equality, the journey is ongoing.



**University of Europe for Applied Sciences (UE)**

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One of the reasons to study at University of Europe for Applied Sciences is the international community, there are a lot of people from all over the world studying here on campus and it's really great to broaden your horizon and get to know many cultures.

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**JACQUELINE SHANICE LUDWIG**  
Illustration Graduate

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**Medical University of the Americas**

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At MUA I teach diverse and talented students from all social classes, religious backgrounds, ethnicities, and orientations. These are the doctors that the world will need in the coming generation. The world will be better because of what we do here.

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**ROBERT MANKOFF**  
Illustration Graduate

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At GUS, our staff are required to complete training programs with respect to diversity, equity, and inclusion. These carefully designed programs aim to educate employees on how to promote a fair, respectful, and diverse workplace.

**Key topics covered include:**

- Understanding unconscious bias and stereotypes
- Promoting cultural competence and sensitivity
- Ensuring equitable treatment and opportunities for all employees
- Fostering an inclusive work environment
- Recognising and mitigating microaggressions
- Allyship and advocating for underrepresented groups
- Protections for whistleblowers
- Family and medical leave policies
- Equal treatment and non-discrimination
- Prevention of harassment, bullying, and discriminatory behaviour
- Respect for individual dignity and autonomy
- Protections for marginalised or vulnerable groups
- Legal and ethical obligations related to human rights

## Empowerment through Accessibility

### Equal Access to Quality Education:

We are all using an increasing amount of digital technology that makes our everyday lives easier and supports us at work. Intelligent solutions can make an even greater difference in the lives of people who encounter barriers in everyday life and at work due to illness or disability. UE's "5G Inclusion 4.0" project focuses on leveraging digital assistance systems based on 5G networking - such as virtual reality glasses - to assist people with cognitive impairments. Together with its project partners, Gesellschaft für Bildung und Beruf e.V. Dortmund and Iserlohner Werkstätten gGmbH, this project aims to enhance participation in daily and professional life through greater accessibility.

## Empowerment Through Financial Support

We're deeply committed to enabling access to education through financial support and championing the development of underserved communities. Alongside the 20 fully-funded scholarships across GUS institutions in Canada and Germany, the below examples showcase how GUS institutions are providing financial aid and scholarships in an effort to break down barriers and foster inclusivity and empowerment.

## Arden University's Commitment to Mental Health & Equality

**In January 2022, Arden University launched a scholarship for new Psychology students which will help to reduce tuition fees while contributing to the mental health charity, Mind.**

The Psychology Scholarship saw eligible students secure £950 towards the cost of their studies, with a donation of £50 also made to mental health charity, Mind, on behalf of each successful applicant. A total of 600 scholarships were available in 2022, equalling a donation of £30,000 to Mind.

As part of Arden University's Equality Scholarship, five inspirational students have obtained full scholarships for the remainder of their studies. Celebrating diversity, equality, and inclusion, this new scholarship has been designed to support Arden students who have had to overcome barriers, just because of who they are, in achieving the success they deserve in their lives and careers.

## University of Petroleum and Energy Studies ‘Protsaahan Free-of-Cost’ Higher Education initiative

Since 2018, UPES has delivered their ‘Protsaahan Free-of-Cost’ Higher Education initiative, aimed at supporting the deserving yet underprivileged students of Purkal Youth Development Society (PYDS) Learning Academy in Dehradun. UPES welcomes two PYDS scholars annually. The scholarship covers all associated expenses – from tuition fees, accommodation, and uniforms to one-time charges and even a refundable security deposit. As of now, 15 PYDS students have benefitted from free-of-charge education at UPES.

## Medical University of the Americas Paving the Way for Affordable, High-Quality Medical Education

In 2022, Medical University of the Americas announced a reduction in tuition for students matriculating in 2023 in a bid to tackle affordability and accessibility to medical education. MUA’s 12% reduction in tuition makes the institution the most affordable Caribbean medical school that is approved to participate in U.S. Federal Financial Aid programmes.



This is an excellent opportunity for students who may have been limited financially in their pursuit to achieve their medical degree. At Medical University of the Americas, we are committed to providing opportunity through an accessible and affordable education, with the same focus on student success.

**GERALD J. WARGO JR**  
Executive Vice President for Marketing and Enrolment

## The University of Law’s Boost for Career Changers

ULaw has launched the Career Changer scholarship, dedicating £750,000 to support individuals affected by job instability. This fund offers up to 10 full fee scholarships and 300 individual awards to cover course fees, supplementing the £2m already earmarked for the 2020/21 academic year.

## London Academy of Trading’s Women in Trading Scholarship campaign

In March 2023, LAT launched its Women in Trading Scholarship campaign which encourages women to take up trading as a career by offering a 30% scholarship across its full range of trading courses.



For the fifth year running, LAT is seeking to empower more women to take up trading. The number of women working in this previously male-dominated field is increasing and LAT is proud to be a part of this growth.

**PADDY OSBORN**  
Academic Dean and Managing Director at LAT

## GUS Support for Turkey Earthquake Victims

An alliance of GUS institutions across Canada and Germany committed to provide over \$400,000 in full scholarships to individuals impacted by the recent earthquake in Turkey. Beyond educational support, GUS actively contributed to relief efforts by donating essentials like shelter, food, and medical supplies. Select affected Turkish residents will receive direct financial aid covering a year’s worth of living expenses. Our aim is not only to facilitate access to world-class education for these talented individuals but also to empower them to utilise their newly acquired skills in the reconstruction and rejuvenation of their homeland.



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**ARDEN'S EQUITY  
SCHOLARSHIP IS  
A STEP TOWARDS  
BRINGING  
PEOPLE TOGETHER  
AND MAKING  
INEQUALITY  
HISTORY.**

**Professor Dilshad Sheikh**  
Deputy Vice Chancellor and Dean  
of the Faculty of Business, Arden University

## Empowering Women in the GUS Ecosystem

We are committed to amplifying women’s voices, talents, and leadership across our institutions. From IBAT College Dublin’s initiative to reshape Ireland’s tech landscape to UPES’s dedicated female leadership programme, our initiatives are tailored to uplift and empower women globally.

### FutureLearn’s Support for Afghan Women

Within 48 hours of educational restrictions being placed on Afghan women, FutureLearn was able to offer them free access to over 1,200 courses, with over 28,018 Afghan learners enrolling from January to July 2023.

### Empowering Women Leaders at University of Petroleum and Energy Studies

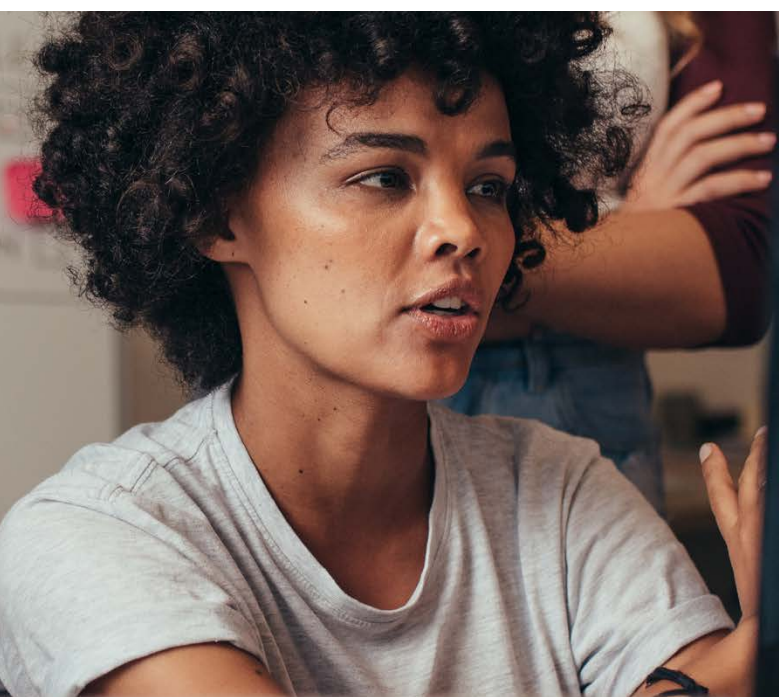
The Shakti programme at UPES is aimed at nurturing emerging female leaders working at the institution. The program, spread over nine months, is focussed on adaptive skills, emotional intelligence, business communication, and team management. Thirty female staff members are being mentored through this programme every year, with 120 women benefitting to date.

## Promoting Women in Tech at IBAT College Dublin

In 2017, just 18.9% of IT specialists in Ireland were women. The need for a more balanced representation of women is a critical challenge facing the technology sector. In an aim to reshape the tech landscape in Ireland, IBAT is offering a 25% scholarship across its full range of IT courses to all women that qualify.

## Celebrating Women at Fleming College Toronto

Honouring International Women’s Day, FCT held a virtual event that spotlighted the contributions and experiences of women within their organisation and the broader community. Female leaders at FCT shared their experiences and valuable perspectives on women in the workplace, gender equality, and empowerment. A workshop was conducted on promoting a culture of respect in the workplace, focussing on understanding the importance of respect in enhancing teamwork and collaboration, learning effective communication strategies for promoting respectful interactions, exploring ways to address and prevent workplace conflicts through open dialogue, and gaining insights into recognising and valuing diverse perspectives and backgrounds.



Graduating with an MBA is an achievement which holds great meaning not only for me but also for my family, serving as a source of inspiration for other young women, who may have felt discouraged by societal expectations.

**ADAMA NENEH SESAY**

**Global MBA Human Resource Management, LSBF**

# Looking to the Future

At GUS, we are deeply committed to moulding a brighter, more equitable future for our community. To drive us towards this, we have set forth clear targets and initiatives.

From striving for gender parity in leadership roles to ensuring our facilities are accessible and inclusive, our goals are both ambitious and essential.

Topic	 <b>Targets</b>	<b>Initiatives</b>
 <p><b>Gender Equality</b></p> 	<p><b>50% women in university leadership positions and senior academic roles across all campuses by 2030.</b></p> <p>Measure and report gender metrics for all GUS employees by 2025.</p>	<p>Roll out mentorship and sponsorship programs to support the professional development of women.</p> <p>Roll out transparent promotion and succession planning.</p>
 <p><b>DE&amp;I</b></p> 	<p>Percentage of ethnic minorities in leadership positions and senior academic roles will be in proportion to local population across all campuses by 2030.</p> <p>Renovate and upgrade at least 80% of all education facilities to be disability, gender and religion sensitive and provide safe, non-violent, inclusive, and effective learning environments for all by 2025.</p>	<p>Offer and promote training programs on DE&amp;I to all employees and staff at GUS.</p> <p>Develop a comprehensive accessibility plan to accommodate students with disabilities, ensuring they have equal opportunities and support in all aspects of education.</p>
 <p><b>Remuneration Policies</b></p> 	<p>Gender pay equity policy implemented at all GUS institutions by 2025.</p> <p>Achieve pay equity across GUS institutions by 2035.</p>	<p>Conduct a pay equity audit across all institutions.</p>
 <p><b>Board Members</b></p> 	<p><b>50% female board members for GUS &amp; GUS institutions by 2030.</b></p> <p>Conflict of Interest Policy implemented at GUS by 2024.</p>	



## CHAPTER 5

# ENVIRONMENT

Safeguarding our environment is paramount for the present and future well-being of our global community.



# What Environmental Stewardship Means to GUS

We know our actions today have far-reaching consequences for future generations. As such, we are dedicated to minimising our impact and actively contributing to a more sustainable world.

## **Reducing our Carbon Footprint:**

To meet our target of becoming carbon neutral across all our institutions by 2040, we are actively working towards reducing our carbon footprint, transitioning to renewable energy sources, and embracing energy-efficient practices.

## **Resource Conservation:**

We are expanding our existing resource management initiatives; minimising waste generation, and promoting circular economy principles that prioritise recycling, upcycling, and sustainable consumption.

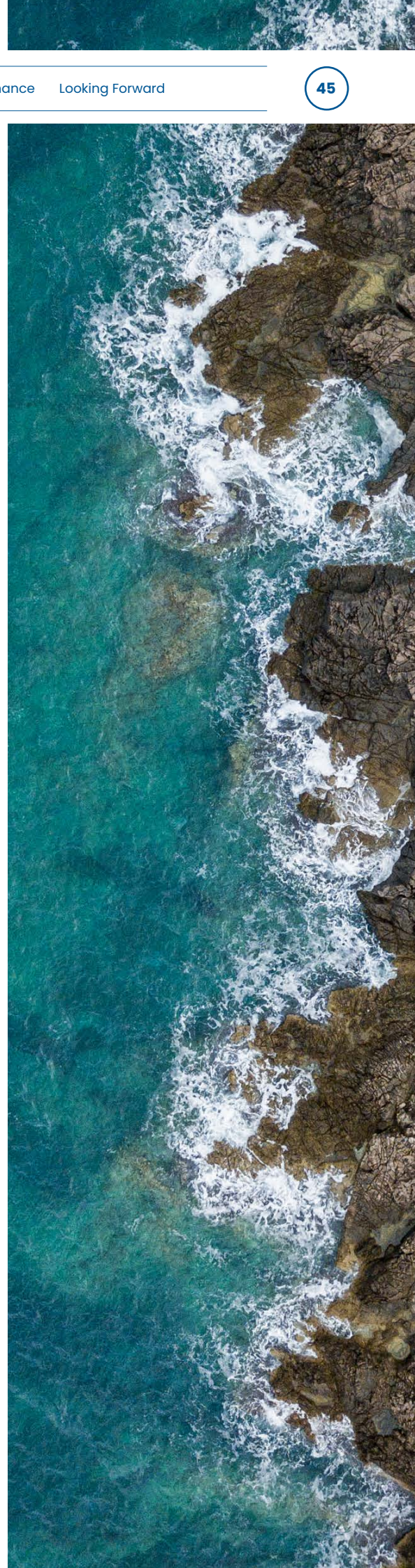
## **Green Infrastructure:**

We believe in building a sustainable future from the ground up. From energy-efficient buildings to green spaces that support biodiversity, we will continue to expand our portfolio of green campuses.

## **Transparent Accountability:**

We have set ambitious targets. We will continuously measure, assess and report progress on these to our key stakeholders. By holding ourselves accountable, we aim to maintain the trust and support of our community.

By implementing responsible practices and supporting environmental initiatives, we will do our bit to preserve the Earth's beauty, richness, and diversity for future generations.



## Our Progress So Far

We recognise that safeguarding our environment is paramount for the present and future well-being of our global community. Our commitment reflects our dedication to the GUS family – our students, employees, and the local communities we proudly belong to.

Every step we take, from carbon reduction initiatives to green infrastructural developments, is a testament to our responsibility towards creating a sustainable ecosystem. While we are proud of the strides we’ve already made, we acknowledge that our journey towards environmental stewardship is just beginning. We are continuously evaluating and implementing strategies to further our impact, ensuring that our legacy is one of positive, enduring change.

As part of our environmental strategy, GUS is forging an alliance with Canie, a grassroots initiative aiming to be a prominent signatory on the Climate Action Network For International Educators Accord. Discussions are ongoing to continue to deepen and expand this partnership.

### Arden’s Path to Net Zero by 2030

Arden has achieved Net Zero accreditation by setting a credible, science-based carbon reduction target and offsetting their annual residual emissions through two dedicated community projects in India, and they’re just getting started. Arden is on a mission to attain Net Zero status by 2030, in line with the Paris Agreement, through emission reduction initiatives combined with regular assessments of their carbon footprint.

### ULaw’s Carbon Management Programme

The University of Law is making significant strides in carbon reduction. With an ambitious target of achieving carbon neutrality by 2030, ULaw has already witnessed a commendable 63% decrease in emissions from 2019 to 2021. Their objective? To embed carbon reduction into every aspect of the university, from operating buildings, processing waste, and buying products to travelling and teaching.

### Eco Leadership at London School of Business & Finance Singapore

LSBF Singapore is committed to protecting the environment, building sustainable business practices and promoting wellness for all staff. With a strategy anchored on resource management, waste control, and employee education on green initiatives, LSBF not only talks the talk but walks the walk. Their dedication has been recognised with the Eco Office certification from the Singapore Environment Council, highlighting their exemplary policies and practices.

### University Canada West’s Green Blueprint

From integrating sustainability into curricula and research to promoting eco-friendly transportation options and operating energy-efficient buildings, UCW is reshaping its campuses for a greener future. Their move to LEED-certified Vancouver House was marked by a focus on waste reduction, material reuse, and recycling. The green roof feature is a favourite of ours – helping to reduce noise and air pollution, increase urban biodiversity, and maintain a set temperature through naturally cooling features.

### Niagara College – Toronto’s Sustainable Urban Development

Niagara College – Toronto operates within the Mirvish Village, a community-centric project that seamlessly blends parks, markets, restaurants, shops, housing, and offices. The village boasts pedestrian-friendly designs, ample green spaces, and meets both the LEED Platinum criteria and Toronto’s Tier 2 Green Standard. Notably, the community will be powered by a neighbourhood energy system by Creative Energy, anticipated to cut energy consumption by 30%.



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**WE HAVE  
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ARDEN'S NET ZERO  
CERTIFICATION IS  
SOMETHING WE  
ARE LOOKING TO  
EXPAND TO ALL GUS  
INSTITUTIONS.**

**Valery Kisilevsky**  
Group Managing Director of GUS



# Looking to the Future

As an educational institution, we are uniquely positioned to inspire and implement sustainable practices.

We recognise the pressing need to reduce our carbon footprint, transition to renewable energy, and foster a culture of environmental stewardship. These targets and initiatives are the first step towards cultivating greener, more sustainable campuses for years to come.

Topic	 <b>Targets</b>	<b>Initiatives</b>
 <p><b>Greenhouse Gas Emissions</b></p> 	<p><b>Carbon neutral across all institutions by 2040.*</b></p> <p><b>Measure and track GUS campuses' GHG scope 1, 2 and 3 emissions by 2025.</b></p>	<p>Invest in renewable energy procurement and on-campus production globally.</p> <p>Facilitate and promote environmentally-friendly transportation options for students.</p>
 <p><b>Built Environment</b></p> 	<p><b>Implement building practices on all of GUS institution campuses in line with LEED or BREEAM certification standards by 2025.</b></p> <p><b>Retrofit existing buildings to increase energy efficiency by 2030.</b></p>	<p>Incorporate environmentally sustainable design aspects into new and existing campus buildings.</p>
 <p><b>Waste Management</b></p> 	<p><b>Eliminate single-use plastics by 2025 across all campuses.</b></p> <p><b>Decrease amount of waste going to landfill by 50% across all GUS institutions by 2030</b></p>	<p>Implement waste management measurement, processes and policies and increase the number of internal waste management awareness campaigns.</p>

\*(We acknowledge that these target dates and specific initiatives may vary across different geographical regions and may vary based on circumstances)





## CHAPTER 6

# ETHICS

Fundamental commitments that shape our identity as responsible leaders in the education sector.

# What Ethics Mean to GUS

Ethics are the cornerstone upon which our every action, decision, and interaction are built. We firmly believe that ethical conduct is not just a moral obligation; it's a fundamental commitment that shapes our identity as responsible leaders in the education sector.

## Equity and Fairness:

We believe in a world where equity and fairness prevail. Our ethical commitment drives us to promote equal opportunities, combat discrimination, and champion social justice. By contributing positively to society through philanthropy, volunteerism, and community partnerships, we lay the groundwork for enduring positive change in our communities.

## Student-Centered Focus:

We are dedicated to providing a safe, nurturing, and empowering learning environment that prioritises students' well-being, growth, and development. Their success and fulfilment are our utmost priorities.

## Responsible Financial Management:

Ethical leadership extends to financial stewardship. We manage resources responsibly and make sound financial decisions that ensure the long-term success of our institutions.

## Ethical Governance and Accountability:

Ethical conduct is woven into our governing practices. Our governance model ensures that ethical considerations are central to decision-making and that ethical standards are upheld in all aspects of our operations.

By adhering to these guiding principles, we ensure that our actions reflect our commitment to responsible leadership, social responsibility, and the creation of a just and ethical world for all.





## Our Progress So Far

GUS stands unwavering in its commitment to ethical conduct and social responsibility, underpinned by a comprehensive suite of policies addressing everything from our Business Code of Conduct to Workplace Well-Being.

But, for us, policies alone are not enough. Our ethos is brought to life through our institution's expansive community engagement initiatives that span continents and tackle a myriad of challenges. From advancing education in underserved regions to addressing pressing societal concerns, our institutions are continually striving to be catalysts for positive change.

Our GUS Group Policies, available to all our institutions, cover a diverse range of topics such as Business Code of Conduct, Equal Opportunities, Anti-Harassment and Bullying, Whistleblowing, Menopause, Maternity & Paternity Leave, Stress at Work and Recruitment & Selection. In addition to policies, we provide our staff with training to ensure they have a fundamental understanding of their own workplace rights, covering topics such as:



**Employment contracts, terms, and conditions.**



**Working hours, breaks, and overtime.**



**Health and safety regulations.**



**Grievance resolution procedures.**

## Giving Back to Our Communities

### The Ignite Africa Campaign at Berlin School of Business & Innovation

BSBI empowers its student and alumni network to plan and execute meaningful projects that create equal opportunities and specifically support access to education for the youth in underserved communities. One of these is the Ignite Africa Campaign, an initiative dedicated to providing STEM education to 200 underprivileged children in Nigeria. Their ultimate aim is to build a STEM innovation centre that will serve as a skill acquisition hub for these children. In addition to gaining valuable technical skills, beneficiaries also receive the support they need in order to rejoin the formal education system. The Ignite Africa Campaign is poised to break the cycle of poverty by equipping the next generation with the necessary knowledge and skills to access better opportunities in life, achieve their dreams, and liberate their communities.

### Promoting Safety and Generosity at Fleming College Toronto

FCT is actively involved in fostering a secure and inclusive environment through the Moose Hide Campaign - an Indigenous-led grassroots movement to end violence against women and children. On the annual Moose Hide Campaign day, the college purchased and distributed pins to their student body, symbolising their unified commitment to ending violence against women and children and encouraging further donations to the cause. Additionally, in May 2023, FCT's Student Services team spearheaded a clothing donation drive, culminating in the collection of nearly 170 pounds of clothing to be repurposed with the assistance of Kidney Clothes.



### Community Projects at the University of Petroleum and Energy Studies

UPES is busy pioneering several commendable projects for their community. 'Project Swavalamban' empowers Class IV female employees through training in areas such as technology, legal rights and the English language. The 'Lakhon Khwahishen' initiative provides menstrual cups to underprivileged women to aid in the fight against period poverty. Lastly, as part of the 'SRIJAN' initiative, first-year students are mandated to undertake 6-8 week internships with NGOs, exposing them to the multifaceted social challenges India faces. Over 500 NGOs take part each year, with over 9000 students participating since the initiative began.



## Unified Support for Earthquake Relief in Türkiye and Syria

The students of Fleming College Toronto, Niagara College – Toronto, and Toronto School of Management unified to support the earthquake victims in Türkiye and Syria through a range of fundraising activities. GUS Canada furthered their commitment to the cause by matching every dollar raised, amplifying the impact of these charitable efforts. The accumulated funds were given to the Canadian Red Cross, ensuring that the aid reached those in dire need after the devastating earthquakes.

## Trebas Roundtable Discussion on International Students' Housing Crisis in Canada

Trebas Associate Campus Director, Noah Mullins, took part in a roundtable discussion with Canada's current Deputy Prime Minister and the Minister of Finance, focussed on the housing challenges faced by young individuals in the nation and how the government can implement tools to assist them. Mullins represented the university in this timely discussion, as the subject is particularly relevant to many young students and workers in Canada and the challenges they encounter.

## Inter College Business School's Sports Memorabilia Fundraiser

ICBS undertook a unique but fruitful fundraising approach when students were challenged to raise money for a good cause. Students reached out to renowned athletes to solicit items for an auction they held. Sven Kramer donated a skating suit, football clubs from the Eredivisie gave jerseys, and the Dutch Davis Cup Team donated their official tennis shirt. All with signatures, of course!

## Pearl Academy's Collaboration with Bliss Foundation





Pearl Academy is partnering with the Bliss Foundation, an NGO started by cancer survivors, to help support women and children battling cancer. Recognising the profound emotional and psychological impact of hair loss, students from Pearl Academy are holding workshops to design and donate headgear for patients who have lost their hair due to chemotherapy.









# Looking to the Future

Upholding integrity, fairness, and social responsibility is not just an aspiration but a guiding principle that informs our academic programs, governance, and community engagement.

As we look to the future, our targets and initiatives aim to reinforce an unwavering ethical foundation across all aspects of the GUS community.

Topic	 <b>Targets</b>	<b>Initiatives</b>
 <p><b>Contribution to Society</b></p>	<p>A minimum of 10 philanthropic donations from GUS every year around the globe.</p> <p>Increase the number of meaningful community donations each year per GUS brand.</p>	<p>Commit to the development of each institution's local community through funding, initiatives or student volunteering .</p> <p>Scale the delivery of sustainable solutions to global challenges developed by our institutions.</p> <p>Establish entrepreneurship centres and incubators to support students' innovative ideas and projects that address local and global challenges.</p>
 <p><b>Workplace Rights</b></p>	<p>Achieve an eNPS score at all institutions greater than 50 by 2027.</p> <p>Provide access to affordable health and well-being services at 80% of GUS campuses by 2026.</p>	<p>Implement eNPS surveys across all institutions.</p> <p>Implement well-being programs for staff and students.</p>
 <p><b>Sustainability Reporting &amp; Integration</b></p>	<p>Publish GUS Impact progress through an annual sustainability report.</p>	<p>Roll out training on applicable reporting frameworks, such as SASB and GRI.</p> <p>Collect quantitative and qualitative data quarterly at every institution into one centralised portal.</p> <p>Host quarterly informational sessions regarding ESG reporting and data collection across the institutions to ensure process standardisation and accountability.</p>

Topic	 <b>Targets</b>	<b>Initiatives</b>
 <b>Marketing &amp; Recruiting Practices</b>	<p>No monetary losses or claims submitted by anyone as a result of legal proceedings associated with advertising, marketing or miscommunication by 2025.</p> <p>Distribute, educate and implement GUS HQ existing ethical marketing and recruitment policies across all institutions by 2024.</p>	<p>Deploy a comprehensive communication plan that details holistic marketing practices around gender equality and equity.</p>
		
 <b>Compliance &amp; Risk Management</b>	<p>Distribute, educate and implement existing GUS Group risk identification, mitigation, monitoring &amp; reporting processes across all institutions by 2025.</p> <p>Implement compliance policies at all institutions by 2024.</p>	<p>Roll out compliance training across all GUS institutions.</p>
 <b>Ethical Procurement</b>	<p>Ensure Fair Trade and ethical supply chains across all of GUS institutions by 2040.</p>	<p>Establish socially and environmentally responsible procurement policies and procedures at all institutions.</p>
		
 <b>Data Security &amp; Innovation</b>	<p>No students or employees affected by data breaches by 2024.</p>	<p>Record and centrally report on data breaches and mitigation measures at each institution.</p>
		
 <b>Social Justice &amp; Human Rights</b>	<p>Distribute, educate and implement existing GUS Group bribery and Corruption Zero Tolerance policies at all institutions by 2024.</p> <p>Establish Anti-Bribery, Anti-Corruption, Anti-Violence, Crime and Acts of Terrorism policies at all institutions by 2024.</p>	<p>Train staff annually on all applicable policies relevant to their region.</p>
		
 <b>Business Ethics</b>	<p>Distribute, educate and implement existing GUS Group Code of Conduct Policy at all institutions by 2024.</p>	<p>Ensure staff and students have access to information about their rights.</p> <p>Involve staff, students and key stakeholders in university governance decisions.</p>
		



**CHAPTER 7**

# **GOVERNANCE**

Strong corporate governance is a cornerstone of our business at GUS.





## Governance at GUS

Strong corporate governance is a cornerstone of our business at GUS. Our governance structure includes Board and Executive oversight at both the group and institution level, along with policies and procedures that guide how we run GUS, interface with our institutions, and manage risk.

Our Executive Leadership Team and Board have the responsibility of ensuring that GUS and our institutions operate in a manner consistent with good governance and recognised standards. To support this, we've adopted governance guidelines and board committees that set the standard and expectation for optimal organisational performance:

### Governance Guidelines



**Board structure**



**Corporate policies**



**Director and Executive selection**

### Board Committees



**ESG**



**Audit & Risk**

In line with our commitment to sustainability and ethical operations, these governance frameworks are regularly reviewed and updated to adapt to emerging global challenges and best practices. Through strong corporate governance, we aim not just for compliance but for exemplary leadership in creating a sustainable, ethical, and inclusive educational environment across all our institutions.

# Sustainability Taskforce

We know achieving our goals requires collective action. This is why we have formed the GUS Sustainability Taskforce, bringing together a diverse group of representatives from our global family of GUS institutions with the collective aim of making our sustainability goals a reality.

The primary responsibilities of our Taskforce members are twofold: bringing forward the voice of their institutions to help shape GUS' global sustainability strategy and helping to implement sustainability initiatives on the ground.

## **Strategic Direction:**

Members will be instrumental in defining and shaping the GUS Global Sustainability Strategy, ensuring that initiatives are both ambitious and actionable.

## **Knowledge Dissemination:**

Members are expected to share best practices and innovative ideas, fostering a spirit of collaboration and mutual growth.

## **Representation:**

Each member will act as a bridge between GUS and their institution, effectively communicating the needs, challenges, and feedback from their respective communities.

## **Engagement with Stakeholders:**

Taskforce members will liaise with internal stakeholders, aiding in data collection and communication for sustainability reporting.

## **Ambassadorial Role:**

By championing sustainability standards and initiatives, members will ensure these strategies are implemented effectively within their institutions.



## GUS ESG Index

To enhance our sustainability oversight, we are set to launch the GUS ESG Index in the first quarter of 2024. This initiative is designed to standardise sustainability disclosures across all GUS institutions. By collating both quantitative and qualitative data in a uniform format, the index aims to offer a comprehensive and transparent overview of each institution's sustainability progress.

This approach will help identify which institutions are leading the charge in sustainable practices and which require further support.

All disclosures will be in line with GRI and SASB standards, and a rating system will be introduced to categorise the performance of each institution. To ensure an accurate and unbiased collection and analysis of data, we intend to partner with SustainIQ for real-time tracking of institutional progress on all material topics.





**CHAPTER 8**

# LOOKING FORWARD

Our journey towards a more sustainable and equitable future.



## What's next for GUS Impact?

Our journey towards a more sustainable and equitable future is just beginning. The steps we've taken and the milestones we've achieved give us both pride and a sense of urgency to continue pushing boundaries.

While we celebrate our successes, like reducing our carbon footprint and promoting diversity across our campuses, we recognise that these are just stepping stones on the path ahead. The challenges of our times - be it climate change, social inequality, or the evolving landscape of education - require concerted, ongoing efforts. We're committed to rising to these challenges.

### **Innovation in Education:**

We'll continue to lead in educational practices that not only meet the demands of today but also anticipate those of tomorrow. We are always on the lookout for new courses and platforms that harness technology for more effective learning, and will increasingly be incorporating sustainability into our curricula.

### **Broadening Access:**

Equality remains at the forefront of our mission. Through scholarships, community engagement, and online education, we'll strive to make quality education an equally accessible opportunity

### **Eco-friendly Campuses:**

Our commitment to the planet goes beyond policies - it requires action. From energy-efficient buildings to waste-reduction programmes, our environmental initiatives will make our campuses greener and more sustainable.

### **Transparent Governance:**

As we grow, we'll keep refining our governance structures to ensure they're robust, transparent, and aligned with global best practices.

### **Collaborations and Partnerships:**

We believe in the power of collective effort. From academic collaborations to partnerships with NGOs and industries, we'll be seeking new ways to amplify our impact.

We'd like to extend a heartfelt thank you to everyone who's been a part of this journey so far. Whether you're a student, faculty member, investor, partner, or simply someone interested in our work, your support and engagement make all the difference.

Here at GUS, we're not just preparing students for the world; we're actively striving to make that world a better place. We're excited about the road ahead and we hope you'll continue to walk it with us.

Check out <http://globaluniversitysystems.com/impact> to stay up to date on our progress



