

San Ignacio de Loyola's University

Community Engagement

USIL, shaping entrepreneurs through sustainability

About the project

Summary

San Ignacio de Loyola's University (USIL) is committed to shape competent, entrepreneurial professionals who are socially responsible. According with USIL'S social responsibility pillar and fulfilling our commitment to the environment and the community, we decided to design and build "The Institute of Entrepreneurs-North Lima" in order to decentralize high quality education, make it accessible for the community from the outskirts of the city, give them the possibility to study in a modern and sustainable infrastructure and improve their quality of life by saving time and money due to "studies-work-home" being in the same area.

Project partners

Inner partners: University Authorities (Founder, Chancellor, CEO, Administration Vice President, Social Responsibility Vice President, The Sustainability Committee and Environmental, Social Responsibility, Occupational Health and Safety Unit, Decentralize Campuses Director, The Environmental Management and Environmental Engineering programs).

Funding partners: The Inter-American Development Bank (IDB), The Canadian Climate Fund for the Private Sector in the Americas (C2F) and Banco de Credito del Peru (BCP).

The results

The problem

In the 1950s, mass migration from other parts of the country brought to Lima waves of families (with limited education and low economic resources) seeking a better life in the capital, where they built shanty towns on the outskirts of the city. However, in recent years these Lima's outskirt areas became districts with a vast population (25% of Lima's dwelling lives there) but with few access to high quality education institutions (young professional students sometimes commute 2 hours and pay high prices for transportation to attend classes in the metropolitan area), surrounded by industrial and commercial buildings with few environmental standards and immerse in a city with water and energy problems.

The approach

Among the north outskirts of Lima, Independencia stands out as an emerging district and as an example of transformation and socioeconomic development brought about by enterprising men and women who have played a leading role in the development of the area. However, this emerging area is still a young district with poor urban development with few quality educational institutions nearby and surrounded by

INSTITUTO DE
EMPREENDEDORES



Profile

- 21,000 students (full and part time)
- 3,434 staff (academic and administrative)
- LEED Gold Certification – Leadership in Energy and Environmental Design.

businesses with low environmental standards (it is one of the most contaminated areas in Lima). In this context, that USIL decided to build The Institute of Entrepreneurs – North Lima in Independencia, seeking to decentralize high quality education in the most modern and sustainable infrastructure, reaffirming its commitment to the community, the country's sustainable development, and the environment.

Our goals

Make high quality education with great academic standards accessible for young people living in the north outskirts of Lima without commuting hours, expending more money in transportation and taking classes in a modern and environmental infrastructure. This project is part of a decentralized expansion plan with a social and environmental perspective in order to continue fostering better employment opportunities and development for the community.

Obstacles and solutions

<p>Once The Institute was completed and ready to open for classes, USIL realized that there was an adjacent corner with commercial businesses. Some were related to food, prepared without any healthy measures and others were metal-mechanic workshops, generating particular matters which are hazards for the students.</p>	<p>USIL negotiated with the business men and women a fair price to rent the space so they can earn extra money and use it to relocate their business in a more adequate space with better commercial conditions. Once the space was rented USIL placed 342 m2 of grass making the area an environmental open space for students and workers.</p>
<p>USIL's is known as a high quality education institution and it is among the top Peruvian universities. In this sense, The Institute of entrepreneurs – north lima could not be different and they establish the same high quality education for their students. However, the problems started when these new students failed to keep up with USIL's educational standards due to their poor school background.</p>	<p>The Institute established extra tutorial classes to reinforce the students' academic level. This helped the students to keep up with their classes, receive a high quality education and compete at the same level of any other young professional in Peru.</p>
<p>The project's initial budget was intended for a building with average environmental standards. Nevertheless, after several deliberations and following USIL's commitment to the community and the environment, the university authorities decided to push for the construction of a sustainable and eco-efficient building with high environmental standards. The problem was that the initial budget was not enough and the University started to search for funding partners.</p>	<p>USIL contacted three funding partners that gave the university low interest rates, months-long grace period and years to pay. These financial benefits allowed USIL to construct a building that earned a LEED Gold Certification and gave the students a modern and sustainable environment for receiving their classes.</p>
<p>In Peru the general perception of the people from the outskirts of Lima is that high quality education is expensive and only accessible for people with high social and economic level. Therefore, at the beginning of the project few people approached The Institute of Entrepreneurs-North Lima to ask for information especially when they saw USIL's logo.</p>	<p>The Institute of Entrepreneurs-North Lima director elaborated two related strategies:</p> <ul style="list-style-type: none"> • Financial strategy: The Institute established a competitive tuition fee in relation to the educational institutions nearby. • Communication strategy: the team prepared face activities, small conferences with key stakeholders (nearby school principals and entrepreneurs), workshops for parents and their kids, guided tours to interact with students already enrolled and family interviews.

Performance and results

- The Institute of Entrepreneurs-North Lima allows greater access to a high quality education. We have 1175 students enrolled and growing.
- The infrastructure obtained a Leadership in Energy and Environmental Design GOLD Certification (the first of its kind given in Peru to a Technical Institute). The building comprises classrooms, laboratories and auditoriums with the latest educational technology, administrative areas and parking facilities that incorporate bioclimatic design criteria, as well as environmental quality. This design means that comparing USIL's building with a non-environmental one, both having the same number of floors and with an educational purpose, our building will save 43% in water and will be 26.5% more efficient in energy than the other.
- To work and study near home in a big city like Lima is not common or easy. Some students spend money in long trip tickets, commute hours between home - work - classes and finish the day with a low work/academic performance. Therefore, a decentralized campus gave our students the opportunity to live, work and study in places nearby so they have more time to do both activities without risking their performance.

The future

Lessons learned

- To build a Sustainable Building might need to invest much more at the beginning. However in the long term, benefits go beyond the economic savings that we can get through the efficiency of the building. The change in mind-set and well-being we generate to the people who work and study there, to the environment, and the surrounding communities is uncountable.
- Our decisions can have an important impact in the development of our community, society and country. Therefore, extending high quality education to where other institutions don't reach can change minds and lives of the whole community.
- Involving all our stakeholders in each step of the project was very important because allowed USIL to execute a decentralized educational and infrastructural project with a social and environmental perspective. We have worked as a chain of value, understanding that education is a win-win situation for everyone.

Sharing your project

- USIL developed a consistent and customized communication plan in order to introduce the concept of "high quality education accessible for everyone from the outskirts of north Lima in a sustainable and eco-efficient building."
- All the benefits (high quality education in a sustainable building nearby their living area) are being advertised in mass media and social media. All the advertising is focused in North Lima's media and available for people that use internet from nearby areas.
- This publicity generated expectations in the surrounding communities because they feel now that it is possible to access high quality education without traveling long distances and spending money on expensive tickets. In addition, they can take classes in a sustainable building that shows them it is possible to live in a more environmental and eco-efficient society.

What has it meant to your institution to be a GUPES Green Gown Award finalist?

"Winning this recognition would allow us to share our efforts towards sustainability and spread to other universities the commitment to form future leaders that consider the social, environmental and economic impact of their decisions, which can generate welfare and development in a global world."

Miaohong Huang Li, Vice President of Social Responsibility for San Ignacio de Loyola's University

To be a GUPES Green Gown finalist confirms that our decision of expanding high quality education into emerging communities and investing in a sustainable and eco-efficient building was the right decision to make. We believe that the only way to redistribute wealth, in a still poor country like Peru, is the fair and equal distribution of knowledge. With this project we are setting an example for all our students and other educational institutions by showing them that it is possible in reality to accomplish the triple bottom line.

Sr. Raul Diez Canseco Terry, Former Vice President of Peru and Founding President of San Ignacio de Loyola's University

Further information

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