

FROM SOCIAL RESPONSIBILITY TO ECOCAMPUS IN HEALTH HIGHER EDUCATION

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INTRODUCTION

Escola Superior de Saúde Norte da Cruz Vermelha Portuguesa (ESSNorteCVP) is a higher education Institution in area of health.

Its **mission** is to develop health teaching, research, lifelong learning and the provision of services to the community, adapted to the needs of today's society, aiming for excellent professional performance and promoting health and well-being policies that contribute for a salutogenic academic context, in accordance with its statutes (Portaria, 2018).

To achieve its mission, it is guided by the following **values: Knowledge, Skills, Ethics, Social Responsibility (SR), Transparency and Trust** (Príncipe & Ferreira, 2020). ESSNorteCVP **aligned its strategic planning with the 17 Goals for Sustainable Development 2030** (UN, 2018) into strategic planning, to promote a socially responsible environment.

Essentially committed to transparent governance with ethical guidance in management processes and organizational activities, adoption of social inclusion policies, socially responsible management of people and interpersonal relationships, creation of safe, healthy, and sustainable environments, within a framework of self-reflective and continuous participation of all stakeholders (Vallaey, Cruz & Sasia, 2009).

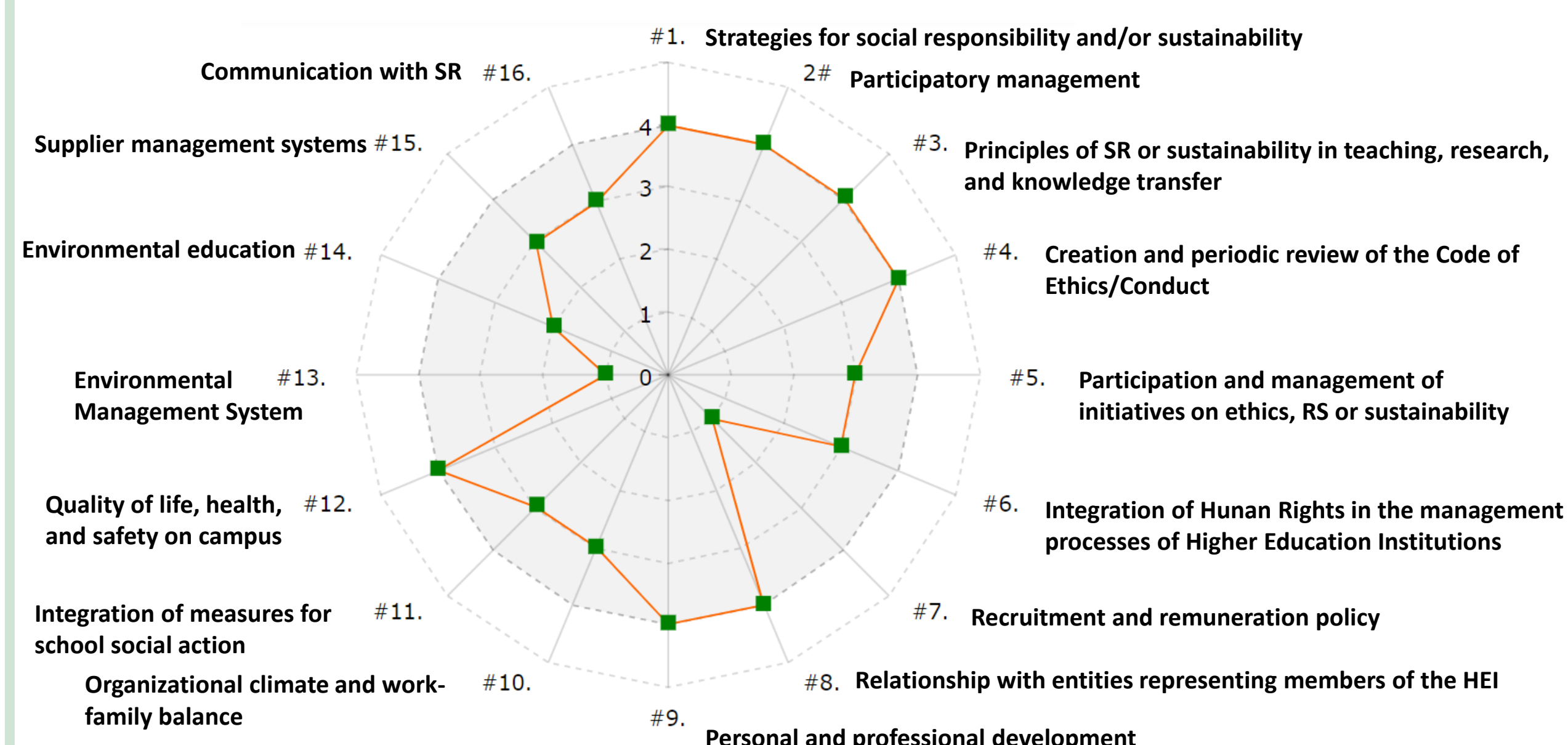
Objectives: promote institutional self-assessment regarding the “Socially Responsible Campus” domain, within the scope of the Social Responsibility Indicators of Higher Education Institutions.

METHODOLOGY: Case study, following a self-assessment model based on the participation of several relevant stakeholders, using document analysis and assessment of development levels at four levels:



The process was developed according to a transparent methodology, with a schedule having been defined with initial requirements relating to people training, process management and creation of a work team, evaluation timing and work modality, information collection and production of reports. A connection point with ORSIES was defined to clarify doubts and provide support when necessary.

Results:



The results obtained from the analysis of the 16 indicators in the domain of "Socially Responsible Campus" are as follows:

- Nível 4 - 43,75% (7):** #1; #2; #3; #4; #8; #9 and #12;
- Nível 3 - 37,5% (6):** #5; #6; #10; #11; #15 and #16;
- Nível 1 - 12,5% (2):** #7 and #13;
- Nível 2 - 6,25% (1):** #14 .

CONCLUSIONS: The results demonstrate that ESSNorteCVP is developing strategic policies aimed at enhancing both internal and external social responsibility, fostering a socially responsible campus.

We would like to express our sincere gratitude to ESSNorteCVP for supporting this study, that will contribute to EcoCampus achievement.

REFERENCES

