

Charter of Values

Preamble

This Charter of Values is issued and promoted by Sistemi Formativi Confindustria Umbria S.c.a.r.l. (SFCU), the legal entity responsible for managing and delivering training services. Umbria Business School (UBS) is the brand under which SFCU presents and promotes its educational offering, but does not represent a separate legal entity. Therefore, any reference to Umbria Business School within this document refers to Sistemi Formativi Confindustria Umbria.

The Charter of Values

Umbria Business School (UBS) is committed to creating a learning environment grounded in clear and shared ethical principles and values. This document expresses the values and behaviors that all members of our community — including collaborators, faculty, students, and partners — are encouraged to uphold and actively promote.

1. Ethics and Sustainability

“The beauty of our territory teaches and compels us, every day, to respect nature and people’s well-being.”

UBS is committed to seeking out and promoting the best business practices that respect the environment and place human dignity and personal fulfillment at the center. Every training pathway reflects these values, integrating sustainability and ethics as core principles of our educational and experiential approach.

Commitments:

- All collaborators and faculty must adopt sustainable practices to reduce the environmental impact of their activities.
- A consistent commitment is required to promote professional ethics that respect the dignity of every individual and foster equitable and inclusive learning.
- Integrate principles of sustainability and ethics into both course content and teaching methodologies.
- Actively engage with local sustainable entrepreneurship experiences.
- Develop the skills needed to tackle ethical dilemmas and complex decisions, promoting leadership that integrates humanistic, social, and environmental values.

2. Entrepreneurship and Innovation

" Our training experiences are born from constant dialogue with businesses."

UBS maintains a strong connection with the business world, ensuring that its training offering meets the real needs of companies and managers. Continuous innovation — both technological and organizational, with a focus on artificial intelligence — is central to our mission of preparing future leaders. UBS recognizes that these tools must be used with ethical and humanistic responsibility, in continuity with the Renaissance tradition that placed human beings at the center of change.

Commitments:

- Maintain ongoing dialogue with the business and research communities to ensure an up-to-date training offer with direct strategic and operational impact.
- Promote the responsible and conscious use of new technologies, especially AI, encouraging transparent, safe, and fair practices while keeping the human element central to all decision-making processes.
- Use AI and other advanced technologies ethically, transparently, and with attention to their social and environmental impacts.
- Identify global best practices and make them available to the local ecosystem.

3. Relationships and Collaboration

“Training is above all a space for dialogue and exchange aimed at growth and enrichment of human knowledge. This is why we commit to cultivating and maintaining quality relationships.”

We believe in the value of human relationships and collaboration. UBS is a meeting point and platform for exchange, where experts, managers, and entrepreneurs can build qualified networks, develop joint projects, and share high-level theoretical and practical learning experiences.

Commitments:

- Foster an open, inclusive, and cooperative learning environment where everyone can express themselves and contribute at their best.
- Support and promote the creation of professional networks among program participants, both nationally and internationally.
- Actively collaborate with colleagues, participants, and partners by sharing knowledge and resources, favoring peer-to-peer approaches.
- Encourage open and constructive dialogue, respecting different viewpoints and embracing diversity of thought.

4. Humanistic Entrepreneurship

"Learning is more effective when it takes place in a context that values harmony among environment, people, and culture. We believe that companies thrive when they put humanistic, ethical, and cultural values at the center".

UBS acknowledges the centrality of the deepest humanistic values — truth, goodness, and beauty — in both education and business. The human being, with their thoughts, feelings, emotions, and actions, is at the heart of our educational project. This approach is reflected in our content choices, which combine modern technology with the “lived wisdom” drawn from Umbria’s ancient cultural, artistic, religious, and entrepreneurial heritage — creating formative experiences that are evocative and long-lasting, with real impact on business.

Commitments:

- Promote a learning environment that enhances critical thinking, intuition, feelings, and emotions.
- Draw from the cultural and historical wealth of the Umbrian region to design evocative learning experiences that remain deeply rooted in participants’ minds and empower them to drive change in their organizations.
- Integrate educational elements that encourage reflection on the parallel between the Renaissance and today’s era of rapid digital and circular transformations — both characterized by the emergence of new paradigms.
- Develop programs that include real-world experiences and use high-value historical and artistic settings as tools for inspiration and learning.
- Promote teaching methods that stimulate creativity and foster deep understanding strengthened by personal experience and action.

5. Inclusion and Accessibility

" Making innovation and education accessible to all."

UBS is committed to making education and innovation accessible to a wide audience by removing technical, economic, and social barriers. We promote inclusive education that respects differences and enables personal and professional growth.

Commitments:

- Offer training programs that are accessible and inclusive, ensuring equal opportunities for all participants.
- Promote a learning environment that respects and values cultural, personal, and gender diversity.
- Adapt content and teaching methods to meet the needs of all participants, including those with specific requirements.

Subscription

All members of the Umbria Business School community — including collaborators, faculty, and partners — commit to respecting and promoting the values expressed in this Charter.

Signing this document represents a formal commitment to act in accordance with the principles described herein, contributing to the creation of an ethical, inclusive, and sustainable learning and working environment.

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Umbria Business School

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BUSINESS
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