PRME

This is our **Sharing Information on Progress** (SIP) Report on the Implementation of the **Principles for Responsible Management Education**

November 2019

mentoring the motivated

4th prme report.

MCI MANAGEMENT CENTER INNSBRUCK

25 November 2019

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re·commitment to prme 2019.

With our fourth Sharing Information on Progress Report, Management Center Innsbruck (MCI) re-commits fully to the Six PRME Principles and to responsible management education.

Finding ourselves in the midst of existential challenges, including the climate crisis, biodiversity loss, environmental pollution, social unrest und economic uncertainties, it is more important than ever for business schools across the globe to prepare our students well for their future roles as manager, professionals, and leaders. This means preparing them for a world, in which they will have to make decisions, take action, and shape the future of business and society in the context of volatility, uncertainty, complexity, ambiguity, and constant change.

For MCI, both the PRME Principles and the SDGs are useful guides and drivers to shape this endeavor of continually developing and enhancing ways to help our students develop ethical and values-based thinking and acting skills, an understanding for sustainable and globally responsible business practices, and essential leadership skills.

Over the past two year, efforts to embed the PRME principles across our institutions have accelerated, and we are proud to present an overview of our activities in teaching, research, outreach, and organizational practice in this report. We have been able to achieve nearly all of the goals we set ourselves in 2017, and have made an effort to track impact with qualitative and quantitative measures.

Yet, whilst submitting this report is an opportunity to take stock, share and celebrate our achievements, much remains to be done. Our future goals are intended to increase impact and engagement, and to involve MCI students, staff, and our community and partners more intensely and with increased urgency in action towards responsible management education, ethical, socially just and environmentally sustainable behavior and practice, and support of the SDGs.

In this spirit, I invite you to read and be inspired by this report, and to join us in our commitment to contribute to a better world.

Dr. Andreas Altmann
Rector

executive summary

This report provides an overview of the various initiatives and activities MCI Management Center Innsbruck has carried out over the past two years in teaching, research, outreach and internal processes to further embed responsible management education in our curricular and extracurricular activities, to increase our impact in our local, regional and international communities, and to contribute to the Agenda 2030. As an advanced PRME signatory, we are keenly aware of our responsibilities to create impact in our community and beyond, and we endeavor to do so by

- providing learning and engagement opportunities for our students so they can develop the knowledge, competence, and mind-sets required to become responsible professionals and leaders
- engaging in meaningful research that provides real solutions to pressing social and environmental problems
- investing in our Third Mission activities and community services
- working with our partners on a range of local, national and international activities to foster stakeholder engagement, true collaboration, dialogue, and discourse
- practicing what we preach in terms of our internal processes and practices.

Teaching & Learning
Involving our students in engaging, meaningful and effective learning opportunities that create awareness and enable the development of knowledge, skills, mind-sets, and competencies for responsible, ethical and sustainable behavior and action is a key focus. In the reporting period, we have deepened the integration of responsible management education in our core curricula, further extended the workshops and seminars offered by the Career Center, and fully implemented the Digital Badge "Responsible Management". We have also experimented with different formats of learning (e.g. Climate Simulation Game, Sustainability Watch, Webinars) and have carried out a pilot for the MCI Community Project initiative, which will be fully implemented in 2020.

Research
Over the past two years, MCI students produced a range of theses at both bachelor and master level focusing on sustainability, CSR, ethics, and diversity, with some of them winning prestigious scientific awards. MCI researchers published papers on issues ranging from gender equality, EU integration and ethics, CSR in family business, to sustainability and ethics have contributed to the scientific discourse on these issues. Several of our research areas are directly supportive of the SDGs, with a number of inter-disciplinary projects bridging business and technology working towards sustainable development.

Student engagement
Increasing student awareness of the global challenges around us has led to a noticeably increased engagement of students in a variety of activities. The Öh MCI (student representative body) has been particularly active in advancing several PRME related topics, and we are delighted about our students' initiative to found a local SNEEP (Student Network of Economics and Ethics in Practice) group. Our students also engage in a range of other projects with social impact, work with non-profit organizations, assist disadvantaged social groups, and volunteer. We are particularly proud of a number of MCI graduates who have become successful social entrepreneurs with real impact.

Partnerships, dialogue and community outreach
MCI's distinguished guest lecture series has continued to gain in prestige, and we have been able to invite a range of truly high-ranking personalities to speak to a wide-ranging audience over the past few years. This initiative provides an outstanding platform for exchange of ideas and is also an asset to the local community, alongside other events and opportunities for dialogue we offer. With the MCI Community Service initiative, we have started to implement a wider framework that engages our students in projects and activities that are of direct benefit to the community and at the same time allow them to practice their learnings in a real world setting. We also continue our dialogue and collaboration with our colleagues in the PRME Chapter DACH, and have joined the local group of Scientists4Future.

Internal processes and practices
In our internal processes and practices, we have focused primarily on reducing plastic and energy consumption, on reducing the environmental footprint of the events we organize, and on providing a good workplace for staff, including measures to increase staff wellbeing, diversity, and further education.

PRINCIPLE 1 | PURPOSE

1 We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

about mci.

Management Center Innsbruck is a young higher education institution in the heart of Europe that combines science, economy and consulting to the unique concept of an international Entrepreneurial School®.

Founded in 1995/96, Management Center Innsbruck has earned a top position in the international landscape of higher education. Today, more than 3,400 students, 1,000 faculty, and over 250 partner universities from all over the world, and countless graduates and employers highly value what we offer.

MCI offers undergraduate, graduate, non-graduate, and post-graduate educational programs, as well as continuing education programs to junior and senior managers from all levels and sectors. We have a strong focus on application and practice-orientation, with study programs and research in the fields of business, social sciences, life sciences and technology. A number of prestigious international awards and accreditations (e.g. AACSB and FIBAA) attest to the quality of our programs, services, processes and practices.

Our motto "Mentoring the Motivated" highlights our agenda: to support motivated people who want to build their future through quality higher and continuing education, and accelerate their personal and professional growth.
Many of our students are future (and current) leaders in business and society. Responsibility, ethics, accountability and integrity are key values we strive to impart on them through the PRME related activities described in this report.

Key Figures

3,407 Students
including Executive Masters & Certificate Programs; not including Corporate Trainings, Seminars, Conferences

30%	70%
Technology & Life Sciences	Management & Social Sciences

11,189 Graduates
including Certificate Programs

Team & Faculty
full-time equivalent

210 Internal Faculty
44 Administration
17 Executive Education
997 External Faculty

37 Nations

mci & prme

MCI became a PRME signatory in November 2011. We are one of the founding members of the DACH chapter PRME, which was established in 2014 in the course of the UN Conference on Principles for Responsible Management Education hosted by the MCI. As "The Entrepreneurial School®", we maintain an entrepreneurial philosophy in our provision of services, in our interaction with all our stakeholders, in our organizational set-up, and in our active management of a broad network of partners.

This entrepreneurial spirit is also apparent in our approach to responsible management education. We strive to be innovative and agile, collaborate both locally and internationally, and invest our energies and resources wisely, thus creating value for both our immediate community and society at large. Our purpose is illustrated through our mission and strategy, our achievements over the reporting period, and the organizational support structures for PRME.

MISSION STATEMENT

At MCI, we see Responsible Management Education as a strategic attitude, and our commitment to the six PRME principles is reflected in our mission, and evident in other strategic plans and measures.

Responsibility towards society is explicitly mentioned in the MCI mission statement, and referred to in various key performance indicators, target values, and activities.

- **Quality teaching:** High quality teaching secures our position among the leading academic institutions in the German speaking world

- **Intellectual contribution:** Our intellectual contribution is applied, business-relevant and solution-oriented

- **International orientation:** Our strong international orientation generates know-how, prestige and added value for our customers

- **Customer- and service-orientation:** Our customer- and service-orientation is exemplary

- **People and Culture:** Our corporate culture thrives on mutual trust, commitment of our employees, entrepreneurial spirit and responsibility towards society

- **Brand:** MCI's brand is internationally renowned and stands for performance, professionality, knowledge and competence

- **Network:** Our international network creates a competitive edge and added value for our stakeholders

- **Innovation:** Ongoing innovation forms the basis of our market position and ensures our competitiveness

- **Infrastructure:** Our excellent infrastructure creates an attractive and stimulating environment

2017-2019 KEY OBJECTIVES – STATUS

In our third SIP Report in November 2017, we defined several objectives that we committed to achieving in the last two years. Below is an overview of these objectives and a brief status report on progress for each objective.

Objective	Progress & achievements	Measures	Status
Increase awareness, attitudes and skills of responsible management and the SDGs amongst students and alumni	Winter School "Business Ethics" offered in 2018 and 2019 with enrolment at capacity and excellent feedback.	*Participants: 47 completed 25 enrolled 2020*	**Achieved, continuing**
	Digital badge "Responsible management" fully implemented in 2018, continues in 2019.	*Participants: 24 completed 23 enrolled 2020*	
	A number of new and additional workshops and activities offered by the MCI Career	*4 new workshops since 2017*	
	RME student survey in collaboration with Copenhagen Business School commenced in 2018, second round scheduled for January 2020.	*Over 650 survey responses in 1st round, data analysis pending 2nd and 3rd round*	
Increase PRME awareness, capability and integration into teaching practice across MCI faculty	Faculty workshop organised with Prof. Oliver Laasch in December 2018	*22 participants excellent feedback*	**Achieved, ongoing**
	Information about PRME included in induction folder for new staff	*All new staff receive induction folder*	
	PRME Teaching and Learning collection launched in summer 2019. Includes Cases, Open Access Textbooks, Articles, Videos, Websites, etc. relating to responsible management with and for lecturers in core subjects. All MCI lecturers (including external lecturers) have access.	*25 subscribers so far*	
	Creation and dissemination of slide deck for PRME for use in various MCI induction events, platforms, and communications across the institution	*Dissemination to all MCI departments*	
Continue integration of responsible management competency development in curricula	Rubrics for AOL goals relevant to ethics and responsibility implemented and in use	*Rubric implemented across all business programs*	**Ongoing To be completed in 2020/21**
	Regular measurement of relevant AOL goals across business programs in course	*AOL test results available 2020*	
	Mid-cycle review and improvement of outcomes of AOL measures planned for 2020	*Changes will be implemented based on test results*	
Increase organizational and individual awareness and competence in research ethics	Research ethics process developed and implemented across Master's programs by Academic Council working group on research ethics.	*Ethics assessment process implemented 44 full assessments conducted*	**Partly achieved, ongoing**
	Development of resources and tools to be used in research ethics education and supervision of research projects and theses planned for completion in January 2020		
Continue collaboration with and contribution to DACH chapter	Active participation in all chapter meetings since 2017, with PRME coordinator member of DACH Steering Group (both periods)	*Participation in 3 Chapter meetings and several phone conferences*	**Achieved, ongoing**
	Hosted DACH Chapter working meeting at MCI in February 2018	*2 day event, 18 participants from DACH region*	

	Led collaborative project "Student Voices on Responsible Management Education" with 5 DACH Chapter partners	*80 student participants* *26 videos* *11 institutions* *9 countries* *4 continents*	
	Participated in both RME Research conferences		
	Contributed to development of PRME Platform SDGs in Teaching	*Contributed 21 posts with new materials*	
Increase focus on SDGs in dialogue and collaboration with partners in business, industry and non-profit sector	MCI Contribution to "CSR Day Austria" with excursion to MCI Labs as one program option	*Number of activities, events and projects carried out*	**Partly achieved**
	Contribution to discussion about SDGs at FHK level (association of all universities of applied science in Austria)	*Commenced in October 2019, to be continued*	
	Participation and active contribution of MCI staff in a range of local, national and international activities geared towards SDG achievement, e.g. Social Impact Award, Scientists4Future, Forum Alpbach, etc.	*Event outcomes*	
Support student engagement for PRME	Conducted regular meetings and exchange between PRME coordinators and Öh MCI	Quarterly meetings with Öh MCI	**Achieved, ongoing**
	Supported establishment of Innsbruck SNEEP group	*SNEEP group is currently recruiting members*	
	Contribution to student initiatives and events via joint promotion and input (e.g. giving talks at events, promoting student events)	*Provided input at "Pizza, Beer & Ethics" event*	

INFRASTRUCTURE AND SUPPORT FOR PRME

Over the reporting period, MCI PRME coordinators Regina Obexer and Johannes Dickel, several committed staff members, central services, as well as cross-departmental representatives were involved in planning, implementing and monitoring PRME initiatives at MCI.

PRME Coordinators and Task Force

In the course of 2018, Regina Obexer took over the role as PRME Coordinator, with Professor Johannes Dickel continuing in the role of co-coordinator. In May 2019, a dedicated PRME task group with cross-departmental membership was established to advance MCI's PRME activities. The group meets on a quarterly basis with the aim to create shared ownership of the PRME agenda across the institution, share information about relevant activities carried out in departments and central services, and develop a network of champions.

Regina Obexer

Professor Dr. Johannes Dickel

Central Services
Several central service units at MCI are directly supporting PRME.

Learning Solutions
The mission of the Learning Solutions Team is to support excellence in 21st century teaching. This includes supporting our lectures in integrating responsible management, sustainability, social and environmental responsibility, and ethics in their teaching. It is therefore fitting that PRME is now an integral part of our agenda in the Learning Solutions Team. The MCI PRME Coordinator is located in the team, and we support the initiative in a range of aspects, including the organization of meetings and workshops, reporting and data collection, development of PRME Teaching and Learning resources, and integration with other strategies, such as the Assurance of Learning (AOL) goals related to responsibility and ethics.

Career Center
The Career Center's focus on helping students develop key transversal skills includes supporting them in enhancing self-reflection, self-awareness, and a responsible mindset. Feedback from employers confirms that these are valued competences that enhance students' employability. Over the past two years, the Career Center has significantly increased MCI's offering in the area of responsible management, notably with the Badge Responsible Management, but also with a range of additional extracurricular seminars and learning opportunities relating to ethics, the SDGs, and CSR. This will remain an important focus for career preparation at MCI.

AOL Group
Assurance of Learning (AOL) is a major initiative driven by the MCI quality processes that we commit to in the context of AACSB accreditation. Over the past two years, the AOL Group was the primary platform for discussions and planning of PRME related topics, particularly with regards to curricular integration. In 2017, PRME was introduced as a standing agenda item in monthly meetings, followed by a dedicated PRME meeting of the group once a quarter as of 2018, to which a larger circle of staff (including those from MCI's technical and engineering departments) were invited. As of 2020, there will be a dedicated PRME Task Force with a representative from each department and including student representation, which will meet quarterly. The connection with the AOL Group will continue through having PRME as a standing agenda items and the PRME Coordinator attending the regular meetings.

student engagement

MCI COMMUNITY SERVICE

At MCI, we are keenly aware of our responsibility towards society, and we want our students to experience and engage in this as part of our Third Mission. Currently, we are establishing a framework and processes to mainstream and increase the impact of MCI's community service activities. The framework is designed to support and encourage students' sense of social responsibility and voluntary commitment, and to prepare them for their professional lives as responsible managers and specialists with a pronounced understanding of values and a solid ethical basis. MCI Community Service includes a range of opportunities to get involved with the community, which students can take advantage of both as part of their regular studies and through extracurricular activities. These include:

MCI Community Projects

This initiative aims to connect students with relevant social and / or environmental issues, as they work on practical projects to solve problem fields submitted to MCI by partner organisations from the Non-Profit and Community sector. The projects are part of regular project-based courses in students' regular study programs across all MCI business and social science departments and are supervised by MCI staff.

The collaboration with the partner organisations helps students learn about their local communities, deal with social and environmental issues, and helps the partner organisations in solving real problems, or contribute to a solution. Whilst student projects with external partners in the non-profit and community sector has been an integral part particularly in MCI's programs in non-profit, social and healthcare management and in social work (but also beyond), we are now aiming to increase our engagement in this area. Commencing in Winter Term 2019 with a pilot to develop internal processes and partner requirements, we are planning to launch the MCI Community Project initiative with call for project ideas to external partners in 2020.

Volunteering (with credits)

Another aspect of the MCI Community Service is student voluntary involvement in associations or networks that serve the common good can be a decisive advantage in the job application process. MCI students can have at least 15 hours of volunteer work (unpaid work in which they help a charity or nonprofit organization) credited as an elective subject in the badge "Responsible Management".

Other engagement activities

The framework also includes other engagement options for students with societal impact, such as working on topics and questions for the direct benefit of non-profit organisations or other organisations working for the common good within the framework of their Bachelor's or Master's thesis, and encouraging students in non-related study programs to complete internships with a non-profit organization or other charitable organization.

DIGITAL BADGE "STUDENT ADVOCATE"

In collaboration with the MCI's student representative body, ÖH MCI, the MCI awards a digital badge to students who have contributed to the MCI Community by investing time and effort to represent and advocate for defined student groups as an official student representative at different levels (class, study program, university or academi council representative). IN addition to having to serve in their role for a defined period of time, they also have to submit a reflection paper before being issued the badge. The badge was launched in summer 2019, and so far 6 badges have been issued. The badge can be displayed on students' social media profiles or CVs to demonstrate their engagement and advocacy role.

ÖH MCI

Over the past two years, MCI's student representative body, the ÖH MCI, has intensified their support of PRME, contributed to a number of initiatives, and increased their engagement in a number of PRME related areas. Below are selected examples.

Support and consulting services
The ÖH mci is committed to helping students in need of support and provides a number of services such as consultation regarding rental and labour rights, financial support for students who find themselves in sudden financial hardship, and financial support for public transport for students over 27 years who are not eligible for government mobility assistance.

Sustainability
• Mobility funds for students not eligible for public transport concessions
• Natural cosmetics lab where students could learn how to make natural cosmetic products
• Sponsored bike repair services
• Participation in European Mobility Week (16.-22-02-2019)

Special ÖH MCI topics and campaigns
European Youth event
In 2018, 20 MCI students were supported by the öh MCI to attend the European Youth Event in Strasbourg, where they joined with 8000 other youth from around Europe to discuss their ideas of the future of Europe and discuss these with decision makers from the European Union.

Tampon tax campaign
Kicking off on International Women's Day in 2018, the ÖH MCI started a campaign for more gender equality, focusing on the unfair taxation of female hygiene articles such as pads and tampons. Over a period of time, tampons were made freely available in MCI's female toilets to raise awareness and solidarity, and reduce taboos around this subject.

Queer@Hochschulen
In January 2019, the öh MCI joined Queer@Hochschulen, an association aiming to reduce discrimination and encourage gender neutrality in Austrian higher education. Activities included participation in the Europride and Eurovillage.

Hörsaal-Kinos
öh MCI takes international action and awareness days as an opportunity for regular movie screenings in a lecture hall to raise awareness and create a platform of discussion for socio-political topics amongst their peers. Examples include the films "Artifishal" (World Ocean Day), "Milk" (International Man's Day), and "Suffragette" (International Women's Day).

>> https://oeh-mci.at/
>> https://www.facebook.com/oeh.mci/

SNEEP – STUDENT NETWORK FOR ETHICS IN ECONOMICS AND PRACTICE

Starting in autumn 2018, the öh MCI organized two evening events, which were dedicated to lectures and discussion about ethics and sustainable economics. Under the motto "Pizza, Beer, and Ethics", and in a packed room, students discussed various topics related to ethics, economics, and sustainability, and after two sessions decided to establish a local group in Innsbruck – the first in Austria - of the student network SNEEP. SNEEP stands for "student network for ethics in economics and practice" and, as a student network, forms an interface between science, business and politics. The association has set itself the goal of stimulating critical discourse on ethical and sustainable economics in theory and practice. As an interdisciplinary network, they aim to encourage students and young professionals to think outside the boundaries of "classical economics" and explore possibilities for economic activity in the 21st century. The local SNEEP group is now meeting fortnightly and they have already organized a series of events, including a movie night showing the film "Tomorrow", a lecture series "Thursday Talks", and others. The Innsbruck SNEEP group will be organizing the network's annual conference at the MCI in April.

>> https://www.facebook.com/sneep.ibk/

Sofa festival for a good cause

The Sofa Festival is a regular event organised by students of the Bachelor's and Master's programmes of the Department of Social Work at the MCI and takes place at the end of each semester.
The program features outstanding live acts, an already legendary Chili con and sin Carne and delicious homemade cakes. The net proceedings of the sofa festival are donated to social institutions.

SOCIAL ENTREPRENEURSHIP

Social entrepreneurship is an important facet of our activities at the Entrepreneurial School. Over the past years, we have led and contributed to a range of activities supporting social entrepreneurship initiatives amongst our students, and we are thrilled to see the outcomes when students and alumni from different departments start and succeed with their social enterprises.

Here are selected examples:

Social Innovation Academy (SINA)

Founded by Etienne Salborn in 2015, an alumnus of MCI's BA in Social and Health Management program, SINA is a not-for-profit organization operating in Uganda which aims to tap into the potential of marginalized youth and refugees to help them develop the skills required to create their own enterprises via a self-governed "freesponsible" approach. SINA members learn to overcome their self-imposed limits, become critical thinkers, and create new solutions to meet the social challenges of the world through social entrepreneurship.

>> https://socialinnovationacademy.org/

SETup

SETup is an organisation launched by MCI alumnae Jana Ganzmann, Giulia Szabo, and Maximilian Schweinberger whose vision is an economy that serves a fair and sustainable society. As a hub for social entrepreneurship in Tyrol, SETup offers professional tools, workshops, and a network for social entrepreneurs.

>> https://www.setup.or.at/

Kuchentratsch

Kuchentratsch, founded by Katharina Mayer, an alumna of MCI's BA in Nonprofit, Social and Healthcare Management, is a social start-up in Munich, where seniors bake cakes that are sold via the Kuchentratsch website. Grandmas and Grandpas meet, make new contacts, and earn some money to augment their pension, and at the same time engage in a meaningful activity that is fun and provides fresh yummy cakes to Kuchentrasch's clients.

>> https://www.kuchentratsch.com/

BeBetter

BeBetter is a Start-Up selling sustainable fashion and planting trees. Founded by Thomas Abentung, Simon Bauer, and Maximilian Modrich, students of the MCI's BA Business & Management program, founded the fashion label which specialises in sustainable fashion. With every sale, three new trees are planted and clients can select where in the world they want this to happen by selecting a location from 20 regions in the world. Their products are certified by Fairtrade and GOTS.

>> https://bebetter-official.com/

Creativity Award

The MCI Creativity Award is a competition for students to present entrepreneurial ideas – both for-profit and non-profit – and a draft business plan for each of the ideas. Similar to a large-scale business plan competition, the MCI Creativity Award asks students to pitch their ideas, provides space for feedback, and give the participants the opportunity to win one of the generous awards of up to 2.000 Euros. Over the last few years, there have always been a number of social entrepreneurship ideas submitted to the MCI Creativity Award, which highlights students' growing awareness that social challenges can also be addressed by entrepreneurship.

>> https://www.mci4me.at/de/services/student-support/preise-auszeichnungen/creativity-award

FRAUEN.START.UP!
Ein NetzwerkDIALOG
Geschichten von und mit Frauen zur Gründung

Donnerstag, 17. Oktober 2019
17:00–19:00 Uhr | MCI, Aula
Universitätsstraße 15, Innsbruck

The event "Frauen.Start.Up" (Women.Start.Up), organized jointly by MCI and STARTUP.TIROL, was designed to encourage women to become entrepreneurs. Three successful female entrepreneurs told their stories to motivate and encourage participants, followed by information about available support and a networking buffet.

PRINCIPLE 2 | VALUES

2 We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

The values of global social responsibility comprise many aspects, and are multi-faceted. At MCI, we want our students to recognise that responsibility, sustainability and ethics are relevant for different dimensions, and that they can make a difference and have an impact. This section highlights a range of MCI initiatives which show our investment in the values we hold dear, and showcases examples of the engagement of our students and graduates.

JEAN MONNET CHAIR AT MCI: EU, ETHICS AND VALUES

In September 2016, Professor Dr. Markus Frischhut, LL.M. was selected Jean Monnet Professor of EU and Ethics at Management Center Innsbruck. Named after one of the EU's founding fathers, Jean Monnet (JM), this chair is funded by the European Union (EU) under its Erasmus+ programme and aims to support excellence in teaching and research in the field of EU integration. This JM Chair on Ethics is now (as of September 2019) followed by a new JM Chair on **EU, Ethics and Values,** with a special **emphasis on digitalization**. These Jean Monnet activities cover excellence in teaching as well as research and aim to **raise awareness** about the EU, and its ethics and values across MCI and amongst the wider public.

Here are some highlights of the JM Chair's activities over the last two years.

Research
The book "The Ethical Spirit of EU law" (Springer https://link.springer.com/book/10.1007/978-3-030-10582-2) summarizes the research activities of the first JM Chair (2016-2019) on ethics. At an open event on 25.4.2019, the open access book was presented to the wider public with about 100 participants, including a key note of Court of Justice of the European Union (CJEU) judge François Biltgen. Dissemination of research (also to the wider public) occurred via publication and guest speeches, including interviews in **national television**.

EU INTEGRATION AND ETHICS.

Next course:
April 8th – 19th 2019

Lectures and courses
The JM Chair holder also delivered guest lectures at other Universities, e.g. on Ethical lobbying at Kingston University, London / UK, on EU health law and ethics at the University of Bergen / Norway, or on legal and ethical issues of the precautionary principle at Lund University / Sweden. Online courses on "EU integration and ethics" were held each semester in the form of a MOOC, available both as a completely online course (for external participants outside MCI) or as blended course (1st day kick off and final session at the MCI campus, meetings in-between via Adobe Connect) for MCI students. The aim of the course is to raise awareness for ethically sensitive issues, does not require any pre-knowledge and is open not only to MCI Bachelor and Master students, but also to interested people external to MCI.

Organisation of Guest lecturers and engagement of experts

A range of guest speeches of EU experts such as decision-makers in Brussels, e.g. from the European Parliament (EP) were organised and integrated in regular MCI courses to about 150 students, as well as open lectures for the wider public with over 300 attendees. Examples of invited guest speakers in regular MCI courses to provide students with top experts from the fields of EU law and ethics include CJEU Judge François Biltgen, US professor Dean Harris, Deputy Ambassador Klemens Fischer, former EP member Eva Lichtenberger, and EP policy adviser, Doris Dealer.

In the context of building active citizenship and creating awareness for legally and ethically challenging topics, the wider public, including the younger generation, has also been involved. These activities included guest speeches for local politicians, for the wider public in remote local areas, for the students' association, and schools' associations as well as various presentations on EU law in local schools, reaching roughly 300 pupils. To give just one example: On May 22nd, 2019, the Chair organized a cross-generational event together with a local school to discuss the topics of values and ethics for the wider public. Experts were also involved through the Chair's advisory board.

>> https://jeanmonnet.mci.edu/news

The EU has developed from economic integration, to a political union, and in 2009 into a Community of values. These values are often addressed when the EU refers to ethics, but those values now need to be filled with life, for us as a society, and for current challenges in digitalization.

Professor Markus Frischhut, Jean-Monnet Chair on EU, Ethics and Values

Participation in Jean-Monnet Chair activities:

Activity	Estimated number of participants (rounded)
Book presentation: "The Ethical Spirit of EU Law"	100 participants
MOOC "EU integration and ethics"	200 participants
Guest lectures at MCI	150 students
Open lectures for the wider public	320 participants
Guest speeches for local politician	30 participants
Guest speeches for the public in remote areas	100 participants
Guest speeches for student associations	80 participants
Presentation at local school	300 students
Cross-generational events at schools for wider public	80 participants
Research presentations internationally	100 participants

EDWARD SNOWDEN LIVE AT MCI: "BIG BROTHER IS WATCHING YOU."

Edward Snowden live at MCI via online stream from Moscow

On 18 October 2018, the MCI hosted a live video session with world famous whistle-blower Edward Snowden, who five years ago had released documents that provided evidence of the National Security Agency (NSA) and its international intelligence partners' secret mass surveillance programs and capabilities. Snowden's revelations drew global attention to the issues of privacy intrusions and digital security, and spurred a global debate on the issue which continues into the present.

Snowden was projected onto a huge screen to a live audience of 1,500 MCI students and guests, and over 15,000 online viewers who followed the lecture via video stream. Snowden made an emotional appeal to his audience, arguing that surveillance is everyone's business, even when you feel like you don't have anything to hide. It is about respecting the privacy and personal freedom of each individual, about the right to make mistakes that are not reproached after 20 years, as well as the possibility to communicate when, with whom and about what one wants, without - unknowingly – getting into difficulties. Each individual can and should make a difference, Snowden pleaded. The visibly moved audience asked many questions and made discussion contributions, and thanked him with standing ovations.

The event, which was organised in cooperation with the Tiroler Tageszeitung and the Austria Presse Agentur (APA), was moderated by MCI Rector Andreas Altmann. He was accompanied

by Snowden lawyer Robert Tibbo, who continues to fight for the rights of those refugees in Hong Kong who hid Edward Snowden in their homes five years ago in order to prevent him from being captured by the secret service until he was able to leave the country.

For these families - who have been under massive political and economic pressure in Hong Kong ever since - the MCI asked for active support via a fundraising campaign that was announced during the event. Just in time for Christmas, the MCI was able to present Robert Tibbo with a special treat for the "Snowden's Guardian Angels" in the form of a cheque of 10,000 USD.

MCI Rector Andreas Altmann (right) hands over a cheque for USD 10,000 to Snowden lawyer Robert Tibbo (left). Photo: MCI

>> http://tiny.cc/200fgz

RESEARCH ETHICS FRAMEWORK

Research ethics is concerned with the ethical foundations of research and the tension between research interests on the one hand and compliance with general norms and values on the other.

To formalize and intensify ethical reflection and conduct with respect to empirical investigation, the MCI in 2017 started efforts aiming at the definition and consequent implementation of an ethics assessment process for research projects undertaken by both MCI students (i.e. bachelor and master theses) and faculty. As of April 2017, MCI requires selected students/researchers whose studies involve human participants to complete a self-assessment with respect to relevant ethical considerations, and submit this to the MCI Research Ethics Group. The group, which consists of a chairperson appointed by the head of the MCI academic council, MCI faculty members, and representatives from the MCI student body, evaluates the intended research project and, when necessary, provides feedback and advice. Initially started with three MCI departments, this process has now been extended to all MCI master programs as well as all internal faculty projects.

So far, a total of 44 research projects (38 student and 6 faculty projects) were subject to assessment and consequent feedback. In addition, the MCI Research Ethics Group has intensified work on the formalization of the assessment process. This led to the development of a new Charta document outlining the composition, goals and scope of action of the group. The Implementation of this advanced Charta is currently in progress.

In addition, ethical conduct in research is also an institution wide learning goal for master students in MCI's programs in the area of society and business (see Principle 3) and a pool of related teaching and learning materials are in the process of being developed.

SOCIAL MEDIA CONTEST #MCI4EU- EU ELECTIONS 2019

In May 2019, in the lead-up to the elections of the European Parliament, the MCI, the Jean Monnet Chair for "European Integration & Ethics", and the ÖH mci joint forces to support the initiative #thistimeimvoting with a competition on Instagram. The European Parliament elections take place every five years via direct votes by citizens. Since 1979, the turnout in the elections has, however, decreased steadily. To counteract this trend, a #mci4eu contest was held to raise awareness of the importance of the EU Parliament's role in solving EU level challenges and current issues, and to motivate people to vote. Students were invited to post their best picture on Instagram to win a range of prizes up to 500 Euro.

#thistimeimvoting is a non-partisan initiative,

held in all 24 official EU languages.

>> https://www.mci.edu/en/mci4eu-en
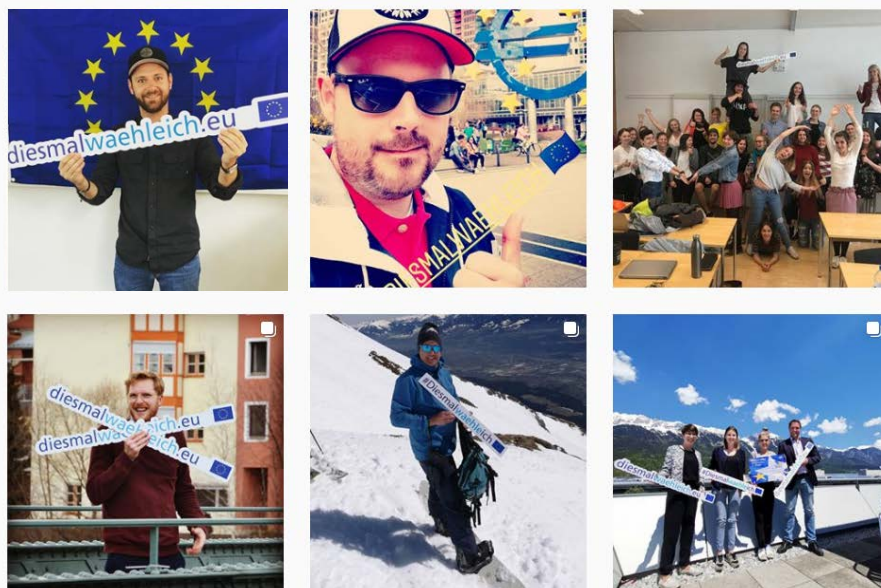
Selection of photos submitted to Instagram for the contest mci4eu

PRME VIDEO CONTEST "STUDENT VOICES ON RESPONSIBLE MANAGEMENT EDUCATION"

The winning team, runners-up and organising team of the video contest at the 5th RME Research Conference in Cologne, November 2018

In 2018, MCI initiated and coordinated the international video contest "Student Voices on Responsible Management Education" - #PRME4us, a project carried out in cooperation with partner universities in Switzerland, Austria and Germany. The aim of the contest was to engage students in thinking about what Responsible Management actually means, and make them express creatively what importance they assign to this topic and how they would like to learn about it at their university. Students were asked to create a short video of max. 2 minutes in which they responded to these questions.

With 80 students from 11 institutions in 9 countries and 4 continents, the contest was a great success. The winners, a team from Fundacao Institut de Administracao from Sao Paolo, Brazil, and the runners-up were awarded their prizes at the 5th International RME Research conference in Cologne in November, and the contest was featured in the PRMETime Newletter in December 2018.

This initiative was an important event that raised awareness and student engagement regarding PRME at MCI and beyond. An MCI team from the study program Business Administration Online, consisting of Julien Marchant, Matteo Calzavara und David Manrique Suarez was selected as a runner-up in the contest.

>> https://primetime.unprme.org/2018/12/11/student-thoughts-on-responsible-management-education/

Julien Marchant, Matteo Calzavara, David Manrique Suarez
Management Center Innsbruck, Austria

Eduardo Goldstein, Felipe Riyoji Benatti, Tatiana Lapidus & Thiago Amorim Gomes Oliveira
Fundação Instituto de Administração
Brazil

>> https://www.mci.edu/prme4us

PRINCIPLE 3 | METHOD

3 We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

We continue our effort to embed Business ethics and responsible management in both our curricular and extracurricular offerings. In our programs in the area of business and society, all programs at bachelor and master level now have one or more courses that focus on business ethics, responsible management, and/or the role of business in society. We continue to measure our students' ability to solve problems responsibly and with ethical awareness at bachelor's level across these programs, with a variety of methods and approaches and a focus on continuous improvement.

In our extracurricular offering, we have fully implemented the digital Badge "Responsible Management", continue to offer the Winter School Business Ethics, and we have broadened our career services program to include a range of learning opportunities about the SDGs, Social Entrepreneurship, and Digitalization and Ethics.

CURRICULUM DEVELOPMENT

Over the past two years, we have made good progress in embedding PRME values in our academic activities and curricula, including the development of a range of learning methods (including experiential learning). The graduate capabilities (learning goals) defined by MCI for our business and society programs both at master and at bachelor level continue to be developed and measured to achieve the following two goals (2016-2021):

Undergraduate Learning Goal	Our students can approach problems **responsibly** considering **ethical issues**.
Graduate Learning Goal	Our students can act according to **ethical principles** when doing scientific work.

We are currently ending our first cycle of assessment for these goals, and will introduce a range of measures in 2020 based on the results.

We are also seeing increased focus on responsibility in program specific goals, such as the goal of the Master in Corporate Governance & Finance program, which is:

„**Our gradautes are responsible global citizens**" with the associated objective:
"**Our students actively promote the integration of responsibility in decision-making processes.**"

As of 2018, all programs in the business and society field have at least one, and in some instances more, courses specifically focusing on business ethics. These courses, including their location in the curriculum and the associated workload (in ECTS credits where 1 credit point equals approximately 25 hours workload) are listed below.

Bachelor Programs	Relevant courses	Semester	ECTS
Tourism Business Studies	• Sustainable Tourism Development • Intercultural management	3rd Semester 3rd Year	1 ECTS 1 ECTS
Management & Law	• EU Integration and Ethics • Multiculturally Sensitive Behaviour	Various Proseminar	4 ECTS 1 ECTS
Business Administration Online	• Language, Culture and Ethics in Business	3rd Semester	5 ECTS
Management, Communication & IT	• Business Ethics	5th Semester	2 ECTS
Non Profit, Social & Health Care Management	• Human Rights & Ethics	3rd Year	2 ECTS
Business & Management	• Societal & Cultural Contexts Economics • Economics, Ethics & Responsibility	1st Year 2nd Year	1,5 ECTS 4 ECTS
Digital Business & Software Engineering	• International Culture & Ethics in Business	5th Semester	5 ECTS
Social Work	• Ethics of Social Work	1st Year	5 ECTS
International Courses	• Sustainable Development and Entrepreneurship: Ethics, Physics and Technology	Various	3 ECTS

Master Programs	Relevant courses	Semester	ECTS
Tourism Business Studies	• Sustainability & Tourism	2nd Year	3 ECTS
International Business & Law	• Business Ethics • Cross-cultural Business	1st Year 1st Year	1.5 ECTS 3 ECTS
Corporate Governance & Finance	• Business Ethics	2nd Year	1.5 ECTS
Management, Communication & IT	• Business Ethics	1st Semester	2,5 ECTS
International Health & Social Management	• Principles of Legal Thinking in European and International Law • Intercultural & Transcultural Communication	1st Semester 2nd Semester	5 ECTS 5 ECTS
International Business & Management	• Leadership, business ethics & society	2nd Year	4 ECTS
Social Work	• Human Rights & International Social Law: The Legal Frame for Social Institutions	1st Year	5 ECTS

Horizontal curricular integration of responsible management

The Bachelor in Business Administration Online, a program offered in blended learning mode, emphasizes the core competencies of responsible management across the curriculum. The horizontal integration of relevant topics and thus a deep integration in all courses offered in the program elevate the importance of responsible, sustainable and ethical management as an integral part of the study program in each area. The implementation process has commenced in winter term 2019/2020 and is currently in progress.

STUDENT PROJECTS WITHIN CURRICULAR ACTIVITIES

Many of our programs engage students in real world projects as part of the regular curriculum to expose them to the world of work, to enable them to apply the theories, models, tools and techniques they learn in realistic settings, and to add value to local organisations and businesses.

In an increasing number of programs, these projects are a core part of the curriculum. The initiative "MCI Community Projects" intends to encourage students to work on projects with and for non-profit and community organisations, and to contribute to the common good with their project acitivites. The aim is to create a process and strategies to embed projects "for the common" good in curricular project activities more systematically, and to create a selection process that allows organisations to submit their projects, which are then selected by an MCI jury. In 2019, a small pilot was carried out, with the aim to fully implement the initiative in 2020.

The selected examples below illustrate the type of projects our students are already carrying out in partnership with non-profit organisations for the benefits of both project partners and students.

Project Title	Project Description
SOS children's village seminar house	The aim was to develop a strategy for a seminar house dating from the 1970s. The seminar house is located next to the headquarters of the SOS Children's Villages in Innsbruck and is mainly used for internal seminars of the SOS Children's Village headquarters. In order to survive in the long term, new ideas and concepts are necessary. The MCI students developed sustainable concepts and underpinned them with business plans as part of a "Entrepreneurship Case Studies" course. The fact that some of the suggestions have already been put into practice speaks for the quality of the project.
Reasons for Homelessness – research project with the inhabitants of the homeless shelter "Alexihaus"	The „Alexihaus" is a homeless shelter in Innsbruck with around 60 inhabitants. The reasons for their homelessness are manifold. Through interviews with the homeless people – the true experts -, students investigated what the reasons for homelessness are, how and where the interviewees lived before they became homeless, the duration of their homelessness, and their perception on how their homelessness could have been avoided.
Benekickt'z – Motivators for participation at the tournament and active volunteering work with the organisation	The Benekickt'z Charity Soccer Tournament is a charity event which collects donations for paraplegics and supports people in wheelchair sports. Already in its 9th year, the event attracts about 50 volunteers who help with the organisation and running of the the event, and about 30 teams and over 200 players who take part in the tournament. The project surveyed participants to find out what their motivations to take part were, what suggestions for improvement and extension of the event they had, what ideas for finding new sponsors they had, and how they became aware of Benekickt'z.
Austrian Red Cross – Voluntary Emergency Service Innsbruck	This project was carried out on the request of the Red Cross Tyrol and involved the development of recommendations regarding internal communication, including guidelines for day-to-day internal and external communication, definition of communication channels, means of strengthening of organisational and corporate identity, and guidelines for appraisal interviews. The recommendations were based on employee feedback obtained via a survey conducted by the students.
House of Grains	This project was aimed at developing a proof of concept for the realisation of a "House of Grains" in Mals (South Tyrol). The idea behind the "House of Grains" is to re-invigorate the cultivation of grains in the Upper Venosta Valley by creating a space where visitors can experience and explore both the history and the future potential of grain farming in this region.

EXECUTIVE EDUCATION

Our executive education department has a strong focus on leadership. It is one of our primary aims to engage our participants in critical thinking. This also includes considering ethical aspects, sustainable and responsible management.

In all Master, Corporate, and Certificate Programs, the values underlying PRME are therefore either an explicit (e.g. lectures) or implicit (e.g. critical discussion) focus.

Program	Module	Topic
Management & Leadership MSc	Management, Psychology & Leadership	Management & Ethics
	Corporate Communication	Ethics in Communication
Digital Business MBA and Digital Economy & Leadership MSc	Ethics and Digitalization	Opportunities and Limits
Certificate Course on Innovation	Sustainability	Social Innovation, Sustainable Innovation, Ecological, Economic, and Social Sustainability for Businesses
Corporate Program	Corporate Academy	CSR in Public Social Insurance Companies

Our Executive Education offering also includes seminars which have an explicit focus on ethics and sustainability.

- Ethik im Business (Ethics in Business)
- Nachhaltigkeit als Kernelement in Unternehmen und Organisationen (Sustainabiltiy as Core Issue in Companies and Organizations)
- Value Focused Thinking

BEYOND THE CORE CURRICULUM

In addition to integrating courses and learning experiences relating to responsible management into our core curricula, MCI also offers a range of extracurricular learning opportunities. They enable students to focus on awareness, competencies and skills in responsible management, also in the context of their career preparation and development.

A digital badge for "Responsible Management"

The Digital Badges Program provides an opportunity for all MCI students to engage in extracurricular activities, develop competences and skills beyond their study program, and thus enhance their employability. Badges cover a range of skills areas, including digital skills, career development, entrepreneurship, and learning skills. In order to earn a digital badge, students have to complete a number of mandatory and elective courses and other learning activities, as well as submit additional evidence such as a reflection paper or other work outputs.

The Badge **"Responsible Management"** offers students the opportunity to engage in a range of seminars and other learning opportunities that make them aware of their responsibilities as future managers, leaders and professionals. Through different learning activities, they become aware of issues related to ethics, sustainability, and social responsibility, and they are encouraged to actively participate in initiatives such as volunteering and involvement in public debate and action.

The mandatory courses and activities included in the badge encompass an introduction to responsible management, a winter school in business ethics, and an interactive workshop in which they discuss competences for responsible management (including a sustainability watch in their local environment).

Electives include a range of seminars on topics such as CSR, ethics & digitalization, the high profile lecture series on leadership and responsibility, and the MCI MOOC "EU integration and ethics", delivered by MCI's Jean Monnet Chair Professor Markus Frischhut (see below).

In addition to these formal events, students can also chose to participate in current initiatives on offer. As of winter term 2019/2020, student volunteering as part of the initiative "MCI Community Service" as well as active engagement in the newly founded Innsbruck group of the student network for ethics in economics and practice (SNEEP) will also be recognized for the badge.

Participation in the badge has been good so far, with the following outcomes:
  ➢ 2017/18 (Pilot): 14 Badges issued
  ➢ 2018/19 : 10 Badges issued, 3 pending
  ➢ 2019/20: 23 Badge registrations

>> **https://www.mci4me.at/en/services/career-center/digital-badges**

Extracurricular Seminars, Webinars, and Learning Activities

The Career Center offers a range of workshops, seminars and webinars to enable students to develop their knowledge, skills and competences in a range of PRME related topics. All students in our bachelor and master programs, including international incoming students, can participate in these, and they are also electives in the Badge Responsible Management.

- Winter School Business Ethics

- Introduction to Responsible Management

- Social Entrepreneurship (new in 2020)

- Sustainable Development Goals (SDGs) - an introduction

- Leadership & Responsibility

- Corporate Social Responsibility

- Digitalization & Ethics

- MOOC: EU values & digitalization

- Social Justice and the Bottom Line

- Rhetoric for debating

Highlight: Competences for Responsible Management

The workshop "Competences for Responsible Management," delivered by Professor Oliver Laasch in December 2018 for MCI students, was a special highlight for our students. With the aim to develop a basic set of competencies for sustainability, responsibility, and ethics, the workshop addressed the domains of Knowing, Thinking, Acting, Interacting, Being and Becoming and included topics such as managerial roles, decision-making, individual and group dynamics, motivation and leadership, personality and organizational culture, innovation, change and learning, as well as institutional work and intrapreneurship. Students not only received input but had to get out of their comfort zone by doing a sustainability watch, drawing concepts, and actively discussing concepts with the lecturer. The workshop was very well received by participants, who even wrote a blog post for Oliver Laasch's website.

>> **http://responsiblemanagement.net/responsible-management-a-course-beyond-the-original-business-studies/**

CLIMATE SIMULATION GAME

What do studies in business administration have to do with climate protection? This question was examined by the class of 2018 of the Business Administration Online study program in November 2019. In a three hour interactive session, which was embedded in the core subject "Language, Culture and Ethics", students discussed economic answers to various sustainability issues.

Over 90 MCI students in total took part in the simulation of a UN climate conference on an on-campus session of the blended learning study program. They slipped into the role of negotiators and negotiated intensively towards the genuine goal of limiting global warming to a maximum of 2°C by 2100.

The Climate Interactive think tank in cooperation with the MIT Sloan School of Management and the UMass Lowell Climate Change Initiative developed the complex simulation game. Around 62,000 participants in 93 countries have participated so far. The accompanying, award-winning simulation software CROADS supported the students in their decisions and helped them to understand the long-term climate effects of their negotiated measures and strategies.

Divided into 6 blocks (China, European Union, India, other developed nations, other developing nations and the USA) and 3 other interest groups (climate activists, lobbyists for fossil fuels and the international press), students attempted to achieve the goal in two rounds of negotiations.

In addition to valuable insights into the carbon and climate system or into social and international geopolitical dynamics, the students demonstrated their communicative skills, above all their negotiating skills.

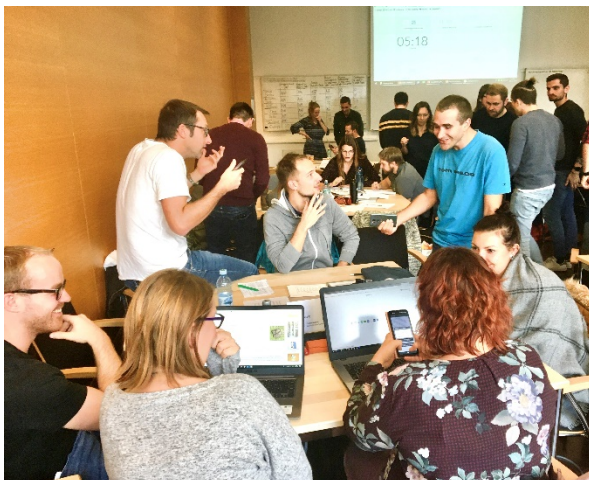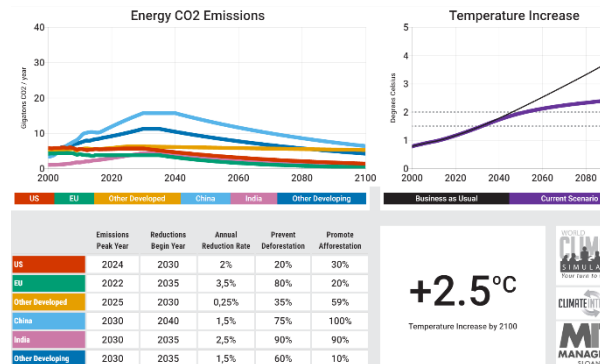In 2020, the Climate Simulation Game will be extended to other programs across MCI.

>> https://www.climateinteractive.org/programs/world-climate/

Everything is ready for the delegations to start

Students working in their groups

Heated debates are part of the negotiations

Outcome displayed through the online simulation

FACULTY DEVELOPMENT

In order to anchor the topics of responsibility, ethics and sustainability as fundamental values in management education and research, it is necessary to provide employees with the appropriate knowledge and skills. For this reason, the MCI offers seminars and trainings, such as Responsible Management, Business Ethics, Corporate Social Responsibility, Responsible Management in Learning and Education, as part of its continuing education program for employees.

In the reporting period, a staff development event in December 2018 "Reponsible Management Learning and Education" with Oliver Laasch, PhD, deserves special mention. Oliver Laasch has been a member of the UN Principles for Responsible Management Education (PRME) initiative for many years. He founded the Center for Responsible Management Education (CRME), is editor of the Academy of Management Learning and Education and has published special issues for the Journal of Business Ethics and the Journal of Management Education. In this workshop the participants learned to understand PRME in the context of their teaching. In addition, concrete strategies and resources were taught that can be used to integrate RMLE into teaching.

Contents included

- Basics of Responsible Management Learning and Education
- Goals and activities at the university
- RMLE in Curriculum: Strategies, Contents, Resources
- Training of responsible personnel in management: Holistic competence development
- RMLE Methods: Problem-based learning, service learning, technology-enhanced learning, etc.
- Possibility for informal exchange during breaks and lunch

With 20 participants, the event was a full success, and participant feedback was very positive. The workshop inspired action in several departments, including a program change to include integration of PRME topics across the curriculum.

MCI Participants of the workshop, with Prof. Oliver Laasch (5th from the right, second row)

RME TEACHING & LEARNING MATERIALS COLLECTION

In June 2019, the PRME Teaching Materials collection was established. Housing a curated selection of articles, eBooks, websites, videos, MOOCs, and other materials about responsible management, sustainability, the SDGs and business ethics, the platform is accessible to all staff and students via self-sign-up in MCI's Learning Management system.

New resources are regularly added by the PRME Coordinator, including a weekly selection of news articles and reports (which are also sent to all staff as part of MCI's weekly press review).

PRINCIPLE 4 | RESEARCH

4 We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

PUBLICATIONS, CONFERENCE PAPERS AND OTHER INTELLECTUAL CONTRIBUTIONS

Research at several MCI departments has a focus on PRME related topics. Since our last SIP report in 2017, MCI faculty have published conference papers, held lectures, and created other intellectual contributions addressing topics like CSR, gender equality, equity, diversity, migration, EU and ethics, human rights, and sustainability.

The following list provides selected examples.

Feeney, O., Werner-Felmayer, G., Siipi, H., Frischhut, M., Zullo, S., Barteczko, U., Rakić, V. (2019). European Electronic Personal Health Records initiatives and vulnerable migrants: A need for greater ethical, legal and social safeguards. Developing World Bioethics. Advance online publication. https://doi.org/10.1111/dewb.12240

Fleischer, Eva: Nicht-diskriminierender Sprachgebrauch. In: Hug, Theo; Niedermair, Klaus; Drexler, Arthur (Hg.) (2019): Wissenschaftliches Arbeiten. Eine Handreichung. Innsbruck: Studia 4. erweiterte und überarbeitete Auflage.

Fleischer, Eva: Älter werden in Mieming – wo geht die Reise hin? Partizipative Sozialplanung in einer Tiroler Landgemeinde. In: soziales_kapital wissenschaftliches journal österreichischer fachhochschul-studiengänge soziale arbeit Nr. 19 (2018) / Rubrik "Werkstatt" / Standort Innsbruck. http://soziales-kapital.at/index.php/sozialeskapital/article/view/563/1023

Fleischer, Eva; Trenkwalder-Egger, Andrea (2017): Freiheit und Notwendigkeit für Männer und Frauen aus der Care-Perspektive. In: Theologisch-praktische Quartalsschrift (165), S. 236–244.

Frischhut, M. (2019). The Ethical Spirit of EU law. Cham: Springer International Publishing. Open access: https://www.springer.com/de/book/9783030105815

Frischhut, M. (2018). The impact of EU law in the health care sector. Access to and quality of care. Seminar "Research Group Law, Democracy and Welfare", May 3rd, Bergen, Norway. DOI: 10.13140/RG.2.2.19266.2784

Gebrewold, B. (2018). Can EU's migration policy deter migration from Africa? In Lydia Rössl, Mathias Czaika, Friedrich Altenburg, Anna Faustmann, Thomas Pfeffer (Hrsg.) Migration & Integration 7. Dialog zwischen Politik, Wissenschaft und Praxis. Reihe DialogForum Integration. Krems (Edition Donau-Universität Krems)

Glowka, G., Zehrer, A., & Peters, M. (2018). Sustainable entrepreneurship of family businesses in the alpine tourism region of Tirol. Rent, Research in Entrepreneurship and Small Business. November 15-16, 2018. Toledo, Spain.

Grad, J., & Frischhut, M. (2019). Legal and Ethical Rules in EU Decision-Making: "Soft Law" for Targets and Actors of Lobbying. In D. Dialer & M. Richter (Eds.), Lobbying in the European Union: Strategies, Dynamics and Trends (pp. 305–327). Cham: Springer. https://doi.org/10.1007/978-3-319-98800-9_22

Hefel, Johanna (2019, April). Social Justice and Diversity in Relation to Loss and Death: A neglected Issue. 9th European Conference for Social Work Research. Leuven, Belgium.

Kostenzer, J., 2019 (forthcoming). Boon and bane of reproductive technologies: The impact of son preference and prenatal sex selection in a globalized world. In: Reproductive Justice and Sexual Rights: Transnational Perspectives. New York: Routledge.

Obexer, R. (2018). How to harness digital badges for RML? Center for Responsible Management Education. Available from http://responsiblemanagement.net/how-to-harness-digital-badges-for-rml/ [last accessed 20 November 2019].

Rahm, L. & Kostenzer, J., 2019 (forthcoming). Harmful Practices on the Global Agenda: Comparing Female Genital Mutilation/Cutting and Gender-Biased Sex Selection. Autrepart.

Seeler, J.M. (2019, June), "Urban Governance, Ethics and Corruption". Open lecture at MZUZU UNIVERSITY, MALAWI, Urban & Regional Planning Built Environment Department at the Faculty of Environmental Sciences.

Seeler J. M., Fuchs A., Stöckl T., Sixl-Daniell K. (2019) Whistleblowing and Culture: A Case for CSR in Developing Markets. In: Schmidpeter R., Capaldi N., Idowu S., Stürenberg Herrera A. (eds) International Dimensions of Sustainable Management. CSR, Sustainability, Ethics & Governance. Springer, Cham, 978-3-030-04819-8, pp. 219 – 229.

Stöckl, T. (2019). Thou shalt not trade - A study analyzing violations of no-trade predictions in experimental asset markets. 34th Workshop of the Austrian Working Group on Banking and Finance (AWG), November 22-23, Liechtenstein.

Tat, U. (2019). New Work - Arbeit neu denken und kreativ gestalten. Innovationsforum Am Puls Tirol 2019, April 14-16, Pfons, Austria.

Zehrer, A., & Glowka, G. (2019). CSR of family firms in tourism – the interaction behaviour between family firms and destination management organizations. EISAM Conference, "Family Entrepreneurship and Society", May 23-25 2019, Nantes, France.

STUDENT RESEARCH

In addition to intellectual contributions by MCI faculty, students have also engaged in research about topics such as ethics, CSR, sustainability, social enterprise, diversity, etc. both at bachelor and at master level. Over the last two years, more than 100 theses were completed on a variety of topics in these areas, which is a significant increase since our last report, and points to a rising awareness of and also interest in responsible management and its different facets amongst our students. We are proud to also mention that some of our outstanding students won prestigious awards for their master theses dealing with topics in feminist studies, CSR, and sustainable management.

Bachelor theses 2018/2019 (a selection)

Diversity

Gender Diversity als Instrument einer erfolgreichen Employer Branding Strategie
Alexandra Stricker

Study on the Effects of Cultural Diversity in Cross-Border M&A and how to Manage it
Hardy Schmitz

Sustainability

Sustainable Supply Chain Management – Nachhaltigkeit in der vernetzen Wertschöpfungskette von Unternehmen
Florian Eisenmann

Nachhaltigkeit als Unternehmensstrategie und deren richtige Kommunikation
Daniel Fleisch

Zielgruppenmarketing von Destinationen durch Nachhaltigkeitsgütesiegel
Tamara Gleirscher

Einsparungspotenziale von Verbrauchsmaterial in einem Fertigungsbereich bei der Firma Fendt, nicht nur zur Kostenreduktion, sondern auch als Beitrag zur ökologischen Nachhaltigkeit.
Sina Landvogt

Steigerung der Mitarbeitermotivation durch soziale Nachhaltigkeit am Beispiel der Gemüsebau Steiner GmbH & Co. KG
Josef Florian Steiner

Nachhaltigkeit als Kommunikationsstrategie im Lebensmitteleinzelhandel
Claudia Mitterrutzner

Nachhaltigkeit im Personalmanagement – Mitarbeiter als CSR-Botschafter: Wie das Humankapital erfolgreich in nachhaltigkeitsorientierte Konzepte integriert werden kann
Daniel Ortner

Die Anwendung der Triple Bottom Line als Controllingkonzept zur Steuerung von nachhaltigkeitsorientierten Unternehmen
David Petuzzi

Nachhaltigkeit in Nonprofit-Organisationen. Die Lebenshilfe Tirol im Fokus nachhaltiger Entwicklungsziele
Marina Spörr

Der Beitrag von Green Controlling zur
Erstellung von Nachhaltigkeitsberichten
Claudia Leingartner

Sustainable Supply Chain Management
– Nachhaltigkeit in der vernetzen
Wertschöpfungskette von Unternehmen
Florian Eisenmann

The Impact of Sustainable Supply Chains for
Corporations
Maximilian Filler

Impacts of Sustainability Activities in the
Fashion Industry on the Purchasing
Behavior of Generation Y
Lena Stern

Towards Sustainable Development:
Corporate Sustainability in an Emerging
East Asian Economy
Sarah Chou

Circular Economy: Successfully
Implementing Sustainable Business Models
Christoph Fink

CHARACTERISING SUSTAINABLE
CONSUMERISM - concepts, barriers, and
factors underlying sustainable purchasing
behaviour
Jana Ganzmann

Identification of key actors and trends
along the value chain of retortable
packaging regarding sustainability - in
cooperation with Borealis AG
Kassandra Hilger

Sustainability Accounting und Reporting im
Spannungsfeld von unternehmerischem
Mehraufwand und gesellschaftlicher
Verantwortung
Teresa Holzner

Corporate Social Responsibility

CSR Helping to Form a Positive Brand
Image
Melissa Konzett

Strategisches CSR in KMU – Was hindert
KMU daran, strategische CSR in ihre
Unternehmensführung zu
implementieren?
Jakob Frenkenberger

Interne Kommunikation von Corporate
Social Responsibility bei Recheis –
Wahrnehmung und Zufriedenheit der CSR-
Maßnahmen und der Nutzen für die Firma
Recheis
Katharina Hämmerle

Umweltbewusstsein als Auslöser für
umweltfreundliches Verhalten:
Der Einfluss ökologischer Besorgnis,
persönlichen
Verantwortungsbewusstseins und
wahrgenommener Selbstwirksamkeit auf
das Alltags- und Flugverhalten
Studierender in Tirol
Eva Stengg

Malariaprävention als Zielgröße von
CSR - Eine empirische Untersuchung
am Beispiel von österreichischen
Unternehmen
Caroline Walz

Social Entrepreneurship

Social Entrepreneurship:
Definitionsansätze, Internationale
Verbreitung und Finanzierung
Linda Schwarz

Erfolgsfaktoren von Social Entrepreneurship – Leitfaden zur Gründung von sozialen
Unternehmen in Entwicklungsländern mit besonderem Bezug auf Südafrika
Regina Gremel

Ethics

The Ethical Dilemma of Patent Rights in
the Pharmaceutical and Biotechnica
Sectors: A Comparison of Developing
and Industrialized Countries
Laura Moser

Implication of Ethical Decision Making in
Supply Chain Management
Kerstin Panholzer

Der Einfluss ethischer Kriterien in den
Entscheidungsprozessen eines
international tätigen
Maschinenbauunternehmens.
Christian Praxmarer

Verantwortungsbewusste
Unternehmensführung: Integration der
internen und externen Stakeholder in die
Corporate Governance am Beispiel von
Privatunternehmen in Österreich
Laura Rádi

Typische Persönlichkeitsmuster ethisch
verantwortungsbewusster und
ökonomisch erfolgreicher
Unternehmensführer – Eine qualitative
empirische Analyse
Lea Pliger

Erwartungen von Unternehmen an die
Ausbildung von angehenden Fach- und
Führungskräften im Hinblick auf ethisch
verantwortungsbewusstes und
nachhaltiges Management
Monika Domić

Die Ökonomisierung der Sozialen Arbeit
aus ethischer Perspektive
Lara Katharina Manzl

Das ethische Dilemma der Sozialen Arbeit
im Umgang mit rechtsextremen
Jugendlichen
Judith Dejakum

The Effects of Non-Compete Clauses From
an Ethical Perspective
Mete Han Sisman

Master theses 2018/2019 (a selection)

Ethics

EU Law and Ethics: Implementation of European Union Directives referring to Ethics and/or Morality in Czechia and Slovakia
Marika Kubincová

EU Law and Ethics – Implementation of EU Directives Referring to Ethics and/or Morality in Italy
Gherardo Sava

Ethical Integration in EU Law by The European Group on Ethics in Science and New Technologies: a qualitative content analysis of the prevailing philosophical schools of thought
Matthias Pirs

An investigation of the role of ethics and morality in European case-law in the fields of in vitro fertilization, abortion, surrogacy and euthanasia. With a special focus on the principle of proportionality.
Susanne Schwarzl

Ethik in der Ökonomie – Das Projekt „Bank für Gemeinwohl" als institutioneller Handlungsrahmen für partizipative Entscheidungsprozesse
Magdalena Posch

Ethikbasierte Organisationsgestaltung in der Sozialen Arbeit: Wie das Management sozialer Organisationen von ihrem professionsethischen Fundament her gedacht werden kann
Jonas Volpers

Social enterprise and social entrepreneurship

An Exploration of Success Factors for Engaging Stakeholders to support the Social Mission in For-profit Social Enterprises in the Tourism Industry.
Barbara Allgäuer

Social Entrepreneurship in der Gastronomie am Beispiel Tirol (Social entrepreneurship in gastronomy - the example of Tyrol)
Christina Riedmair

Share Economy – blessing or curse to the society
Nicolai Ruppert

SOCIAL START-UP - Eine Orientierungshilfe für zukünftige GründerInnen am Beispiel einer partizipativen Hostel-Einrichtung für Menschen mit und ohne Fluchthintergrund
Simone Schirnhofer

Sustainability

Achieving sustainable growth of Chinese tourism in Innsbruck
Karl Wiener

Acquisition Strategy and Sustainable Growth – The Mediating Effect of Knowledge Capabilities
Mark Lesnik

Identification of Strategies for Sustainable Supply Chain Management Creating Long-Term Economic Value. A Case Study in the International Confectionary Industry
Andreas Edmund Müller

Social Media and Sustainable Mobility. The influence of social media engagement on sustainable mobility in the Alpine region.

Corporate Social Responsibility

How Consumer CSR Perception Influences Future Purchase Willingness: A Study of a Global Fashion Retailer
Dominick Huber

The influence of Reputation Risk Management on CSR reporting quality
Alina Tsiobanidis

Corporate Social Responsibility Reporting - Critical Reflection of the Stakeholder Involvement in the CSR-Report Preparation Process. A Case Study on the Wolford AG.
Andrea Wösle

Diversity

An Analysis of Happiness Within Culturally Diverse and Virtual Teams
Anuradha Iyer

Diversity and Entrepreneurship: Impacts of immigration on firm birth rates in canadian metropolitan areas
Loucia Ho

Diversity and Inclusion Management: A Case Study Based on the Luxury Hospitality Industry
Claudia Köllemann

Examining current state of cultural competence among host country nationals working in diverse environments within the DACH Region
Anastasiia Karnaukhova

Effective access to orphan drugs in the European Union - United in inequitable diversity?
Sarah Wetzel

Factors leading to successful cultural diverse virtual teams
Jane Weyers

Generation Diversity in Hierarchical Systems- The Challenge in the Management of Doctors
Marion Dietl

Highlights in student research

Claudia Mauracher wins MCI Austrian Integration Fund (ÖIF) research award for scientific work on challenges in the field of integration

In November 2017, the Austrian Integration Fund awarded the "Research Prize Integration 2017" to Claudia Mauracher, a graduate of the MCI Bachelor's programme in Nonprofit, Social & Health Management. Ms Mauracher was able to convince the jury with her thesis "Voluntary work in the field of refugees and asylum" in the Bachelor's thesis category. In her thesis, she examined voluntary work in the field of refugees and asylum, exploring how the challenges of the volunteers can be met in political, organisational and personal terms. A special focus was on the current situation in Tyrol.

Philipp Weinkogl wins Tiroler Sparkassen award for scientific thesis in the category "Europe"

Philipp Weinkogl, a graduate of the Master's programme "Strategic Management & Law", won the special award "Europe" with his outstanding thesis "Horizontal Direct Effects of Fundamental Rights of Equality and Solidarity in EU Law". His thesis discusses the direct - horizontal - effect of EU Law, and how it determines the legal relations between EU citizens.

MCI Graduate and now staff member Philipp Weinkogl (middle)
is awarded the Tiroler Sparkassen Special Award "Europe"
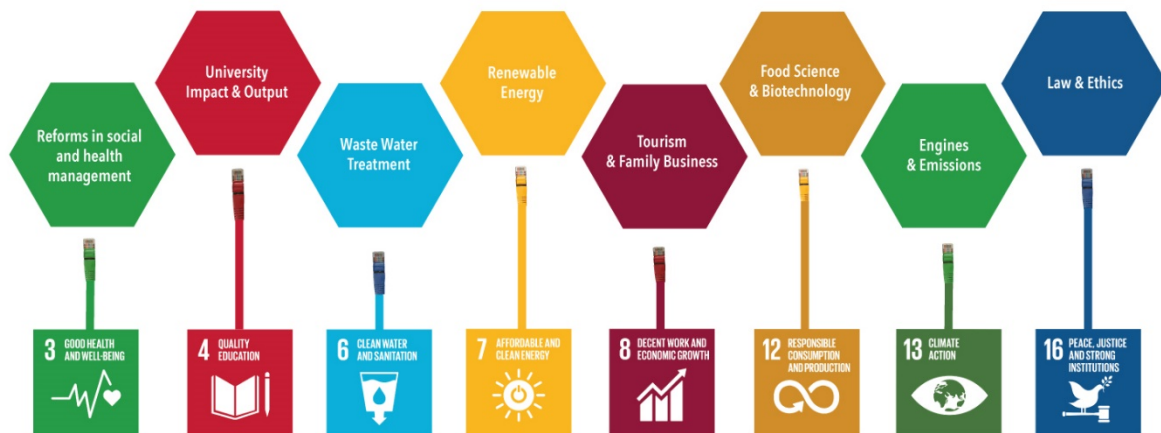
At MCI, we are committed to contributing to the achievement of the SDGs and the agenda 2030 as defined by the United Nations in 2015. Several of our research activities, and in particular our transfer programs, have a focus on sustainability, clean energy, the use of scarce resources, and social and health management. Within several research clusters bridging life sciences, technology and business, MCI researchers conduct targeted and applied research and provide expertise to the respective sectors. The following section provides an overview of the MCI research clusters contributing to various SDGs.

University Impact & Output

University management research at MCI seeks to reflect on the role of universities in a changing economic, technological and social environment with ever changing demands for higher education. We are particularly interested in how universities strategically change to align current challenges with future opportunities. One research area focusses on impact, considering that educational institutions can no longer be ivory towers, but are entities that are embedded and operate within a network of diverse stakeholders (students, other institutions, organizations, government, etc.). In order to fulfil their so-called "Third Mission", higher education institutions nowadays substantially contribute to the prosperity of a modern economy and to the development of a progressive society. Doing so, the production of knowledge, the training of human capital, the promotion of research and development, the transfer of know-how and the access to knowledge infrastructure are critical to promote regional development.

Social & Health Innovation

Social & Health innovation is a key research area at MCI, particularly through the MCI Center for Social & Health Innovation, a multidisciplinary research center, which deals with current regional, national and international social and health care challenges. Our research is intended to enrich the scientific discourse as well as provide evidence-based and action-oriented decision bases for policy and society. The focus is on cross-method research in the areas of public health, social integration and participation, behavioural research, digital technologies and communication. Research areas include Social Dynamics and Social Policy, (Public) Health & Behavioural Sciences, Digital Media, Health & Society, and Social Work Practice, Social Change & Human Rights.
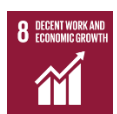
Tourism

Applied research at MCI Tourism deals with economic problems and questions in the context of (family) businesses, destinations and regions with a special focus on Alpine tourism. Based on the three levels of consideration of enterprises, destinations and regions, detailed research topics can be defined in terms of

cross-sectional areas. One research topic particularly concerned with sustainability is "Tourism and regional development", which investigates what sustainable tourism and regional development means, and what the common challenges and opportunities that connect living spaces and recreational areas are.

Center for Family Business

Responsibility and sustainability are core principles upon which the MCI Center for Family Business is built. Established in 2015, the center supports small and medium-sized enterprises in the region, which are often family based. Typically, family businesses feel deeply obliged to follow the values promoted by the UN Global Compact and put sustainable and responsible management principles before short-term profit maximization. The MCI Center for Family Business supports SMEs in this endeavor, with a special focus on sustainable business models for long-term success.

Energy & Process Technologies

The best possible use of energy and resources is a central element of sustainable future development. The focus of this research cluster lies in the intersection of energy and process engineering and deals with the multifaceted issues of these areas. Focus areas include water (waste water, process water and drinking water) as well as an energy-efficient and resource-efficient use of snow-making systems. Further research areas include Biomass to Power and Heat and Energy Distribution and Storage. The research projects in this area focus on innovative solutions and concepts for current and future challenges, and are often developed together with partners from industry and research.

Engines & Emissions

One of the research areas in the cluster "Fluids and Mechanics" is the area "Engines & Emissions". MCI scientists investigate issues related to alternative fuels, internal combustion and technologies for the reduction of emissions. With internal combustion engines representing the backbone of current mobility solutions and playing a significant role in the area of energy supply, this research area contributes to SDG 13 "Climate Change".

Food Science & Biotechnology

Innovations in the fields of food technology, biotechnology, functional and convenience foods and bioengineering have a strong impact on sustainable development. Central research topics in this area are concerned with issues all along the value chain, from the production of plant raw materials and algae to technological utilization and product characterization. Interdisciplinary approaches from engineering, the natural sciences as well as business are used to foster innovation in this area.

AlpBioEco

MCI is academic partner in the EU financed project "AlpBioEco", an initiative aimed at increasing the capacity of SMEs in the Alpine region to develop renewable biological resources, particularly for bio-based food production. Bioeconomy is a key aspect for Green Growth, but it depends on cooperation of a range of stakeholders and actors. This project contributes to establishing a framework for innovation, with the objective to increase the sutainability of local economies in the Apine region through exploring innovative bioeconomical potentials, particularly with regards to bio-based food and botanical extract value chains. Directly supporting the EU's bioeconomy strategy, the project is an important stimulus for rural development. It employs strategies and approaches such as open innovation, cross-sectorial and multi-stakeholder engagement, as well as communication and awareness raising efforts at a transnational level, thus fostering cooperation for eco-innovations in the bio-based economy. In sum, AlpBioEco contributes to a better cohesion and integrated territorial development since rural regions become connected in new bio-based VCs. Thereby high value jobs will be induced in the agricultural sector.

>> http://www.alpine-space.eu/projects/alpbioeco/en/home

Ethics, Law & Information Society

The increasing digitalization of traditional business models as well as the emergence of completely new business models based on digitalization is one of the core challenges for entrepreneurial activities and brings about changes at social, organizational and individual level. In particular, legal and ethical issues increasingly arise in this area. The research focus "Ethics, Law & Information Society" sheds light on this development from a business, a legal as well as an ethical point of view.

Focus on Law & Ethics

The relationship between European law and ethics in general and in the field of digitalization in particular is an increasing subject of discussions in research and practice. The activities in the research field "Law & Ethics" are intended to support the development and application of innovation in the field of digitalization (in particular in the field of AI) through value-based instructions for action.

LONGITUDINAL RESEARCH PROJECT ON STUDENT ATTITUDES TOWARDS (IR)RESPONSIBLE MANAGEMENT IN COLLABORATION WITH CBS

In 2017, MCI started a collaborative research project with Copenhagen Business School, a RME student survey that is designed to better understand the effect that business schools have on our students.

In this longitudinal study, student attitudes towards (ir)responsible management behavior as well as students' self-efficacy beliefs are measured over the period of their study program to determine if and how this changes over time. The first survey was conducted in Winter Term 2018, with a significant participation rate of over 600 MCI responses, which has established an excellent base line for further surveys.

The survey participants will complete a second survey at the end of Winter Term 2019/2020, and then a final survey at the end of their studies, in summer 2022. The results will provide valuable information about students' attitudes and any changes over the duration of their studies at MCI, and will allow for a correlation of attitude change with RM learning offerings students have participated in. The project will also benchmark MCI results with those of other partnering institutions.

PRINCIPLE 5 | PARTNERSHIP

5 We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

PRME CHAPTER DACH: MCI CONTRIBUTIONS TO GOVERNANCE AND WORKING GROUPS

From February 2014 to November 2018, Johannes Dickel (MCI PRME co-coordinator) served as a member of the Steering Committee of the PRME Chapter DACH, and in November 2018 Regina Obexer was elected as member of the new steering committee. Over the reporting period, MCI was involved in the planning and realization of all DACH chapter activities (regular chapter meetings, research conferences, strategy meetings, working group workshops, etc.).

PRME Chapter DACH Meetings 2017-2019

PRME Chapter DACH Working Meeting at MCI Management Center Innsbruck (19 & 20 February 2018)

From 19-20 February 2018, MCI hosted the PRME Chapter DACH working meeting. With 12 external and 10 MCI participants, the event was a great success and provided a platform for active progression of some key Chapter priorities and working areas.

Participants of the PRME Chapter DACH working meeting at MCI in February 2018

Key discussion points and outcomes included:

Preparation for 5th RME Research Conference in Cologne: after a short presentation about the purpose and theme of the conference by conference organiser Monika Kolb (CBS), a range of inputs were provided from small working groups, including strategies for engagement and dissemination, ideas for sessions, and for conference success. One concrete result of the discussions was the joint student video contest "PRME4US", which was presented at the conference.

PRME Plattform - SDGs in Teaching: Daniela Ortiz (FH Wien der WKW) presented the new PRME Platform SDG in Teaching, which was created as an outcome of the previous DACH Chapter meeting. The platform is designed to serve as a collaborative hub where anyone can sign up and share (or use existing) teaching materials related to the SDGs. At the meeting, a few remaining issues such as categorization, the relationship of the platform to the PRME Chapter DACH website and risks regarding breach of copyright were discussed.

PRME SIP Reporting: A session about PRME SIP Reporting considered ways to increase the reports' impact, standardisation, comparability, and accountability. Alexander Herzner (OTH Amberg-Weiden) presented his Maturity Assessment Model, and different approaches to increasing standardisation for the SIP reports were discussed (e.g. alignment with other reporting strategies).

Faculty development for PRME: Based on Daniela Ortiz`s presentation of the pilot "Faculty Development Seminar" designed by Ruth Nieffer (HTW Chur), different models of faculty development were discussed and participants exchanged ideas and challenges they are facing. Key discussion points included competence models for RM as well as the difficulty in motivating faculty to include the SDGs and RME in their teaching. It was agreed that the outcomes of the pilot would be shared amongst the group.

Theoretical input: Professor Albert Löhr (IHI ZIttau / TU Dresden) delivered a thought-provoking speech entitled "From the shadows into the light: What responsibility are we talking about?" in which he raised a range of questions and challenged some the assumptions about how we understand responsibility, including some background in the development of ethical stances, and some topical issues we face in education.

PRME Chapter DACH Meeting at Cologne Business School, Germany (12 November 2018)

This meeting resulted in the election of Professor Lisa Fröhlich (President Cologne Business School) as new speaker of the PRME Chapter DACH and the new steering committee, of which the MCI's PRME coordinator is a member.

### PRME Chapter DACH Meeting at Jönköping University, Sweden (30 September 2019)

This meeting saw a discussion about the priorities of the PRME Chapter DACH going forward. It was agreed that the group would focus on a selected few impactful projects and activities. Further discussion about these will occur in the next Chapter meeting planned for January 2020.

PRME Chapter DACH members at the 6th RME Research Conference
Jönköping University, Sweden in September 2019

SCIENTISTS4FUTURE

In Summer 2019, MCI started collaborating with the regional group of Scientists for Future. "Scientists for Future" (S4F) is an association of scientists who care about global climate development with all its social, economic, ecological and political consequences, in particular for young and future generations. So far, over 26,000 scientists have joined S4F in a petition. In Austria, the Climate Change Centre Austria (CCCA) coordinates the activities around the movement, which is also active on social media channels with the hashtag #Scientists4Future.
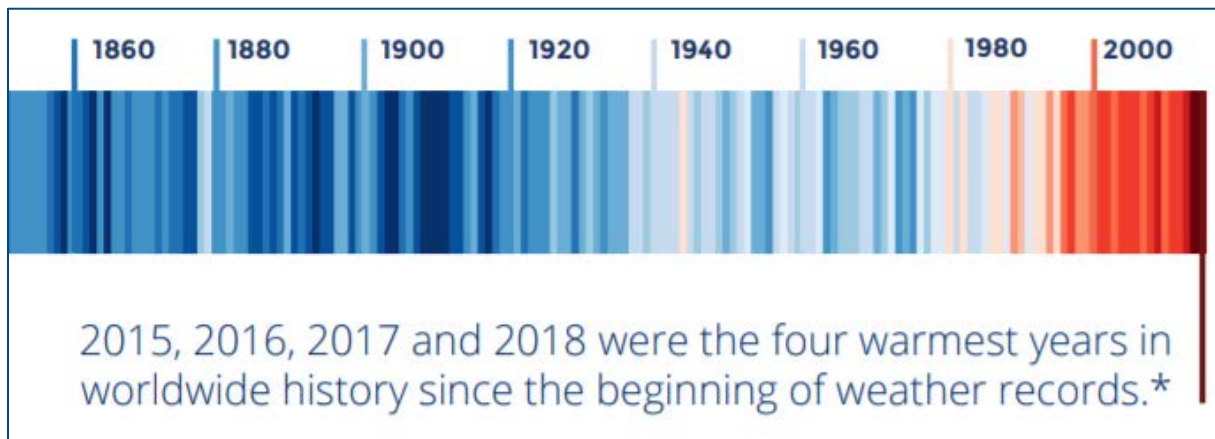
Scientists4Future Banner

Currently, S4F is getting established in Tyrol, led by the Leopold Franzens University Innsbruck in partnership with the Medical University Innsbruck, Management Center Innsbruck and the Pädagogische Hochschule Tirol.

Via a message from the rector to all staff who are involved in research, MCI has encouraged its scientists to sign up to the initiative and to support the S4F movement. They can either participate as passive supporters, which entails agreeing to receive information and calls for petitions, or as an active supporter where they agree to participate in discussion rounds, speeches, interviews, etc.

MCI is planning to participate in appropriate events and initiatives of S4F such as lecture series or information campaigns, and contributes to the coordination team of the university network in Tyrol.

>> www.scientists4Future.org

ENGAGEMENT OF EXTERNAL LECTURERS FROM BUSINESS CORPORATIONS, NGOS, AND OTHER ORGANISATIONS

As the Entrepreneurial School, MCI faculty consists of a range of external lecturers, including leaders and managers from various business and industry areas, visiting scholars from all over the word, and a range of experts from a variety of professions. This mix of faculty allows us to expose our students to a wide range of different perspective, real world issues, and practical expertise, which helps them develop critical thinking skills, practice-oriented problem solving skills, including ethical, social and environmental aspects.

External experts from profit-oriented, non-profit and governmental organizations are also involved in the selection process of new students. They bring in a wider perspective and contribute their opinions on choosing the most suitable candidates.

PRINCIPLE 6 | DIALOG

6 We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

MCI DISTINGUISHED GUESTS LECTURE SERIES

Management Center Innsbruck's long-standing series of Distinguished Guest Lectures provides MCI students, alumni, faculty, staff and the general public with the opportunity to hear from and engage with high-ranking personalities from all over the world. Many of the lectures address topics such as sustainability, ethics, and social responsibility, and emphasise the importance of these issues in today's society and business world. In the past few years, MCI was thrilled to welcome a diverse cast of outstanding personalities, including: Jean-Claude Juncker (President of the European Commission), Romano Prodi (President of the European Commission), Edward Snowden (Whistleblower, via video link), Christian Kern and Sebastian Kurz (Chancellors of the Republic of Austria), Heinz Fischer (President of the Republic of Austria), and many others (see below for a sample of speakers in 2018/19).

Distinguished Guest Lectures take place weekly throughout the academic year and bring together academia, business, policy and society at no entrance fee. Consistently attracting a large audience with over 5,000 participants in total per year, they are a key strategy in MCI's effort to create a platform for dialogue, inspiration, exchange of ideas and connecting people. The lecture series is frequently featured in the press, and has led to a cooperation with Austria's prominent newspaper "Die Presse" as well as other media partners. MCI students can acquire extracurricular credit points by regular taking part in Distinguished Guest Lectures forming an entire course called "Leadership & Responsibility – Case Studies in Business and Society". The following is a selection of panel discussions, lectures and events directly related to PRME relevant topics offered in the reporting period.

>> https://www.mci.edu/en/alumni-friends/review

14. OCTOBER 2019

SOCIAL IMPACT INVESTING.

Charly Kleissner, Chairman of the Board of ImpactAssets and Co-Founder of Toniic & KL Felicitas Foundation

06. MAY 2019

ENERGY AND SUSTAINABILITY IN AUSTRIA.

General Secretary Josef Plank, Federal Ministry for Sustainability and Tourism.

18. JANUARY 2019

WOMEN, FAMILIES & YOUTH. POLITICS IN THE FIELD OF TENSION BETWEEN INTERESTS AND EXPECTATIONS.

Dr. Juliane Bogner-Strauß, Federal Minister for Women, Families and Youth in the Federal Chancellery.

20. MARCH 2019

ETHICS, SPORT & BUSINESS.

Hans-Joachim Eckert, Founder & Partner of the Sports Governance Unit in Munich and Former Chairman of the FIFA Ethics Committee in Zurich

17. MAY 2019

THE TRUTH BEHIND BALANCE SHEETS.

Mahender S. Khari, Chairman of the Indo-Global Academia Alliance in New Delhi und von Khari & Co, International Accountants Syndication of Professionals in London.

11. APRIL 2018

THE FUTURE OF EUROPE

Viviane Reding, MEP, former Vice President of the European Commission

02. OCTOBER 2018

THE FUTURE OF ENERGY - THE ENERGY OF THE FUTURE?

Wolfgang Anzengruber, General Director, VERBUND AG

26. MARCH 2018

MODERN CHALLENGES IN THE CHANGE OF GENERATIONS

Margarita Louis-Dreyfus, Chairperson of the Supervisory Board of Louis Dreyfus Holdings B.V.

28. MAY 2018

THE FUTURE OF EUROPE.

Franco Frattini, President of the Italian Society for International Organization, former Foreign minister of Italy and Vice President of the European Commission and Commissioner for Justice, Freedom and Security.

30. NOVEMBER 2017
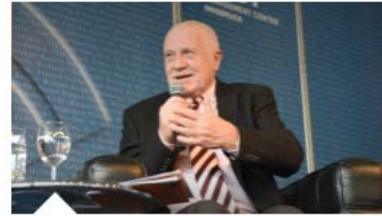
PERSPECTIVES AND IMPULSES FOR EUROPE.

Wilhelm Molterer, Managing Director, European Fund for Strategic Investments, former Vice Chancellor and Federal Minister of Austria.

23. NOVEMBER 2018

THE ENDLESS ORBIT & THE VULNERABLE EARTH.

Josef Aschbacher, Director Earth Observation Programmes at the European Space Agency.

24. JANUARY 2018

EUROPE AND THE GLOBAL MIGRATION CRISES.

Prof. Dr. Václav Klaus, former Prime Minister and former Preseident of the Szech Republic

28. SEPTEMBER 2018

UNITED STATES & EUROPA.

Trevor D. Traina, Ambassador of the United States to Austria

18. OCTOBER 2018

BIG BROTHER IS WATCHING YOU.

Edward Snowden, Whistleblower

19. MARCH 2018

EUROPE – STRATEGIES FOR AN EXCELLENT FUTURE.

Herman van Rompuy, Residents European Policy Center, Brussels, President Emeritus of the European Council, Former Prime Minister of Belgium

In addition to the distinguished guest lectures, MCI regularly organizes symposia, forums, and other events addressing topics such ethics, responsibility, social issues, and sustainability during the reporting period. The following is a selection of recent symposia, forums and events.

Symposium Global Social Responsibility: Civic Engagement in Moton

The aim of the two-day symposium is to examine and discuss current developments in civil society involvement in Austria and at the European level. The focus was on the areas in which civil society engagements emerge. The following questions guided the programme: Under what conditions can civil society engagement flourish? Which mechanisms enable or prevent social/political influence? What areas of tension but also potentials and visions do current developments / changes entail? What conclusions can be drawn from this, especially for the activities of NGOs?

>> https://www.mci.edu/de/hochschule/events/2163

Science and Responsibility (WuV - Wissenschaft und Verantwortlichkeit) is a joint initiative between the Leopold-Franzens-University of Innsbruck, the Innsbruck Medical University, the MCI, and the Austrian Student Union (ÖH) Innsbruck. As an open forum, the platform enables and encourages discussion on scientific, ethical and social issues by organizing talks, discussion panels, film screenings, book presentations, and other events. Admission to WuV events is free and open to the general public. With a new program and focus every semester, the WuV is an important component of MCI's engagement with the public on issues related to science and responsibility.

>> https://www.uibk.ac.at/wuv/

CSR DAY Austria: Excursion to MCI Department, Environmental, Process and Energy Engineering

On 17 October, the CSR Day Austria took place in Innsbruck, organised by the Austrian Business Council for sustainable development, and the Tyrolean Chamber of Commerce. MCI played an active role in the event by offering a tour of our scientific labs at the department of environmental, process and energy engineering department as part of the program. A group of interested conference participants took part in the excursion to MCI's technical campus and were amazed by the cutting edge equipment and facilities.

© Die Fotografen

organisational practice.

PRME's unwritten Principle 7 is about "practicing what we preach", and setting an example for the values and attitudes we convey to our students through our internal processes and practices. Over the past two years, we have continued our efforts to improve internal processes and practices so as to become more sustainable and to augment the well-being and success of MCI employees. Some examples are described in the context of the SDGs below.

MCI commission for equal opportunity, diversity and the advancement of women

MCI is committed to the diversity of its academic and non-academic staff, students, and all other relevant stakeholder groups. It pursues the principles of openness, tolerance, and appreciation and actively supports the creation of equal opportunity for the above groups of people, regardless of gender, age, religion, disability, ethnicity, sexual orientation, ideology, or social background.

Overarching aims are to promote strategies of gender and diversity management in all activities and hierarchical levels of the university and to prevent direct as well as indirect discrimination on the basis of above factors.

Implemented in 2017, the MCI commission for equal treatment, diversity and the advancement of women is responsible for the continuous assessment and development of these aims and is available for any questions related to the topic. The commission includes members of the Executive Board, the Academic Council, the Employee Representative Committee, the Students' Union and the Equal Opportunities Officer as well as the Disabilities Officer. Major projects in the past period have been a guide to gender-neutral language, age-related part-time work, and initiatives to increase the percentage of female students in technical study programs.

Supporting staff health and well-being

At MCI, we are intent on maintaining and furthering the health of our people. There are a range of initiatives and regular offers designed to assist staff with maintaining a healthy life-style, e.g.

- Smoke-free campus: smoking is no longer permitted on MCI campuses
- Free participation in training sessions, e.g. yoga, healthy back
- Daily fresh fruit in all staff kitchens
- Regular availability of free or subsidizes medical services for staff at MCI during working hours, including
  - doctor at MCI, to advise staff on work related health issues
  - free eye-checks
  - subsidized flue injections
  - advice on ergonomic set-up of work desks and posture

Going green events

Under the title "Green Events", MCI organizes events, at which special consideration is given to ecological, social and economic sustainability. MCI regularly hosts events that are characterized by sustainable planning, organization and implementation and are held under the "GOING GREEN EVENT TYROL" label. "GREEN EVENTS TYROL" is a regional initiative to promote an environmentally and socially responsible event culture. The certification is awarded by the association "Klimabündnis Tirol", which is part of the largest municipal climate protection network in Europe. The global partnership connects more than 1,700 communities from 26 countries in Europe with indigenous organizations in the Amazon rainforest. In Austria, almost 1,000 municipalities, 1,135 businesses and over 500 educational institutions have joined the Climate Alliance.

A series of events that regularly receive this certificate is the "MCI Infopoint" employee event. Apart from that, also MCI departments regularly organize certified sustainable events. Criteria for the certificate are:

- Waste prevention and recycling
- Regional, seasonal and fair-trade ingredients in organic quality for catering
- Sustainable procurement (production, transport, etc.)
- Standard of the event Location
- Energy efficiency standard and resource-saving behavior
- Mobility: sustainable arrival and departure
- Social responsibility: Respect for and equal treatment of women, men, senior citizens, children, people with disabilities or migrant backgrounds
- Adequate communication

>> http://www.greenevents-tirol.at/de/

Waste reduction and energy efficiency in our buildings

MCI Facilities Management has invested in a range of activities to make our operations more energy efficient and environmentally friendly. Initiatives in 2018/19 included:

Reduction of plastic waste
- Change from plastic to paper cups at coffee machines
- Change from plastic bottles to re-usable glass bottles for use of mineral water at events and use of syrup rather than juice in plastic bottles

Waste management
- Bachelor thesis on waste at MCI – analysis of waste bin contents and resulting recommendations. An information campaign on recycling is planned for 2021

Energy saving measures
- MCI II: change to LED lighting, overall 90% use of LEDs at MCI II now (energy reduction)
- Regular information sent to staff regarding strategies to reduce energy consume (heating, cooling, switching off appliances, etc.)
- Preferred purchasing of hardware with reduced energy consumption

Staff training and development
MCI staff are eligible and encouraged to continually participate in further education and training. MCI offers a comprehensive staff development program, covering topics such as health & safety, social skills, diversity, ethics, etc.

key objectives towards 2021.

Objective	Strategies	Measures
Fully implement MCI Community Service initiative	Fully establish submission process for **MCI Community Project** with annual submission of projects	Number of projects conducted
	Conduct a minimum of 6 Community Projects per year across MCI	Partner feedback
	Promote and support other community service initiatives	
Continue to increase awareness, attitudes and skills of responsible management and the SDGs amongst students and alumni	Continue offering digital badge "Responsible management" and associated workshops and activities through the MCI Career Center	Number of participants in relevant offerings and events
	Develop 2-3 dedicated PRME information / promotion events or campaigns for MCI students. Examples may include Climate Action Day, information campaign on waste recycling, SDGs	Participant feedback
	Continue RME student survey in collaboration with Copenhagen Business School	Student participation Survey outcomes
Continue to increase PRME awareness, capability and integration into teaching practice across MCI faculty and staff	Build coherent staff development opportunities for PRME	Number of learning opportunities and participants in relevant offerings
	Increase dissemination of cases and teaching materials relating to responsible management with and for lecturers in core subjects (PRME teaching & learning Platform)	Participant feedback
	Develop and deliver a minimum of 2 dedicated PRME information / promotion campaigns for MCI faculty	Degree of use of teaching and information materials
Continue integration of responsible management competency development in curricula	Evaluate and act on AOL test results related to PRME in collaboration with relevant programs	Improvements and changes implemented based on test results
	Disseminate and learn from experiences made in programs where responsible management is horizontally integrated	
	Explore options to extend RME across all MCI programs	
Increase organizational and individual awareness and competence in research ethics	Develop resources and tools to be used in research ethics education and supervision of research projects and theses	Implementation and use of tools, processes, and practices
Continue collaboration with and contribution to DACH chapter	Participate in relevant meetings and chapter activities	Number of meetings and exchanges Outcomes of various activities
	Contribute to working groups and implementation of outcomes as appropriate	
Increase focus on SDGs in dialogue and collaboration with partners in business, industry and non-profit sector	Develop and deliver outreach activities including information campaigns in collaboration with existing centers and transfer activities	Number of activities, events and projects carried out Partner feedback
Continue to support student engagement for PRME	Continue to conduct regular meetings and exchange with ÖH MCI	Impact of joint initiatives
	Develop joint initiatives where appropriate	Level of participation and feedback on initiatives
	Actively support SNEEP spring conference at MCI in April 2020	