



PEOPLES' FRIENDSHIP
UNIVERSITY OF RUSSIA

MAGNA CHARTA LIVING VALUES PROJECT

Prof. Vladimir Filippov, Rector

RUDN UNIVERSITY IDENTITY

MISSION

Uniting people of different cultures by knowledge RUDN University creates leaders to make the World better!

>100,000 graduates

32,000 students from 155 countries worldwide

10 Institutes, 6 faculties, 1 academy

SLOGAN

Discover the World
in One University!



UNIVERSITY VALUES

In 2016, the University rebranding began: new mission, slogan, visual identity, values, and positioning

Multinationalism
and international
cooperation

Contribution of lecturers, scientists,
students and graduates to the
development of the international
community



Multidisciplinary
approach in academic
and research activities

Equal opportunities

Commitment to
studies, research,
public activities



MULTINATIONALISM AND INTERNATIONAL COOPERATION

RUDN is the leading Russian university in regards to the share of foreign students in international rankings



Cultural and regional diversity weeks



Declaration of Tolerance



Over 100 fellow-countrymen associations



International rules of living in a hostel



INTERNATIONAL COOPERATION

Cooperation agreements

149 universities IN **53** developing countries

65  TOP- **500** universities

130 joint international educational programs –
Double diploma programs

International accreditation of educational programs

RUDN is the backbone university:

CIS Network University
24 universities

Network University of the Shanghai Cooperation Organization
82 universities

BRICS Network University
60 universities

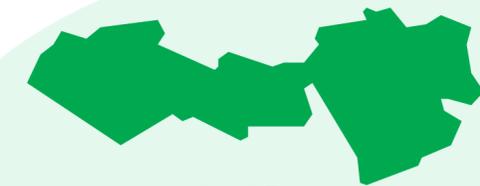
CONTRIBUTION OF LECTURERS, RESEARCHERS, STUDENTS AND GRADUATES TO INTERNATIONAL COMMUNITY DEVELOPMENT

5 regional clusters of RUDN University — 70 countries


Asia
17


Latin America
18


Africa
20


Middle East and North Africa
10


CIS
5

- Scientific institutes of Chemistry, Applied Mathematics and Telecommunications
- Institute of Engineering Innovative Technologies: additive manufacturing
- 165 laboratories
- 37 research and educational centers in interdisciplinary areas
- Shared knowledge center: a license for the production of medicinal products
- Alumni associations in over 70 countries worldwide
- International Club of Alumni Employers

MULTIDISCIPLINARY CHARACTER OF THE ACADEMIC AND RESEARCH ACTIVITIES

Institutes and Faculties



MEDICINE



PHYSICS



ECONOMICS



**AGRARIAN
TECHNOLOGIES**



LAW



SCIENCES



CHEMISTRY



HUMANITIES



**MODERN
LANGUAGES**



ECOLOGY



MATHEMATICS



**HOSPITALITY
BUSINESS AND
TOURISM**



**SPACE
TECHNOLOGIES**



**ENGINEERING
TECHNOLOGIES**



EQUAL OPPORTUNITIES



State-funded study places and \$400 scholarships for Academic Olympiads winners



Competitive support to students' scientific projects



Translation & Interpreting degree to every student
12 languages at option

>20
types of targeted scholarships to the best students

Student councils at each faculty and institute

Code of student honor: respect for different cultural and religious background



COMMITMENT TO STUDIES, RESEARCH, AND PUBLIC ACTIVITIES

From Teaching
to Learning



Interactive
educational process
case study, business games

Own telecommunication
information system
video lectures, assignments,
tests, online communication
with teachers



Team work —
Co-working spaces



>60
students'
professional
associations





Volunteer movement
physicians, environmentalists,
lawyers, linguists...

**RUDN University honors
students gatherings**



**Annual RUDN University
Spartakiads in 9 sports**

**Earth Day and
Campus Forest events**

**Ecology is taught
to all students**

**Energy saving
projects**



**COMMITMENT TO STUDIES,
RESEARCH, AND PUBLIC ACTIVITIES**

VALUES PROMOTION CHANNELS

PRESENTATION MATERIALS

University Brandbook

University Presentation in 6 languages

Student guide in 6 languages

«Discover the World in One University» leaflet in 4 languages



Communication campaigns in social media
Make the World Better with coverage of 12,000,000 users in 2017

 RUDN University Planet YouTube Channel in English
7 playlists, over 2,000,000 views

Published works in foreign popular scientific media:
RUDN scientists...



STRATEGIC OBJECTIVE



INTERNATIONAL RESEARCH UNIVERSITY

RUDN University contribution to UN Sustainable Development Goals



GOOD HEALTH AND WELL-BEING **3**



QUALITY EDUCATION **4**



AFFORDABLE AND CLEAN ENERGY **7**



INDUSTRY, INNOVATION AND INFRASTRUCTURE **9**



SUSTAINABLE CITIES **11**



PARTNERSHIP FOR THE GOALS **17**



STRATEGIC OBJECTIVE

RESEARCH CULTURE FORMATION

 **Researcher/student behavior pattern:**
highly motivated to conduct research, open to communication, result-oriented, personal reputation

 **Meeting the needs of the regional markets and scientific agenda**

 **Infrastructure as a prerequisite**

 **Scientific collaboration:**
universities, business, research centres

 **Promotion of scientific results**



 **Research protocol**

 **Integration of students and postgraduates into interdisciplinary research projects**

INTERNAL AUDIENCE STUDY

May-October 2018



TASKS

Determine the level of awareness, understanding, acceptance and following the values



METHODS

Discussions and focus groups



AUDIENCE

Students, presidents of communities, members of the Young Scientists Council, teachers, scientists, administration



EARLY RESULTS

Students, presidents of students communities, members of the Young Researchers Council

UNIVERSITY VALUES



PERSONAL CHARACTERISTICS AND NEEDS

REASON

Previously there was a bias towards the students' social involvement



Unity

Multinationalism

Tolerance

Friendship

Discipline

Punctuality

Tactfulness

Responsibility

Courage

Being happy

SUMMARY

Promoting the following values



SOCIAL RESPONSIBILITY



RESEARCH CULTURE



PROFESSIONAL DEVELOPMENT



ACTION PLAN

1 Focus groups and discussions among teachers, researchers, and administration awareness, understanding, acceptance, and following the values

2 Results analysis
Overlap points and value diversity in students, teachers, researchers and administration
Closer definition of values and their relevance to the concept of an international research university

3 Develop a plan to promote values in collaboration with students, teachers, and researchers

4 Values promotion project

