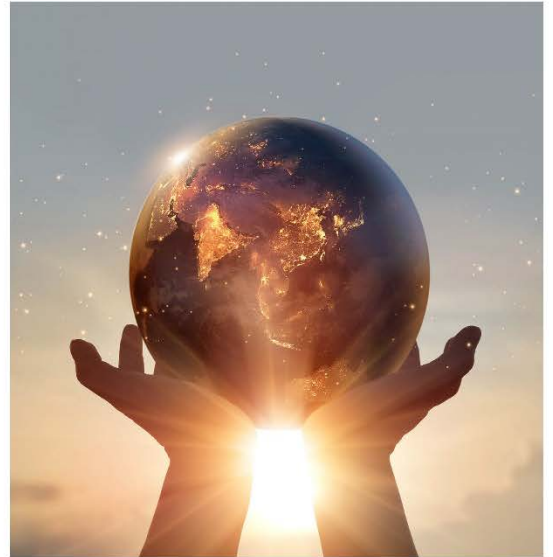




# 5<sup>th</sup> PRME SIP Report

November 2021



mentoring the motivated

This is our **Sharing Information on Progress (SIP)** Report on the Implementation of the Principles for Responsible Management Education **2019 - 2021**

MCI | The Entrepreneurial School®



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# RE-COMMITMENT TO PRME 2021

This year, MCI is celebrating its 25th birthday. In the midst of a world-wide pandemic with all its resulting challenges and disruptions, we have been able to experience a strong feeling of community, of achievement, and of solidarity as we celebrated 25 successful years of the Entrepreneurial School together with our staff, students, alumni, friends and partners here in Innsbruck and around the world. We are also marking our tenth year of active membership in the PRME community this year, having joined the network in 2011.

These occasions prompt us to pause for a moment, to look back and celebrate what we have achieved, but they also challenge us to reflect on our current work, our future plans, and the responsibility we have within our own institution and beyond it during these unprecedented times.

It is this sense of responsibility and the ensuing actions that we want to highlight in this report, which is already MCI's fifth SIP report demonstrating our commitment to PRME over the last decade. Building on the activities reported in our last SIP report, we have made ground on a number of initiatives, and I am proud to say that both our societal impact as well as the engagement of MCI students, staff and alumni are constantly growing.

As you will read in the following pages, we have increased our focus on curricular integration of the SDGs and responsible management in our study programs across the institution, with several pilot programs now underway. Our community engagement has seen strong growth with over 30 community projects successfully completed in collaboration with a range of partners. We have hosted world-renowned guest speakers who have shared their wisdom and experience with us. Despite the pandemic, we

have organized our first MCI Earth Day. One of our alumni, Etienne Salborn, was honoured with the AACSB Influential Leaders award, and others have made and continue to make great contributions to society and business. With our research, we contribute to real innovation and solutions for the environmental and social challenges we face today. This is only a small sample of the initiatives and activities carried out by our engaged MCI community, and you can read much more about our achievements in this report.

We reaffirm our strong commitment to responsibility, sustainability and ethics, starting the next reporting period with two significant new developments.

Firstly, with the establishment of the "Center for Responsible Management & Social Impact", we demonstrate our clear commitment to the responsibility and sustainability agenda by creating a hub that will co-ordinate, initiate and support our wide range of activities in a more focused way.

Secondly, we will be hosts of the 9th Responsible Management Education Research Conference at MCI in September 2022 and look forward to welcoming the PRME Community to Innsbruck.

With this view to the future, I am proud to present to you our work of the past two years in the following pages. Enjoy reading!



MCI Rector  
**PROF. DR. ANDREAS ALTMANN**



## ABOUT MCI

MCI 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, MCI has earned a top position in the international landscape of higher education. Today, more than 3,700 students, 1,200 faculty, and over 300 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.

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.

Since 2020, MCI is part of Ulysseus, an international, open-to-the-world, person-centered, and entrepreneurial European University for the citizens of the future.





## PRINCIPLE 1 | PURPOSE

# 1

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

---

### Highlights

- Key achievements
- Support for PRME
- Student & alumni activities

## OUR MISSION

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 is referred to in key performance indicators, target values, and activities.

### WHAT WE STAND FOR

MCI follows the concept of an Entrepreneurial School®. MCI empowers motivated people to achieve outstanding performance, provides profound academic competence and creates innovative know-how transfer within a strong international network.

#### Quality teaching

High quality teaching secures our position among the leading academic institutions in the German speaking world

#### Intellectual contribution, transfer of know-how & start-ups

Our intellectual contribution is applied, business-relevant and solution-oriented. The transfer of know-how strengthens the location and the competitiveness of companies.

#### 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, diversity, commitment of our employees, entrepreneurial spirit and responsibility towards society

#### Brand

MCI's brand is internationally renowned and stands for performance, professionalism, 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

## 10 YEARS OF PRME AT MCI

The year 2021 marks 10 years of active MCI membership in and contribution to the PRME initiative. 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 MCI. Over the years, we have progressively built our commitment, involvement and activities as documented in our 5 SIP Reports. We have done so systematically and intentionally, with a view to using our energies wisely whilst achieving maximum impact. Key activities include:

- Systematically integrating responsible management, sustainability and ethics into our **curricula** (e.g. through the AOL process, horizontal i.e. curriculum-wide integration, specialised courses)
- Offering a range of extracurricular learning and engagement opportunities for students
- Establishing an institutional infrastructure for the coordination of PRME related activities (PRME Coordinator, PRME Task Force, as of October 2021 Center for Responsible Management & Social Impact)
- Carrying our research in relevant fields, also encouraging students to engage in PRME related topics in their theses
- Offering a platform of engagement and knowledge exchange, particularly through our Distinguished Guests speaker series, but also through other symposia, fora and events.
- Active contribution to the **PRME community** through our participation in PRME Chapter DACH activities including membership of the steering committee, collaboration in various projects and collaborative undertakings, initiation of PRME-wide events such as the 2018 student video contest "PRME4Us", and regular participation at RME Research Conferences.

## ACHIEVEMENTS 2019-2021

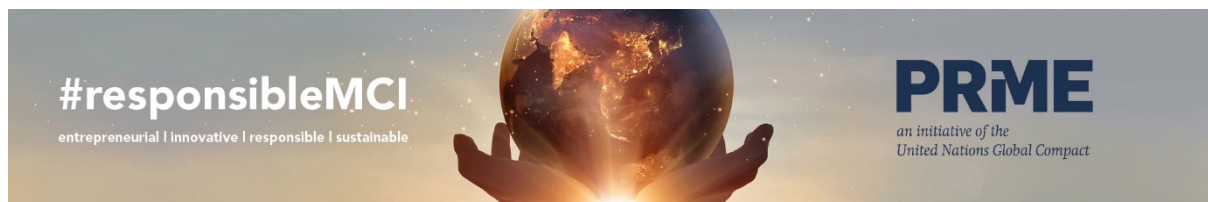
In our last SIP Report submitted in 2019, we set ourselves a number of key goals. We are pleased to report that we have been able to achieve our objectives in the main, despite the impact of the pandemic and the shifting focus due to the consequences of lock-downs, health measures, and remote working, teaching and learning. The following table provides an overview of the key goals and associated work results.

Objective	Results	Status
Fully implement MCI Community Service Initiative	<ul style="list-style-type: none"> <li>MCI Community Projects Website established</li> <li>35 MCI Community Projects completed (2020 – 2021)</li> <li>Volunteering recognised as part of Badge Responsible Management and part of elective in BAO</li> <li>Support for Sindbad Innsbruck (Youth Mentoring)</li> <li>Collaboration with „Hand aufs Herz“ Tirol</li> </ul>	✓
Continue to increase awareness, attitudes and skills of responsible management and the SDGs amongst students and alumni	<ul style="list-style-type: none"> <li>Badge „Responsible Management“</li> <li>Individual Career Seminars</li> <li>MCI Earth Day Competition and Event</li> <li>RME Student Surveys completed (3 year cycle), currently being analysed</li> </ul>	✓
Continue to increase PRME awareness, capability and integration into teaching practice across MCI faculty and staff	<ul style="list-style-type: none"> <li>Carbon Literacy Training</li> <li>Virtue2 Ethics Training</li> <li>Sakai: Responsible Management Education Teaching Materials Platform</li> <li>Presentation at Infopoint</li> <li>PRME News via Learning Solutions Newsletter</li> <li>MCI Earth Day</li> </ul>	✓
Continue integration of responsible management competency development in curricula	<ul style="list-style-type: none"> <li>AOL testing completed</li> <li>Horizontal integration in 3 programs underway</li> <li>Curricular integration of business ethics courses / related courses</li> </ul>	✓
Research Ethics	<ul style="list-style-type: none"> <li>Establishment Ethics Committee</li> <li>Ethics Assessment Process fully implemented at Master Level</li> <li>Virtue2 Research Ethics Training (for Ethics Committee and selected staff)</li> <li>Research Ethics World Café</li> <li>Resource development (videos, forms)</li> </ul>	✓
Continue collaboration with and contribution to DACH chapter	<ul style="list-style-type: none"> <li>Participated in all but one PRME Chapter DACH meetings</li> <li>Participation and panel moderation in 7th RME Research Conference</li> <li>Contributed to re-development of PRME Chapter DACH website</li> <li>MCI staff presentations at RME Research Conference 2020 and 2021</li> </ul>	✓



## GOVERNANCE & SUPPORT FOR PRME

Over the last two years, MCI has increased its efforts in driving the agenda for responsible management, sustainability and ethics across our activities for PRME significantly, with strong support across the MCI community. A range of institutional structures, groups and initiatives support these efforts.



### Center for Responsible Management & Social Impact

The “Center for Responsible Management & Social Impact” was established in October 2021 in recognition of the increasing importance of the role we have to play to further social impact, responsibility, sustainability and ethics as an institution-wide strategic agenda. Led by Regina Obexer, who has coordinated MCI’s PRME activities over the last 4 years and is also a steering group member of the PRME Chapter DACH, the Center functions as a hub that initiates, coordinates and supports measures, projects and activities to implement our goals. The Center works in close cooperation with internal and external partners.



Regina Obexer

>> [www.mci.edu/prme](http://www.mci.edu/prme)

*Head, Center for Responsible Management & Social Impact and MCI PRME Coordinator*

### PRME Task Force

The MCI PRME Task Force was established in 2020, emerging from the PRME activities originally started in the AOL group. It consists of MCI staff, students and also external partners. The members of the task force act as conduits between their areas of responsibility (departments, study programs, student representatives, external partners). Their role is to share information about PRME activities in their departments, services and other areas of work, contribute ideas, and collaborate in various projects. The degree of their engagement in the group beyond regular meetings depends on their capacity.

The task force meets on a regular basis about 5 times a year. Each meeting involves an update on recent and ongoing activities including news from PRME Global and PRME Chapter DACH by the PRME Coordinator. PRME Task Force members relate information about activities in their study programs or departments, student initiatives, or external partner organisations. The group also regularly discusses ideas about future initiatives. The PRME Task Force is deeply involved with the development of the PRME plan, which is devised every two years in line with the SIP report.

### *Communication about PRME*

In line with the growing importance of the “responsibility agenda”, the PRME Task Force, together with the Student and Career Center and the Marketing Department, developed a range of mechanisms to make it easier to communicate purpose, activities, and engagement options for the MCI Community and beyond. To this end, the PRME Website was redesigned, the hashtag #responsibleMCI was developed, and a logo was designed. PRME Activities were included in the Learning Solutions Newsletter on a regular basis, and other tools such as Powerpoint Templates were also developed.

**Members of the PRME Task Force 2021**

Julia Waldegger



Janine Prokesch



Christine Pinter



Stefanie Haselwanter



Maria Wallnöfer



Cora Mantel



Johannes Dickel



Barbara Koller



Magdalena Posch



Rebekka Schuh



Nina Schaaf



Alexander Auer



Thomas Hämmerle



Wendy Farrell



Antje Bierwisch



Maria Pammer



Katharina Beckert



Viktoriia Tarvide



## CENTRAL SERVICES SUPPORTING PRME

### STUDENT & CAREER CENTER

The Career Center's focus on helping students develop key employability and transversal skills includes supporting them in enhancing self-reflection, self-awareness, and a responsible mind-set. Over the past two years, the Career Center has continued to offer a range of extracurricular learning opportunities in the area of responsible management, including the Badge Responsible Management and related seminars relating to ethics, the SDGs, and CSR. The Student & Career Center also supports PRME activities in particular with various activities related to communication, organization, and website support.

### AOL GROUP

Assurance of Learning (AOL) is a major part of the MCI quality processes that we commit to in the context of AACSB accreditation. Before 2020, the AOL Group had specific PRME related meetings. Due to the growing focus and evolving activities of the PRME agenda, it was decided to form a dedicated working group, the PRME Task Force. The AOL Group continues to be an important PRME partner, particularly with regards to curricular integration of competences related to responsible management, sustainability and ethics. The connection with the AOL Group continues with the PRME Coordinator attending regular AOL meetings and both the PRME Task Force and the AOL Group working on the development of PRME related learning goals.

### LEARNING SOLUTIONS

With its mission to support excellence in 21st century teaching, the Learning Solutions team is an important PRME partner in the support of faculty when integrating responsible management, sustainability, social and environmental responsibility, and ethics in their teaching. This includes support for the development of MOOCs, development of resources for research ethics support, and other collaborative development of teaching and learning resources and professional development opportunities for faculty.

## STUDENT AND ALUNNI ENGAGEMENT AND IMPACT



## MCI EARTH DAY

"We are all ResponsABLE!" This was the motto of the first MCI Earth Day on 22 April 2021. MCI Earth Day is an initiative of the MCI that encourages students to contribute their ideas, creativity and organisational talent to raise awareness of sustainability, ethics and responsibility among the target audience. Students can submit their concepts in an ideas competition for MCI Earth Day events and campaigns, which are then assessed by a jury. The winning teams have the opportunity to put their ideas into practice by planning and realising their event concept. They receive support from the MCI in the form of mentoring, help in finding sponsors, and support with marketing and logistics for the event.



Last academic year, two teams consisting of Melanie Maiello, Magdalena Kwiecień, Lukas Raum (all Bachelor Business & Management) and

Sonja Höller, Marina Kaanova, Anna-Lisa Nürk, Stefanie Walter (all Master Management, Communication & IT) were selected to fully plan and design both an Instagram campaign on the SDGs and a lecture evening.



The Instagram campaign took place in cooperation with 8 local companies and presented one SDG each over 8 weeks based on the content contributed by the partners. In addition, there was a challenge in which various prizes in the form of vouchers or non-cash prizes

could be won. The aim of this campaign was raise awareness that we all bear responsibility for sustainable and responsible behaviour.

The final speaker event took place on the evening of Earth Day. The students invited three experts to give keynote speeches, during which the audience could also ask questions. The event ended with a panel discussion in which four participants (activists and social entrepreneurs) presented their projects, activities and convictions. The event was moderated by the students.



**SCHEDULE**  
22 APRIL 2021

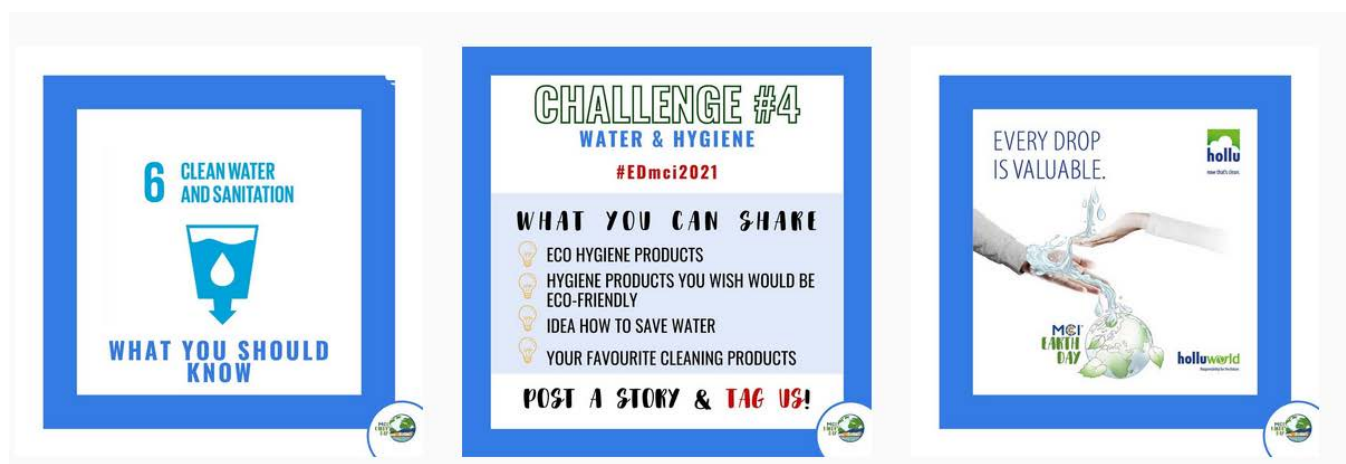
<b>19:00 - 19:10</b>	<b>WELCOME WORDS</b>
<b>19:10 - 19:40</b>	<b>STEFANIE WENIGER</b> HEAD OF GLOBAL COMPACT NETWORK AUSTRIA AT RESPECT
<b>19:40 - 20:10</b>	<b>OLIVER LAASCH</b> SENIOR LECTURER IN ENTREPRENEURSHIP AND INNOVATION AT ALLIANCE MANCHESTER BUSINESS SCHOOL
<b>20:15 - 20:45</b>	<b>TO BE ANNOUNCED</b>
<b>20:45 - 21:30</b>	<b>PANEL DISCUSSION</b> GGALASKA TOP ITALIAN GREEN CONTENT CREATOR ANNA & BRUNO FROM UPTRADED BENJAMIN FROM THE „TERRAN“ MOVEMENT

ALL TIMES IN CET

Both the campaign and the speaker event took place online due to the pandemic and were in English language to allow broad access for an international audience. The student teams took care of all organisational matters and also created, for example, a media kit, graphics, text templates for social media, etc. They also found sponsors to provide content on the SDGs and prizes for the Instagram campaign, as well as speakers and panelists for the evening event.

The goals of the initiative were fully achieved. On the one hand, the students had the opportunity to make an active contribution to sustainability and responsibility, and on the other hand they made these topics accessible to a broader audience, actively involved them and raised awareness and self-efficacy.

The student team managed to reach over 270 followers with the Instagram account, and the speaker event was attended by almost 130 participants from 17 countries around the world (including East Asia, Australia, Africa, Central America and Europe). Business partners were also involved as judges and in profiling their SDG activities through the Instagram campaign. In the current academic year, the MCI Earth Day is entering its second round.



**6 CLEAN WATER AND SANITATION**  
WHAT YOU SHOULD KNOW

**CHALLENGE #4**  
WATER & HYGIENE  
#EDmci2021

**WHAT YOU CAN SHARE**

- ECO HYGIENE PRODUCTS
- HYGIENE PRODUCTS YOU WISH WOULD BE ECO-FRIENDLY
- IDEA HOW TO SAVE WATER
- YOUR FAVOURITE CLEANING PRODUCTS

**POST A STORY & TAG US!**

EVERY DROP IS VALUABLE.  
MCI EARTH DAY  
hollo world

>> [MCI Earth Day 2021](#)

>> [https://www.instagram.com/earthday\\_mci/](https://www.instagram.com/earthday_mci/)

## MCI STUDENT AND ALUMNI ACHIEVEMENTS

### MCI alumnus Etienne Salborn wins 2021 AACSB Influential Leaders Award



MCI alumnus Etienne Salborn is one of 25 business school graduates honored by AACSB International (AACSB) - the world's largest management education alliance - as the 2021 Class of Influential Leaders. Salborn completed MCI's bachelor's degree in Nonprofit, Social and Healthcare Management in 2010. The strong international focus of the program allowed him to spend an exchange semester in Argentina, take on an internship in London, and write his bachelor's thesis in Uganda. His studies paved the way for the later founding of the Social Innovation Academy (SINA). SINA is tackling missing education and resulting unemployment in Africa through creating self-organized and freeresponsible learning spaces, where disadvantaged youth unfold their potential for positive change as social entrepreneurs.

"I am grateful to the entire MCI team, all the lecturers and staff who have kept in touch with me over the years and still make me feel at home in Innsbruck and especially at the MCI," says the award winner at the handover ceremony took place virtually.

>> <https://www.aacsb.edu/influential-leaders/honorees/2021/etienne-salborn>

### MCI alumni Jana Ganzmann and Alexander Auer co-found Impact Hub Tirol

MCI Alumni Jana Ganzmann and Alexander Auer were instrumental in founding and developing the organization SETup (Social Entrepreneurship Tirol) in 2019, which was subsequently transformed into the Impact Hub Tyrol. After a successful start with SETup, the team made the decision to join the global Impact Hub network in the fall of 2020. With the successful admission to the network in May 2021, Impact Hub Tirol can now draw on the know-how and expertise of the world's largest network for social innovation with over 17,000 members. Impact Hub Tirol sees itself as Tyrol's center for social and ecological innovation, driving sustainable entrepreneurship and collaboration and acting as a catalyst to accelerate social change locally but also as part of a large global network. The Impact Hub aims to inspire, connect and support people and companies to implement ideas with environmental and social impact, offering a range of services from incubation programs for social startups to business consulting for NGOs and companies and regions interested in sustainability. MCI professors Anita Zehrer and Markus Frischhut also act as ambassadors for Impact Hub Tirol.

>> <https://www.tirol.impacthub.net/>



## MCI students as Social Entrepreneurs

As an Entrepreneurial School®, the MCI supports its students in the development and launch of innovative product and business ideas. The Creativity Award - a competition designed to promote the creative potential of students and graduates and to develop particularly good business ideas – for example, is awarded annually. As in previous years, the submissions to the 2020 and 2021 creativity awards again included a number of entrepreneurial ideas focused on social impact and sustainability.

### **Winner 2020: "Uptraded"**



The MCI Creativity Award 2020 was awarded to a business idea that focuses on the sustainable use of our resources: Uptraded. Develop by Business & Management students Luran van Eyck, Anna Greil and Bruno Huber, "Uptraded" is a clothes-swapping app that makes it possible to keep one's own wardrobe up to date in a playful and at the same time very inexpensive and sustainable way. This is currently the "cheapest and most sustainable way" to swap clothes, the submitters assure.

Uptraded went on to win the national Social Impact Award as Jury Winner 2020, and Bruno Huber and Anna Greil were panel participants at the MCI Earth Day speaker session.

### **Concept for best implementation 2021: "PriorizR"**

Dr. Markus Themeßl-Huber, Fabian Kreiseder and Dominik Molnar, students in the Bachelor of Business Administration online, were the winners of the 3rd place and also of the special prize "" with their entrepreneurial idea "PriorizR".

PriorizR is a flexible all-in-one solution that enables therapeutic institutions to treat patients with higher treatment needs faster. The advanced software consists of a fair patient prioritization system that enables simple and standardized scoring of patient complaints and ensures that those with higher needs move up a waiting list faster and are assigned to the most appropriate treatment offer as early as possible.

### **Best Proof of Concept 2021: "Growin"**

Nonprofit, Social & Health Management student Helene Stanger was placed 4th overall and won the "Best Proof of Concept" award for her entrepreneurial idea "Growin". 'Growin' is an initiative for the development of innovative, entrepreneurial project ideas by apprentices on the topic of sustainability in the apprenticeship business. Accompanied by a series of workshops and supported by mentors, teams of apprentices develop a sustainability idea that their own apprenticeship company can then implement directly. The apprentices develop entrepreneurial competence and an awareness of sustainability ("grow"), and the training companies receive a feasible sustainability idea ("win").

## MCI students start 180 Degrees Consulting Innsbruck



### **180 Degrees Consulting Innsbruck**

The Innsbruck Branch of the world's largest university based consultancy.

In 2020, a group of MCI students around Siegfried Neiß (Business & Management) started the Innsbruck branch of 180 Degrees Consulting, a consultancy for non-profits and social enterprises. 180 Degree Consulting wants to provide high quality services to social impact organisations in order to help them improve and expand their services. The franchise includes over 10000 volunteers across the globe, who are selected through a competitive selection process and receive training before starting to work with clients. The Innsbruck branch is now in its second round of recruitment after a successful start in summer term 2021.

>> <https://180dc.org/branch/innsbruck/>

## NEW SCHOLARSHIPS WITH PURPOSE AND SOCIAL IMPACT

In 2021, MCI introduced a new scholarship model under the patronage of two world leaders.

### BAN KI-MOON SCHOLARSHIP | The 8<sup>th</sup> UN Secretary General Scholarship on SDGs



In a collaboration between the Ban Ki-moon Centre for Global Citizens, MCI established a new type of scholarship, starting in 2021. The "Ban Ki-moon Scholarship at MCI" supports students who take up an MCI master's program and wish to make the objectives of "Global Citizenship" and the "Sustainable Development Goals" of the United Nations the focus of their academic engagement during their master's studies at MCI. Applicants have to describe their motivation and future goals to contribute to the SDGs and also explain what their past and current involvement with SDG related activities is. The scholarship amount is worth EUR 10,000.

In 2021, the scholarship was awarded to Benedicta Chukwuyem Apuamah from Nigeria, who is now enrolled in the study program "International Health & Social Management". Due to Covid restrictions, Benedicta has not been able to travel to Austria in winter semester but started her studies online. In summer semester, she is expected to arrive in Innsbruck and complete her first year of study on campus.

### JEAN-CLAUDE JUNCKER SCHOLARSHIP | The 12<sup>th</sup> President of the European Commission Scholarship on the Future of Europe

This scholarship under the patronage of Excellency Jean-Claude Juncker allows students engaged in the ideas, principles, values and future of the European Union as well as the economic, technological and social development of the European continent, to pursue their studies at MCI. Students can apply for admission to all MCI master programs, and commit to engaging with ideas that will further European values and ideas in the course of their study program, including their master thesis.

In their application, potential students need to describe their current or past commitment to European ideas or issues, and they have to determine goals of their academic work and the potential impact if they are awarded the scholarship. The first scholarship recipient will be determined in early 2022 and start their studies at MCI in fall 2022.



>> <https://www.mci4me.at/en/services/student-support/scholarships-grants>





## PRINCIPLE 2 | VALUES

# 2

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

---

### ***Highlights***

- Jean Monnet Chair “EU, Ethics and Values”
- Curricular integration of Responsible Management & the SDGs
- Courses about ethics, responsibility and sustainability

## 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 MCI | THE ENTREPRENEURIAL SCHOOL®. Named after one of the EU's founding fathers, Jean Monnet (JM), this Chair is supported by the European Union (EU) under its Erasmus+ Programme and aims to support excellence in teaching and research in the field of EU integration. As of September 2019, this JM Chair on Ethics is 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

At the request of the European Parliament's 'Committee on Constitutional Affairs', the JM Chair holder has drafted a study entitled "Strengthening transparency and integrity via the new 'Independent Ethics Body' (IEB)". On 19 November 2020 this study was presented [online](#) for the European Parliament. The issue of ethics and values for the field of digitalization was covered in publications for the 'Austrian Council for Research and Technology Development', respectively in a book chapter following-up on a Conference at the Aristotle University Thessaloniki.

All publications and other activities are documented on the Chair's website.

>> <https://research.mci.edu/en/jean-monnet-chair/publications>

### Lectures and courses

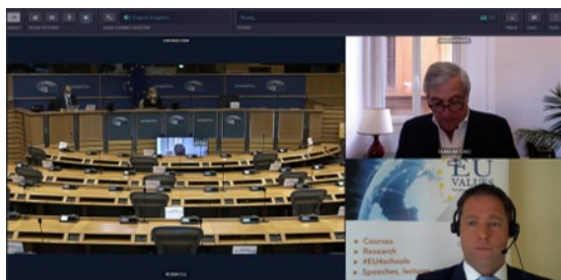
The JM Chair holder also delivered guest lectures at other Universities (e.g. University of Bologna, University of Lancaster), and for instance at the 'European Forum Alpbach'. Online courses on "EU Values & Digitalization" were held each semester in the form of a MOOC, available both as a completely online course (for external participants outside MCI) or – before the pandemic - as blended course (1<sup>st</sup> 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.

>> <https://research.mci.edu/en/jean-monnet-chair/mooc>



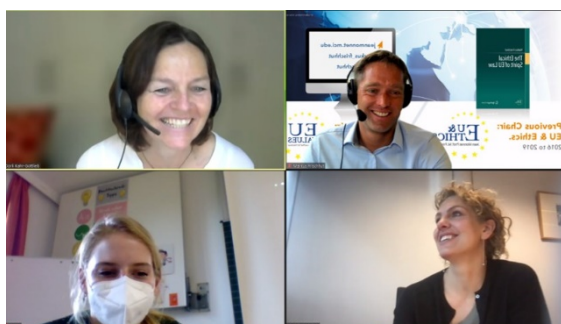
Various videos have been produced not only for this MOOC, but to disseminate the content of these JM activities to a broader audience.

>> <https://research.mci.edu/en/jean-monnet-chair/videos>



### **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 students, as well as open lectures for the wider public. Due to the pandemic, many events took place online, reaching out to an even bigger number of participants. Examples of invited guest speakers in regular MCI courses to provide students with top experts from the fields of EU law, values and ethics include CJEU Judge François Biltgen, former EP member Eva Lichtenberger, and EP policy adviser, Doris Dialer.



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, and schools' associations as well as various presentations on EU law in local schools.

Experts were also involved through the Chair's advisory board.

>> <https://research.mci.edu/en/jean-monnet-chair/news-and-activities>



*“The EU has developed from economic integration, to a political union, and in 2009 finally into a Union of values. These values play an important role in the EU. Not only for decision-making (ethics in public administration), but likewise in the field of digitalization, in order to provide adequate solutions for new challenges.”*

Professor Dr. Markus Frischhut, LL.M.,  
Jean Monnet Professor of EU, Ethics and Values at MCI

## CURRICULAR INTEGRATION OF PRME AND SDGS IN STUDY PROGRAMS

MCI is working strategically to drive a deep integration of PRME related topics and the SDGs in our study programs. We firmly believe that responsibility and sustainability are topics that should be dealt with in a variety of different learning contexts in addition to more focussed courses. To this end, a number of initiatives in different study programs are underway that aim to achieve this horizontal integration (i.e. across many courses in the study program, even if they are not at face value about sustainability, responsibility and ethics). This strategy does not replace but augments to vertical integration (dedicated courses specifically teaching topics related to responsible management, sustainability and ethics, see Table "Course Overview").


The section below provides examples of curricular integration in departments across different disciplines (business, society, technology):

### Integrating Responsible Management (RM) in a Business Administration Curriculum

The department Business Administration Online pledges to educate responsible leaders and decision-makers. The curriculum integrates RM aspects vertically and horizontally. While the horizontal integration of RM in every modules varies in its depth, the course Business Ethics is an example for the vertical integration of RM in the curriculum. This course in the fifth semester offers the opportunity for the students to combine the different aspects of RM in the courses from the first up until the fifth semester. In combining a vertical and a horizontal integration of RM, students learn that Responsible Management is an integral part of Business Administration. For example, the Communication & Personal Development module includes a focus on personal ethics and personal responsibility, while the Operations Management module specifically addresses sustainability in the supply chain.

In order to prompt lecturers to integrate relevant RM aspects into their courses, the department has integrated a section "Responsible Management" in the template for each LMS course site. This strategy highlights the topic also for students and provides consistency across the program, emphasising the relevance of RM in each course.

*Example RM Course Section from "Introduction to Economic History & Economics"*



### Responsible Management


In this course we deal with the topics of environmental pollution, climate change and true costs with regard to the production of goods. In this context, for example, the introduction of CO<sub>2</sub> taxes is relevant.

We also learn about distributional effects of economic policies and about some economic targets of the 17 [UN Sustainable Development Goals](#).

Particularly relevant are:

- (a) Goal 8: Promote **inclusive and sustainable economic growth**, full and productive **employment** and decent work for all.
- b) Goal 10: **Reduce inequality** within and among countries
- c) Goal 12: Ensure **sustainable consumption and production patterns**.

*Example RM Course Section from "Digital Competence & Self-Management"*



### Responsible Management

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Responsibility, sustainability and ethics are important topics in all areas of your studies. In this course we refer to them at various points. Among others, we will discuss the following questions:

- Digital literacy, sustainable development, responsibility and ethics - how are they related? (Week 1 & 6)
- Case study on an SDG topic (week 4)
- What does "ethical behaviour" mean in the context of your life, work and studies (week 6)

For more information on MCI activities related to social engagement, sustainability and ethics, please visit the [PRME](#) Webseite.



## Integrating the SDGs into the Bachelor Program Non-Profit, Social and Healthcare Management

The Bachelor Program Non-Profit, Social and Healthcare Management has been working on integrating the SDGs into their programs for several years. As a clear signal and strong visual symbol of the program's commitment to teaching the SDGs, the program uses the SDG image as a course banner in every single course website on MCI's Learning Management System.



*Example Course Banner in the Learning Management System*

Several courses deal specifically with sustainability and responsibility. In addition, the fourth semester of the bachelor program is dedicated on so-called real life simulations, where students carry out projects with community partners in a service learning and problem based learning model, structured around the topics of society, environment, education and health. All of the courses delivered during this semester are geared towards enabling students to carry out their project in a professional manner. The semester kicks off with a symposium (also accessible to the public) where a variety of speakers, including many alumni, present different topics in expert talks. In 2022, students will also be required to create digital posters showing the relationship of their chosen topic to the SDGs.

## Integrating the SDGs into the Bachelor Program Environmental, Process & Energy Engineering

In winter semester 2021, the study program Environmental, Process and Energy Engineering started to horizontally integrate reference to the SDGs across all courses of the study program, an initiative led by the head of study program, Professor Werner Stadlmayr and faculty member Nina Schaaf. Students are introduced to the SDGs in a dedicated course in their first semester to provide them with a solid understanding of sustainable development. After a general introduction to the SDGs (genesis, meaning, implementation processes, stakeholders, etc.), there is a focus on those SDGs that are seen as particularly relevant impact areas graduates of the program are likely to work in. In the current pilot phase, this introductory course encompasses 3 study units, with a view to extend it to a full credit point (15 study units) upon approval of the curriculum change necessary to introduce a new course.

Building on this introduction, students are then made aware of SDG reference in each course. To this end, all lecturers define where and how the subject matter they teach in their courses contributes to one or more of the SDGs. In order to prepare them for this change, they were given a conceptual introduction and rationale, templates for the presentation of the relevant SDGs in their course. The change was presented and is championed by the head of the study program during the annual lecturers' conference. The integration progress, including interim outcomes, student and lecturer feedback including possible challenges and opportunities will be evaluated at the end of semester 1 and further steps will be determined at that point.

## Development of new programs with focus on sustainability and responsible management

The importance of responsibility, sustainability and ethics is also reflected in the ongoing development of MCI's program portfolio. In addition to existing programs such as Corporate Governance & Finance, Non-Profit, Social and Healthcare Management, International Healthcare Management, etc. there are plans underway to develop **new specialisations and focus areas**, e.g. in the master program International Business & Law (HR, Leadership & Diversity and Strategic Management & Sustainability). These new specialisations are at planning stages and are expected to be implemented starting in 2022/2023.

## THE AOL PROCESS AS A DRIVER OF RESPONSIBLE MANAGEMENT LEARNING

As part of MCI's quality assurance and continuous development efforts, business programs at MCI undergo a rigorous process of assurance of learning. In a five-year cycle, all programs collaboratively determine overall learning goals for students across the various programs as well as defining one individual learning goal for each study program. For each goal, objectives and assessment rubrics are defined and each program measures the students' achievements against these goals at least twice in the five-year cycle. Where results are not satisfactory, measures are taken in various forms to continually improve the strategies used to facilitate students' achievement of these priority learning goals.

In 2017, two goals specifically relating to ethics were defined:

- **Bachelor level: "Our students can approach problems responsibly, considering ethical issues."**
- **Master level: "Our students can act according to ethical principles when doing scientific work."**

An example snapshot of the measurements for the goals is depicted below.

### Problem Solving BA

Approach problems responsibly considering ethical issues

Program	How Assessed	Where Assessed	When Assessed	Exceeds Expectations	Meets Expectations	Does not meet Expectations	Trend	State
BMgt BA-en		Cultural training_JG17 Cultural training_JG18	W 2018 W 2019				➔	✓
BWLO BA								
MLaw BA		English Communication II English Communication II	S 2019 S 2020				↗	✓
NSHM BA		Human Rights and Ethics Ethics and Human Rights	W 2018 W 2019				➔	✓
Tourism BA		JG2016	W 2017					

MCI | The Entrepreneurial School®

Several study programs introduced measures to strengthen student learning in these areas based on their test results, for example a stronger focus on research ethics in some programs. In the course of 2021, these goals will be reviewed and we are revised goals towards strengthening our students' competences in responsible management, sustainability and ethics will be defined.



## COURSES IN BACHELOR & MASTER PROGRAMS

All MCI business and management programs have a minimum of one course dealing with issues such as business ethics, responsibility, and sustainability. Examples are presented below:

Bachelor Programs	Relevant Courses	Semester	ECTS
Tourism Business Studies	Sustainable Tourism Development	3	1
	Intercultural Management	5 / 6	1
Management & Law	EU Integration and Ethics	various	4
	Multiculturally Sensitive Behaviour	proseminar	1
Business Administration Online	Business Ethics	3	5
Management, Communication & IT	Human Resource Management & Business Ethics	5	2
Nonprofit, Social & Health Care Management	Ethics & Human Rights Intercultural Competence & Diversity Training Social Business & Social Entrepreneurship Sustainability & Natural Sciences Sustainability & Humanities Sustainability & Social Sciences	5 / 6	2
Business & Management	Societal & Cultural Contexts Economics	3 / 4	1.5
	Economics, Ethics & Responsibility		4
Digital Business & Software Engineering	International Culture & Ethics in Business	5	5
Social Work	Ethics of Social Work Gender / Diversity Training Introduction to Human Rights	1 / 2	5
International Courses	Sustainable Development and Entrepreneurship: Ethics, Physics and Technology	various	3

Master Programs	Relevant Courses	Semester	ECTS
Entrepreneurship & Tourism	Sustainability & Tourism	3 / 4	3
	Cross-Cultural Competencies & Ethics		
International Business & Law	Business Ethics	1 / 2	1.5 3
Corporate Governance & Finance	Business Ethics	3 / 4	1.5
Management, Communication & IT	Business Ethics	1	2.5
International Health & Social Management	Ethical Decision Making	1	5
	Intercultural & Transcultural Communication	2	5
International Business & Management	Leadership, Business Ethics & Society	3 / 4	4
Digital Business & Software Engineering	International Culture & Ethics in Business	5	5
Social Work	Human Rights & International Social Law Intercultural & Transcultural Communication	1 / 2	5

## COURSES IN PROFILE

### Business & Society | Convenor: Lucas Huter

The course "Business & Society" is offered to 2nd semester students in the bachelor program Business & Management. It aims at developing students' general management knowledge and problem-solving skills with a focus on responsible management. The course comprises an interactive mix of lectures, discussions, and individual and group exercises which allow students to investigate the role of businesses in society and to reflect on their own approaches and perspectives as society members and future managers.

Through the course, students acquired sound theoretical knowledge and developed practical skills so that they are able to:

- define basic concepts such as corporate social responsibility, triple bottom line, and stakeholder approach
- understand the role of businesses in society as well as the interrelationships between business and society
- analyze the impact of business decisions and behaviors from a multi-stakeholder perspective
- form, articulate, and evaluate arguments related to corporate social responsibility and sustainable management
- reflect on their approach, perspectives, and behaviors as part of the society and as (future) managers and leaders.

A distinguishing feature of the course are student debates on controversial topics related to areas such as employee relations, shareholder relations, community relations and contemporary business society issues. In addition, students are provided with various self-experience exercises in which they can engage on a voluntary basis. Students produce a self-reflective video at the end of the course in which they talk about their learnings and experiences.

Student Feedback was very positive:

I liked that the course gave quite the opportunity to take a moment for oneself and think... Some students might say that the overall content is nothing new or nothing they haven't already heard about and I think that this is true to a certain point. It is true that we have heard about these topics but forgot to actively think about them and in the best case apply them to our personal life. It is nice to have a course which on the one side loosens up the overall study program a little bit and on the other recalls that business especially in the future has to be more thoughtful and sustainable.

The course allows us to learn much about ourselves! It was amazing to be a part of it :)

I liked most that the course wasn't only about memorizing theory but the debates and discussions actually made us think about several issues. I think this way I was able to form my own opinion and was able to see the other sides' aspects I couldn't have come up with. I appreciate this course being part of the study program as I also believe that business studies should also focus on social not just economical aspects.

### **Service Learning through Volunteering (Elective) | Convenor: Maria Pammer**

Business Administration Online students can have their volunteer work in projects of the Red Cross Tirol and the Caritas Volunteering Center Tirol Mitte credited as academic achievement. Within the framework of an elective course, students have the opportunity to deepen their knowledge and skills in a subject area of their own choosing and which is personally relevant to them. For this purpose, they can complete relevant courses offered by various educational institutions or now also work on a predefined volunteer project. Service learning enables problem-based, socially constructive and reflective work on projects in conjunction with social commitment. Through the integration of service learning, a tangible link to practice is now to be established and a transfer of knowledge made possible. Further development of this approach is planned for 2022.



### **Shaping minds and capabilities through project-based learning | Convenors: Team NSHM**

In the fourth semester of the Bachelor program 'Nonprofit, Social and Health Care Management' (NSHM) at MCI, all lectures, assignments and reflections are structured around a real life experience in the form of service learning projects in collaboration with community partners. This educational approach can create a significant learning impact and develop mind-sets and capabilities around SDGs (especially #1; #3; #12 and #13). Whilst planning and working on their projects, students learn relevant methodologic input or specialist knowledge that helps them in carrying out their tasks. The projects' aim is to give students the chance of a real-life experience how to handle specific entrepreneurial challenges responsibly and to contribute to society and shape a sustainable future. This problem-based learning approach enables hands-on learning by actively involving students in current societal and entrepreneurial issues. The projects are segmented into social, health and non-profit management and accompanied by various experts and lecturers. In the course of the semester, students regularly reflect about the progress of the projects and about team dynamics, which enables them to consider their activities from a meta-perspective. Students develop certain methodological approaches to tackle the given problem, come up with a social business plan, transfer all insights into a scientific paper and possible fields of actions and transformations.



## PRINCIPLE 3 | METHOD

# 3

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

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### Highlights

- MCI Community Projects
- Extracurricular offerings
- MCI Ethics Assessment




## MCI COMMUNITY PROJECTS

Service Learning continues to be an important component of MCI's societal impact strategy. In 2019, we launched the "MCI Community Projects", an initiative aimed at increasing our students' engagement with local, national and international community partners via project embedded in their study programs. With a corresponding website and an option for community partners to submit their project ideas online, as well as the profiling of completed MCI Community Projects, this initiative has become a success across different study programs. MCI Community Projects are fully integrated in the curriculum of a range of different study programs. Students work in teams on the projects, usually getting a briefing from the community partner as a starting point and then liaising with the partner throughout the project. After project completion there is typically an event where students present their work to the partners and receive feedback. Each project is supported by MCI faculty who provide guidance and input as required.

The study program "Non-profit, Social and Healthcare Management" has fully integrated community projects as a semester long activity, with a range of community partners in the areas of environment, health, society and education and completes over 10 projects each year, and with a strong focus on the SDGs.

### MCI COMMUNITY PROJECTS STUDY+ [MORE >](#)




**BRINGING THE "UN RESOLUTION ON THE RIGHTS OF THE CHILD" INTO BEING**

**COMMUNITY PROJECTS**

Students researched how the "UN Resolution on the Rights of the Child" is perceived and implemented in child rights-oriented INGOs.

[READ MORE](#)




**SOCIAL ROUTE PLAN DIGITAL**

**COMMUNITY PROJECTS**

The social route plan is to be realised as an accessible smartphone application in order to establish a low-threshold access to the Innsbruck social...

[READ MORE](#)




**JRK TIROL - DEVELOPMENT OF THE WEBSITE**

**COMMUNITY PROJECTS**

Students built up a new structure as well as several design concepts for a new website, following the principles of UCD.

[READ MORE](#)




**PARTICIPATION AND ENGAGEMENT OF YOUNG PEOPLE IN THE AUSTRIAN WORKER'S UNION, ÖGB**

**COMMUNITY PROJECTS**

Find ways of communication to motivate pupils and students between 15 and 25 to get involved within the ÖGB.

[READ MORE](#)




**PSYCHOSOCIAL HEALTH COMPETENCE OF TEACHERS IN TYROL**

**COMMUNITY PROJECTS**

This project examined teachers' awareness of mental health, their self-assessment in dealing with children and young people in difficult situations and the...

[READ MORE](#)




**NATURE WORKSHOP**

**COMMUNITY PROJECTS**

Plan calculation and market analysis for a forest kindergarten of the parent-child center Innsbruck.

[READ MORE](#)




**SOCIAL BUSINESS SINDBAD – RESEARCH ON CREATING A SOCIAL MEDIA CONCEPT**

**COMMUNITY PROJECTS**

Together with Sindbad Innsbruck four students from Non-Profit-, Social- and Health Management realised a basic research on Social Media and target group...

[READ MORE](#)



**SUPPORT-PLATFORM ON THE TOPIC OF VCA-PATIENTS**

**COMMUNITY PROJECTS**

This project examined how the concept of self-help can be implemented online, in form of a platform, in order to enable an exchange of experiences between...

[READ MORE](#)

>> <https://www.mci4me.at/en/my-study-program/study/mci-community-service/mci-community-projects>

## EXTRACURRICULAR LEARNING OPPORTUNITIES

We continue to offer learning experiences relating to responsible management and sustainability through a range of extracurricular learning opportunities. These seminars and workshops enable students to focus on awareness, competencies and skills in responsible management, sustainability and ethics in the context of their career preparation and development.

### Overview of courses related to responsible management, sustainability and ethics

Winter School Business Ethics	Introduction to Responsible Management	Competences for Responsible Management
Social Entrepreneurship (new in 2020)	Systems Thinking (new in 2021)	Carbon Literacy Training (new in 2022)
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	MCI Community Service	Concept submission MCI Earth Day
Be a mentor with Sindbad	Participate in 180 DC Innsbruck	

### The Digital Badges Program

The Digital Badges Program, now in its 3<sup>rd</sup> year of full implementation, 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.

#### THE BADGE “RESPONSIBLE MANAGEMENT”



The Badge “**Responsible Management**” is now in its 4<sup>th</sup> iteration and offers students the opportunity to engage in a variety 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. Electives include a range of seminars on

topics such as CSR, ethics & digitalization, participation in the Distinguished Guest Lecture series on leadership and responsibility, and the MCI MOOC “EU integration and ethics”. Participation in the badge has been good so far, with the following outcomes:

2019/20: Badge registrations | **23** Bagdes issued | **14**

2020/21: Badge registrations | **24** Bagdes issued | **21**

2021/22: Badge registrations | **20**

Students participating in the badge continue to give excellent feedback on the impact that various courses have had on them.

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



## CARBON LITERACY TRAINING AT MCI

The Carbon Literacy Training focuses on the scientific background of the climate crisis, climate change mitigation as well as environmental justice and enables participants to take individual and collective actions. The UK-based non-profit organization Carbon Literacy Project defines Carbon Literacy as “An awareness of the carbon dioxide costs and impacts of everyday activities, and the ability and motivation to reduce emissions, on an individual, community and organisational basis.” Upon full participation and completion of the training and committing to a personal action plan to reduce emissions, participants are given a certification.



In September 2020, MCI invited Petra Molthan-Hill Professor of Sustainability Management and Education for Sustainable Development at Nottingham Business School, to conduct the training together with Regina Obexer and Julia Waldegger at MCI. Beyond MCI, the training was open to all employees and students of all universities in Innsbruck participating in the “Scientists4Future” network and members of the PRME DACH chapter. With 34 registrations, the training was well attended and included participants from across the DACH region and beyond. In the end, 14 participants completed the entire process and received their train-the-trainer certificate, enabling them to offer the training in their own context.



Moreover, Julia Waldegger acted as a co-facilitator for a Carbon Literacy Workshop during the Global University Climate Forum at Yale University. Julia also held a workshop focussing on carbon costs of everyday activities and strategies for reduction for the FH Wien’s SDG Day 2021. After the successful first trainings, Regina Obexer and Julia Waldegger will facilitate a Carbon Literacy Training for MCI employees and students in March 2022.

>> <https://carbonliteracy.com/>

## WORLD CLIMATE SIMULATION

The World Climate Simulation is a role-playing game developed by Climate Interactive, the MIT Sloan Sustainability Initiative, and the U-Mass Lowell’s Climate Change Initiative. In the World Climate Simulation, students take on the role of UN delegates at an emergency climate summit. Their task is to limit global warming to below 2°C by 2100. The delegates must agree on three decisions. First, the delegates must decide when their region’s greenhouse gas emissions will peak, stagnate, and finally decline. Second, they must decide how much they decrease deforestation and promote afforestation. Third, they must determine whether their region contributes to or requests payments from the Climate. The role-play is supported by

the interactive computer model C-ROADS which is based on climate science. The delegates' pledges are entered into C-ROADS which shows the temperature increase until 2100. Thus, the delegates immediately see the effects of their negotiation.

Julia Waldegger has facilitated this game at different Higher Education Institutions for diverse student groups with differing educational backgrounds. In May 2020, international students at MCI tried to reach an agreement to limit global warming below 2°C by 2100. In March 2021, the international week on sustainability by the University of Antwerp engaged 160 students representing 24 nationalities. Some of those students participated in one of the two World Climate Simulations workshops and honed their understanding of international negotiations. In May 2021, future geography and economics teachers from the University of Innsbruck took on the role of UN delegates. In the reflection after the simulation, the participants focussed on integrating climate change and simulations in their teaching.

>> <https://www.climateinteractive.org/tools/world-climate-simulation/>

## RESPONSIBLE MANAGEMENT COLLECTION OF TEACHING & LEARNING MATERIALS

In order to make it easier for faculty to integrate the topics of responsible management, sustainability and ethics into their courses, the PRME team launched a website on the Learning Management System Sakai, which contains a curated collection of teaching and learning resources, including videos, articles, open e-textbooks, links to websites, cases, etc. The page also serves as a professional development resource for staff in study programs with systematic integration of PRME and the SDGs.

The website has 62 participants so far, and further development is planned for 2022.



## Responsible Management & Sustainability Education

### Teaching and Learning Materials

This site contains a range of teaching and learning materials for MCI lecturers to support them in integrating topics such as ethics, responsible management, and sustainability in their courses. There are a range of different formats (articles, videos, websites, ebooks, slides, etc.) and topic areas, with special emphasis on changing economic principles, the SDGs, and business ethics.

#### Join in and contribute!

If you have resources you think are useful for others, please send them to [prme@mci.edu](mailto:prme@mci.edu) and we will be happy to add them to our collection.

### Lehr- und Lernmaterialien

Diese Seite beinhaltet Lehr- und Lernmaterialien, die Lehrende bei der Integration von Themen wie Ethik, verantwortungsvolles Handeln und Führen, und Nachhaltigkeit in ihren Lehrveranstaltungen verwenden können. Es gibt eine Reihe von verschiedenen Formaten (Artikel, Videos, Websites, E-Books, Folien usw.) und Themenbereiche, mit besonderem Schwerpunkt auf die SDGs, nachhaltige Wirtschaftsmodelle und Ethik.

#### Machen Sie mit!

Wenn Sie Ressourcen haben, die für andere nützlich sind, senden Sie diese bitte an [prme@mci.edu](mailto:prme@mci.edu) und wir nehmen sie gerne in unsere Sammlung auf.

>> <https://sakai.mci4me.at/portal/site/special.project.responsible.management.education>

## MCI ETHICS ASSESSMENTS

At MCI, we are committed to educating our students to be ethical and responsible members of their communities. In the past two years, we have focussed strongly on instilling ethical values and developing competences for ethical research practice in our students, especially at master level, but also our staff. This was implemented with the following strategies and activities:

### MCI Research Ethics Committee

In November 2020, the Research Ethics Committee was established with the brief to assess research projects with regards to ethical and moral perspectives, with a focus on Bachelor, Master and Doctoral theses, and if required other research projects. Chaired by MCI Professor Stephan Schlögl and consisting of 8 members from different levels of the university, including a student representative, the committee meets monthly to review the submitted ethics assessments and to develop supporting resources and activities. An MCI Research Ethics Code was also developed and is currently under review by the academic board.



According to MCI policy, all master students have to complete an ethics assessment form, which is then approved by their supervisor and consequently submitted to the study program ethics coordinator, a newly instated role in the each department, who can sign off on the assessment. Any assessments that have a higher level of ethical implications are forwarded to the MCI Ethics Committee, who reviews and provides guidance on these projects. In its first year of

work, the MCI Ethics Committee has reviewed 59 assessments. In order to facilitate and support this process, the MCI Ethics Committee has reviewed the templates and related documentation for student ethics assessment, and has also produced a series of explainer videos.

### Research Ethics Training

Alongside the process implementation, there was also a focus on training both for the people involved in the ethics committee as well as a wider group of faculty.

### World Café Research Ethics

In February 2020, the AOL group organised a professional development event focussed on different aspects of research ethics. Held in the World Café style with a focus on discussion, exchange, and joint ideas exchange, the 21 participants of the event discussed the topics Academic integrity, Ethics Assessment Process, AOL Goal on research ethics, and good practice examples with the facilitators at each table. After each round of discussion, which lasted about 20 minutes, there was a discussion amongst all participants where insights, questions and new ideas were shared. According to the participants' feedback, the event greatly increased the common understanding of research ethics amongst faculty.

### VIRT2EU Research Integrity Training

From October to January 2020/2021, the deputy chair of the committee, Regina Obexer, participated in an intensive train-the-trainer course offered by the EU funded project "VIRT2EU Research Integrity Training". The training takes a values-based approach to research ethics and integrity, and offers introductory video sessions as well as interactive training modules, which were first tried out and then discussed by the participants in the online training sessions. The training was offered to a group of 9 participants at MCI. The approaches and resources used in the training will now be used for the development of further, custom learning materials for MCI staff and students.



## 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.*

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### Highlights

- Intellectual contributions of faculty
- Student research
- Research projects and the SDGs



## RESEARCH CENTERS AND TRANSFER

Through many of our research projects, we engage directly with local, national and international businesses and collaboratively work on solutions to real problems, which increasingly are based around sustainability, and social impact.

### MCI Center for Social and Health Innovation (CSHI)

The Center for Social & Health Innovation is a multidisciplinary research center, which deals with current regional, national and international social and health care challenges. Our research should 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, behavioral research, digital technologies and communication. CSHI is working on a number of high-impact projects, including research on the poverty dynamics under Covid-19, Health.Youth, Development of a Risk-Management model for winter tourism in Tyrol and Vorarlberg during the Covid pandemic, projects exploring children and healthy eating, inclusive participation of people with disabilities in rural regions and others.

>> <https://research.mci.edu/en/cshi>

### MCI Family Business Center

The Center for Family Business works closely with companies in the region to address issues and help resolve problems typical for family owned businesses. For example one research project examined the risk situation and risk awareness of family businesses in Tyrol. The motivation for this project was that a lack of risk awareness can lead to a neglect of risk management, which in the medium term endangers the health of the companies. With the help of a mixed-methods research process, the requirements for risk management in small and medium-sized family businesses were determined.

>> <https://research.mci.edu/en/family-business-center>

### Tyrolean sustainability strategy & tourism dashboard Tyrol

The MCI Tourism department works in partnership with relevant stakeholders (Tirol Tourism Board, Tyrolean government, chamber of commerce, DMO's, etc.) to conceptualize the new Tirol Tourism Strategy (2020 onwards) and revise the 2014 Strategy "Tiroler Weg". The Tyrolean sustainability strategy and tourism dashboard Tirol complement this project. Sustainability criteria for a sustainable tourism development in cooperation with relevant stakeholders will be elaborated.

>> <https://www.ttr.tirol/mci-tourismusforschung>

## ULYSSEUS INNOVATION HUB "FOOD, BIOTECHNOLOGY & CIRCULAR ECONOMY"

The Ulysseus innovation hub "Food, Biotechnology & Circular Economy" is coordinated by MCI and explores innovative approaches towards sustainable biotechnology and responsible use of principles of circular economy to contribute to the EU Green Deal objective of a climate neutral Europe.

>> <https://ulysses.eu/>

## RESEARCH IN PRME RELATED FIELDS

Research at several MCI departments has a focus on PRME related topics. Since our last SIP report in 2019, 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, education, and sustainability. The publication list below provides selected examples.

## PUBLICATIONS AND OTHER INTELLECTUAL CONTRIBUTIONS (EXCERPT)

- Ball, C., & Degischer, D. (2020). The Internet of Things and Sustainability: Why is there an Adoption Gap?, British Academy of Management (BAM) Annual Conference 2020, September 2-3, United Kingdom
- Bierwisch, A., Huter, L., Pattermann, J., & Som, O. (2021). Taking Eco-Innovation to the Road—A Design-Based Workshop Concept for the Development of Eco-Innovative Business Models. *Sustainability*, 13(16), 8811. MDPI AG. Retrieved from <http://dx.doi.org/10.3390/su13168811>
- Eller, R., Glowka, G., Zehrer, A., & Peters, M. (2020). Sustainability Attitudes of Tourism Family Firms in Alpine Tourism Regions. In J. Palma-Ruiz, I. Barros-Contreras, & L. Gnan (Eds.), *Handbook of Research on the Strategic Management of Family Businesses* (pp. 280-303). Hershey, PA: IGI Global.
- Feeney, O., Werner-Felmayer, G., Siipi, H., Frischhut, M., Zullo, S., Barteczko, U., Øystein Ursin, L., Linn, S., Felzmann, H., Krajnović, D., Saunders, J., & Rakić, V. (2020). European Electronic Personal Health Records initiatives and vulnerable migrants: A need for greater ethical, legal and social safeguards. *Developing World Bioethics*, 20(1), 27–37.
- Frischhut, M., & Werner-Felmayer, G. (2020). A European perspective on medical ethics. *Medicine*, 48(10), 634–636. <https://doi.org/10.1016/j.mpmed.2020.07.001>
- Glowka, G., Zehrer, A. CSR of family firms in tourism – the interaction behaviour between family firms and destination management organizations. 15th EIASM WORKSHOP ON FAMILY FIRM MANAGEMENT RESEARCH. Family Entrepreneurship and Society. May 23-25, Nantes, France.
- Heiss, R. (2021, August). Diet change or climate change? Modelling healthy and sustainable food systems for the future. Guest Lecture at the seminar week of the "European Forum Alpbach", Aug 18 - Sept 3, Alpbach, Austria.
- Hillmer, G. et al. 2020, Oct. Competency expectations of companies in terms of Corporate Ethics. Paper presented at the 7th Responsible Management Education Research Conference (online) Oct 19-21, Chur Switzerland
- Kirchbner T., Schlögl S., Bass E., & Dilger T. (2021). Investigating Trust in Expert System Advice for Business Ethics Audits. In: Uden L., Ting IH., Wang K. (eds) *Knowledge Management in Organizations. KMO 2021. Communications in Computer and Information Science*, vol 1438. doi: [https://doi.org/10.1007/978-3-030-81635-3\\_26](https://doi.org/10.1007/978-3-030-81635-3_26)
- Nadegger, M. & Dobusch, L. (2020). Meta-organizations as drivers for sustainability across tourism clusters in the Alps: A case study of "Alpine Pearls". Book Chapter presented at Rethinking Clusters Conference, 24.-25. November 2020.
- Pirs, M., & Frischhut, M. (2020). Ethical Integration in EU Law: The prevailing normative theories in EGE opinions. In N. Ryder & L. Pasculli (Eds.), *Corruption, Integrity and the Law: Global Regulatory Challenges* (pp. 286–311). Routledge.
- Seeler, J-M.; Pammer, M.; Fuchs, A.; Sixl-Daniell, K. (2021): Ethical Decision Making - An Experimental Study on Student Behaviour in Dilemma Situations. 7th International Conference on CSR, Sustainability, Ethics & Governance 2021, Lisbon, Portugal.
- Wegerer, P. K. & Nadegger, M. (2020). It's time to act! Understanding online resistance against tourism development projects, *Journal of Sustainable Tourism*, DOI: 10.1080/09669582.2020.1853761
- Wieser, D., & Degischer, D. (2019). Investigating the Effects of Ethical Leadership: Implications on Negative Behavioural Reactions. *Academy of Management Global Proceedings*, Slovenia (2019): 363. Academy of Management.
- Windbichler, R., Baur, J., Kerschbaumer, L., Walch, S. (2021). "Shaping mindsets and capabilities for poverty alleviation through project-based learning" 8th Responsible Management Education Research Conference "Poverty and Prosperity: Implications for Advancing the SDGs, 2030 Agenda and Responsible Management Education in a Post-Pandemic World". Xi'an Jiaotong-Liverpool University, 20.10.2021. China
- Zehrer, A., & Raich, F. (2021). Corporate Social Responsibility im Tourismus - der Einsatz von CSR-Aktivitäten in familiengeführten touristischen Unternehmen. Pechlaner, H., & Speer, S. (Hrsg.), *Responsible Entrepreneurship - Verantwortlich handeln in einer globalisierten Welt*, Wiesbaden: Springer, S. 215-236. DOI 10.1007/978-3-658-31616-7

## 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. Selected examples are listed below.

### Bachelor theses 2020/2021 (a selection)

#### Diversity

Menschen mit Fluchthintergrund im Unternehmen: Diversity Management Ansätze zur Integration von Fluchtmigrant/innen im Unternehmen  
*Melissa Cicek*

Frauenförderung durch Tourismus: Untersuchung der für eine wirksame Frauenförderung verantwortlichen Aspekte und deren Einfluss auf eine nachhaltige Tourismusentwicklung in Entwicklungsländer  
*Christine Musch*

Understanding Acquisition Behaviour: An empirical investigation of Board Diversity and CSR Orientation  
*Maria Arnold*

#### Sustainability

The Model of Sustainable Banking Based on CSR Adopted to the Austrian Retail Banking Sector – A Critical Reflection  
*Sophia Rass*

The Role of Sustainable HRM Practices on Affective Organizational Commitment: An Analysis of the Irish Energy and Natural Resource Sector  
*Shane Haugh*

Identification of the Major Drivers Behind Sustainable Supply Chain Management Implementation  
*Daniel Faber*

The Application of Change Management Models in The Tyrolean Food Retail Industry For More Sustainable Production Processes  
*Vinzenz Richter*

Sustainable Event Management: Responsible Solutions for Cultural Organizations  
*Marion Mair*

Nachhaltige Unternehmen und ihr Verständnis von Sustainable Finance – Wie integrieren nachhaltig tätige Unternehmen nachhaltige Finanzwirtschaft?  
*Melanie Knöpfle*

Sustainable Investment Behaviour of Retail Investors in Austria  
*Dana Stoffner Kerschbaumer*

Rethinking Design Thinking – An Examination of Consultants' Strategic Approaches to Contribute to Sustainable Development  
*Natalia Rudenko*

Sustainable Mountain Tourism Development in Developing Countries  
*Natalia Kapinova*

Das Nachhaltigkeitsmarketing von Kosmetikunternehmen – Eine qualitativ-empirische Analyse  
*Sarah Stelzhammer*

Ein Vergleich zwischen dem Social Business Modell und dem For-Profit Business Modell unter dem Aspekt Nachhaltigkeit  
*Lara Krüger*

Zielgruppenanalyse: Konsument/innen von Kosmetikprodukten – zwischen Intransparenz, Greenwashing und Nachhaltigkeit  
*Ninja Bergmann*

#### Corporate Social Responsibility

„Corporate Social Responsibility – Kommunikation und Wahrnehmung von nachhaltigen Unternehmenstätigkeiten in der Automobilindustrie“  
*Roman Fischer*

Corporate Social Responsibility als Erfolgsfaktor – Die Bedeutung des CSR-Labels für touristische KMU  
*Tamara Hechenblaikner*

CSR in Procurement – An Analysis of Implementation Drivers and Challenges  
*Leonard Kahlert*

The Adaption of Austrian SME's Marketing Communication Mix to Consumers' Awareness of Contemporary CSR  
*Julie Desfour*

Der Einfluss von veröffentlichten Greenwashing-Skandalen auf die Konzipierung der Corporate Social Responsibility  
*Lisa-Marie Triendl*

Die Bedeutung von Corporate Social Responsibility in der familiengeführten Hotellerie  
*Linda Böhmwalder*

#### Social Entrepreneurship/Social Enterprise

Finanzierung von Social Entrepreneurship – Kann sich soziales Engagement auch selbst finanzieren?  
*Jakob Gerold*

Social Enterprises in sub-Saharan Africa – Opportunities and Challenges of Social Enterprises in the Field of Mobility  
*Nadine Suhr*

#### Ethics/Responsibility

COVID-19 Tracing Apps und die Frage der Ethik  
*Stefan Pirhofer*

## Master theses 2020/2021 (a selection)

### Ethics

A.I. and Decision-Making: Examining Trust in Expert Systems for Business Ethics Audits  
*Tobias Kirchebner*

### Responsible Management

A student's perspective on the Principles of Responsible Management Education  
*Martina Eder*

Competency expectations of companies in terms of Corporate Ethics  
*Florian Walcher*

### Sustainability

Socially Responsible Human Resource Management, Corporate Social Responsibility, Governance – The Impact of Sustainability on Talent Acquisition and Commitment  
*Nadine Singer*

The Impact of Sustainability in the Cosmetic Industry  
*Sarah Dilp*

The role of sustainability in Tyrol's tourism: Expectations and future Implications from the tourist perspective  
*Nina Pieper*

Kompetenzerwartungen von Unternehmen an Absolventen im Bezug auf Business Ethics, Corporate Social Responsibility and Sustainability  
*Florian Walcher*

Residential Battery Storage Systems – Opportunities for Sustainable Power Supply and Energy Communities  
*Hanna Gäbelein*

Opportunity recognition in sustainable entrepreneurship: A qualitative research study with sustainable entrepreneurs  
*Marita Preims*

Drivers and Barriers to Sustainable Innovation in Small-Sized Family Firms  
*Sabrina Maly*

Impact analysis of Crossing Border's project management in consideration of the Sustainable Development Goals of the United Nations  
*Denny Schmidt*

Strategies for Sustainable Impact of Meso-Level Organizations in Development Work: A Case Study of Changing Stories in Nepal  
*Kai Kokolakis*

Sustainable Development Implementation in UN Global Compact Member Companies  
*Michaela Kranzl*

The slow movement as a potential future concept for sustainable tourism development. Following the example of Cittáslow  
*Elodie Puraye*

Implementierung von Nachhaltigkeit in das Geschäftsmodell einer regionalen Raiffeisenbank  
*Romana Gschiel-Hötzl*

Nachhaltigkeitspotenzial von Holzbauunternehmen bezogen auf die Vorfertigung  
*Matthias Kleissl*

Nachhaltigkeitsbewertung eines Tiroler Hotels anhand einer Balanced Scorecard und der UN Sustainable Development Goals  
*Roland Purin*

### Corporate Social Responsibility

Perceptions of employer brand and Corporate Social Responsibility – A study of generational differences  
*Sarah Wendlinger*

Possible strategic CSR Measures for Hotels in the Alps According to the SDGs  
*Michael Hinteregger*

The Value of CSR for the Snowboard Industry  
*Thomas Eckert*

### Diversity

Diversity and the Technical Field – Understanding Entry Barriers for Female Vocational Workers  
*Julia Hauser*

Fostering Workplace Gender Diversity Within the Organizational Context and Advancing Women to Management Positions: A High-Technology Sector Perspective  
*Yvonne Tuerlings*

### Social Entrepreneurship

Governance in Social Enterprises: Ist-Stand und Perspektiven  
*Tabea Vatter*



## SPOTLIGHT ON STUDENT RESEARCH PROJECTS

### Competency expectations of companies in terms of Corporate Ethics

In his master thesis, Industrial Engineering & Management student Florian Walcher explored the question what competencies were required from university graduates, in particular for them to be future decision-makers in companies who act ethically, sustainably and responsibly. In the course of this study, relevant competencies were identified based on existing competency models from the literature, as well as by conducting interviews with HR managers and consultants from different companies. Furthermore, it was explored how these competences should be taught at universities and integrated into the existing curricula.

By combining the results from an extensive literature research and the interviews, a list of 33 competences emerged that were seen as particularly relevant. With regard to the teaching of competences, the interviewees were primarily in favour of a holistic concept. Here, the topics of sustainability, ethics and social responsibility should be integrated into existing courses and made tangible for students in a practical context with the help of projects and case studies. This was also in line with the results from the literature.

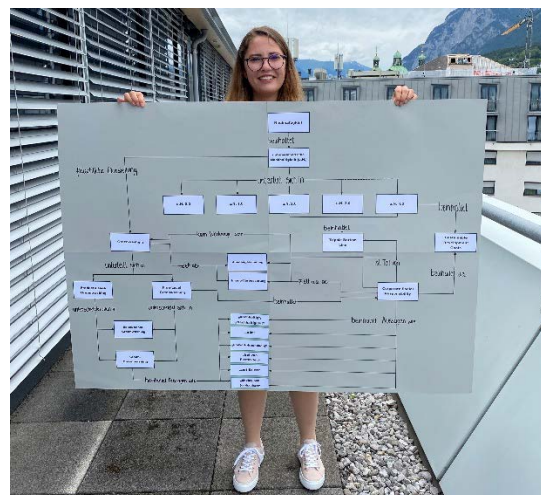


*"The topics of ethics, social responsibility and sustainability are on the agenda in companies and should therefore also be part of the curriculum for all students. The models and requirements are there, the holistic implementation in the curricula must be the logical next step."* Florian Walcher

### The influence of publicised greenwashing scandals on the conceptualisation of corporate social responsibility

At present, there is no fixed legal framework for the conception of a CSR, nor is there a legal body that checks the documents for their reliability. However, there are repeated efforts at national and international level to formulate concrete recommendations for action. In the context of this paper, reference is made to some of the non-binding guidelines, such as the "EU Strategy (2011-2014) on Corporate Social Responsibility (CSR)", which was already published by the European Commission in 2010. Already some years before, in the 1980s, a negative trend could be observed, which was called "greenwashing". Companies made false sustainability claims and concealed negative environmental impacts of their business practices. This paper examines the influence of publicised greenwashing scandals on the conceptualisation of corporate social responsibility.

The CSR reports of McDonalds, H&M and Nomad, each before and after a greenwashing scandal, were selected as examples and evaluated by means of qualitative and quantitative content analysis. Greenwashing was analysed on two levels, on the one hand on the company level and on the other hand on the product and service level. Taking into account all the terms associated with greenwashing, a clear change in the choice of words is recognisable, both in the quantitative use and in the broader contextualisation.



Lisa-Marie Triendl with her Mind-Map on CSR and Greenwashing

# SDG RELATED RESEARCH PROJECTS

Research and the SDGs – First Mapping exercise

MCI's activity portfolio comprises as mix of teaching and research foci on business, society, technology, health, and life science. It is our firm belief that the challenges of today can only be solved in collaboration across different disciplines through strong, interdisciplinary cooperation. Taking a more holistic view of research, we have started mapping our research efforts that contribute to the SDGs more systematically. In a first step of this process, a visual of current research projects (see below) was created as a first overview.



Poverty Experience and Working Poor Tyrol



Identification of new and/or regional bread ingredients

FoodExplorer: A Citizen Science Project to Improve the Food Offer in School Environments



EU Values & DIGitalization for our Community (DIGNITY)

Can Europe's Marshal Plan with Africa regarding the drivers of migration deter emigration from Africa?



Self-Help-Friendly Hospital 2.0

COVID19  
UV-C Disinfection  
Evaluation of the „Healthy School Tyrol“ program GESUND:TIROL



OptiFaul  
MULTILOOP  
AquaGrowth  
Biodegradation of microplastics  
Activated Membrane



EVEREST 4.0  
CFD Vertical Gradient Coating  
Safe Aviation Tyrol  
Digital Innovation Hub West



IKB Smart City Innovation Project  
Smart Villages / Regional Management Wipptal

Health Literacy in Childhood  
PhotoFungal  
EMPATHIC  
FAENOMENAL  
RiT – pocket-sized rehabilitation device  
Digital Dentures  
MOVEEFFECT – Digitaler Life Coach  
COVID19-Modellentwicklung  
SciLED-UV-C Desinfektion



PIETE – Partnership for Initial Entrepreneurship Teacher Education  
Research Funding Caritas of the Diocese of Innsbruck  
WILLIAM - Internationalization at Home  
Tyrolean Child Education and Child Care Act  
Heidelberg Laureate Forum - women's careers in mathematics and computer science



Heat Storage  
TiHoB  
EHIL  
CE-STOR  
igniComb  
Waste wood reactor  
Tirol 2050 Storage – Phase I  
Tyrol 2050 – target scenario



People with disabilities in old age  
MOB4All  
Sozialroutenplan Digital  
Social space-oriented and inclusive participation of people with impairments in the border region



RecycleMore - Identification of recyclable materials in residual waste through machine learning algorithms  
VerStraGem - Sustainable utilisation of vegetable residues in the Tyrolean context  
APPRoval  
Utilization of straining residues



## #responsibleMCI Stories | Research

In order to make key research related to the SDGs more accessible, a selection of highly relevant projects were presented in the form of audio interviews, where the researchers talk about the scope and goals of their projects, specifically referring to the project's relevance with regards to one or more SDGs.



### EPISODE 1

Is technology moral? EU Values & Ethics for digital challenges. [In ENGLISH]

In this interview, MCI Professor Markus Frischhut, talks about the challenges rapid technology development poses for society, and discusses why ethics and values in the era of digitalisation and artificial intelligence really matter.

[CLICK HERE & LISTEN TO EPISODE 1](#)



### EPISODE 2

How to ski during a pandemic? COVID and Winter Tourism in Tyrol. [In ENGLISH]

Listen to MCI researchers Siegfried Walch and Lukas Kerschbaumer explain how they and their team got involved in developing strategies designed to save winter tourism in Tyrol during the COVID pandemic, how they approached this difficult task, and what came out of their work.

[CLICK HERE & LISTEN TO EPISODE 2](#)



### EPISODE 3

Sustainable production of activated carbon [In GERMAN]

What does biochar from wood-fired power plants have to do with wastewater treatment? In this interview, MCI researchers Professor Angela Hofmann, Dominik Bosch and Rene Nußbaumer explain how they are investigating the use of waste and residual wood for energy generation and the use of the resulting and refined residual materials in the form of activated carbon at MCI's Josef Ressel Center.

[CLICK HERE & LISTEN TO EPISODE 3](#)



### EPISODE 4

The new black gold - charcoal! [In GERMAN]

In this interview, Thomas Hämmerle provides insight into a research project in which sustainable energy production and agriculture are linked and gain from each other. Find out what functions charcoal has in the context of the SDGs - and in your own vegetable garden.

[CLICK HERE & LISTEN TO EPISODE 4](#)



### EPISODE 5

Obtaining value from organic waste - Can cosmetics and cleaning agents be made from apple residues? [In GERMAN]

If you want to find out what can be extracted from apple pomace as bio waste, how detergent and cosmetics manufacturers can use this in their production process, and what this has to do with sustainability, don't miss this interview with MCI researchers Katrin Bach and Urban Aufschneider.

[CLICK HERE & LISTEN TO EPISODE 5](#)





## 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.*

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### Highlights

- PRME Chapter DACH
- Ulysseus
- External lecturers



At MCI, we actively pursue targeted collaborations to strengthen our impact in the regional and supra-regional context, to help shape developments at national and international level and to embed activities in a broader social environment, together with a large partner network. The "Third Mission" is a fixed component of the university strategy, is reflected in research and practical projects with industry as well as other local institutions. In the spirit of the Third Mission, the MCI also works together with the Knowledge Transfer Center West (WTZ West) and other universities to find new ways of transferring knowledge and to optimize the interfaces with industry and society. We are actively involved in a range of partnerships and networks related to responsible management.

## PRME CHAPTER DACH

MCI continues to be an active member of the PRME Chapter DACH. Over the past 2 years, the MCI PRME Coordinator attended PRME Chapter DACH meetings in Berlin (February 2020) and then online and contributed actively to chapter activities.

- In collaboration with the Chapter Speaker and ZHAW, we re-developed the PRME Chapter DACH website.
- Regina Obexer, together with Dr. Daniela Ortiz-Avram, contributed to a sub-chapter on the PRME Chapter DACH activities in the book *Responsible Management Education* (to be published by Taylor & Francis Group in 2022).
- We contributed to the Speaker's presentation on student initiatives at the PRME global Chapter Chair meeting in April
- The Carbon Literacy Training organized by MCI in September/October 2020 was advertised across the PRME Chapter DACH and several colleagues from across Europe joined the webinars
- The MCI Earth Day was also advertised across the PRME Chapter DACH network and several students from partner universities joined in the speaker event, also receiving credit for their participation at selected partner universities

>> <https://www.unprme.org/chapter/prme-chapter-dach>



## ULYSSEUS

Ulysseus is an internationally attractive (open to the world), persons-centred entrepreneurial **European University** for the citizens of the future, composed by six Universities: University of Seville (Spain), Université Côte d'Azur (France), University of Genova (Italy), Technical University of Kosice (Slovakia), MCI | The Entrepreneurial School (Austria), and Haaga-Helia University of Applied Sciences (Finland). Starting in 2020, the first three years of the Ulysseus University are devoted to designing and co-creating joint structures, governance systems and launching a range of pilot activity programs. Activities include the development of the Ulysseus Platform, which will serve as the participating tool for the Ulysseus community, including sub-platforms dedicated to management, dissemination, teaching, research & innovation, virtual mobility and career development, the Matching4cooperation application as well as a hub for interactive ideas. Finally, the six Ulysseus Innovation Hubs, one at each partner University, will address six R&D challenges shared with the six regions and cities. Innovation Hubs are the center of gravity of the Ulysseus helix co-creation process for transdisciplinary, interlinked and challenge-driven education, research and knowledge transfer programs and the promotion of citizen involvement and European values.

As part of the Ulysseus network, we will be engaging in a number of activities supporting PRME goals and outcomes. In 2021/2022, we are working in collaboration with all 6 partners to develop a joint MOOC on "Sustainable Development". Discussion about other network activities related to sustainability are underway.

>> <https://ulyssseus.eu/>

## SCHOLARS AT RISK

Since 2019, MCI is also a member of Scholars at Risk (SAR), a network of more than 530 higher education institutions in 42 countries working to protect scholars at risk, prevent attacks on higher education and promote academic freedom. SAR member institutions support persecuted academics and students by offering temporary research and teaching assignments, monitoring and resisting attacks on higher education, and implementing learning initiatives to promote academic freedom. MCI has supported SAR petitions (e.g. for the support of scholars in Afghanistan after the Taliban take-over) and we are planning a student advocacy seminar, where students carry out concrete work (e.g. campaigning, lobbying) to advocate for a scholar at risk, e.g. imprisoned or persecuted scholars.

>> <https://www.scholarsatrisk.org/>

## BÜNDNIS NACHHALTIGER HOCHSCHULEN

MCI is a member of the association "Bündnis Nachhaltiger Hochschulen" (Alliance of Sustainable Universities). The initiative was launched in fall 2021 to provide networking opportunities and coordinated exchange between universities of applied sciences on the topic of sustainability. The work focuses on exchanging experience and expertise, building synergies, networks and long-term partnerships, and transferring knowledge between all stakeholders. Concrete projects and initiatives are currently being planned.

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

We continue our successful strategy of engaging external lecturers as MCI faculty, including leaders and managers from various business and industry areas, visiting scholars from all over the world, 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 perspectives, 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 | DIALOGUE

# 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.*

### Highlights

- MCI Distinguished Guests (Online)
- Science and responsibility
- Symposia and other events

## MCI DISTINGUISHED GUESTS (ONLINE)

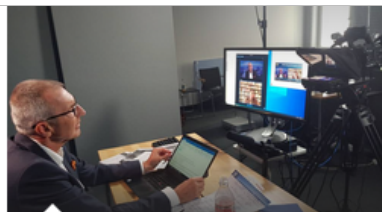
Management Center Innsbruck's long-standing series of Distinguished Guest Lectures provides MCI students, alumni, faculty, staff and the general public with the opportunity to hear from and engage with high-ranking personalities from all over the world. Many of the lectures address topics such as sustainability, ethics, and social responsibility, and emphasise the importance of these issues in today's society and business world. During the pandemic, the traditional lectures on campus were converted to an online format with the possibility to ask questions via a live chat. Selected examples of distinguished guest lectures are provided below.



10. JUNE 2021

### CHANGE MAKERS - TOWARDS A SUSTAINABLE FUTURE.

Panel discussion of six top-class guests with strong innovation skills, moderated by Brigitte Mohn, Member of the Executive Board of Bertelsmann Foundation



09. JUNE 2021

### SOCIAL ENTREPRE- NEURSHIP - CREATING SO- CIAL IMPACT WITH MAR- KET PRINCIPLES.

Indian entrepreneur & chairman of Fabindia, William N. Bissell, as Distinguished Guest Online at the Entrepreneurial School@.



22. APRIL 2021

### DIGITIZATION & VALUES. MCI LIVETALK WITH E-COMMERCE PIONEER MICHAEL OTTO.

Michael Otto, Chairman of the Supervisory Board at Otto Group, as Distinguished Guest Online at the Entrepreneurial School@.



17. JUNE 2020

### BEYOND THE LIMITS.

MCI Livetalk with Laura Leyser, General Director of Doctors without Borders (MSF) Austria.



08. FEBRUARY 2021

### MCI LIVETALK WITH KA- THERINA REICHE ON FU- TURE STRATEGIES FOR THE ENERGY TRANSITION.

Hydrogen: Small molecule, big effect! Energy & climate solution of the future? MCI Livetalk with Katherina Reiche on future strategies for the energy transition.



12. JANUARY 2021

### KARL ROSE TALKS ABOUT CLIMATE CHANGE & ENER- GY | MCI LIVETALK

MCI-Livetalk with Karl Rose (Chief Strategist, ADNOC Group, Abu Dhabi) about climate change & energy.



04. JUNE 2020

### FROM ZERO TO ETHICS.

MCI hosted Hiltrud Werner, Member of the Board of Management of Volkswagen AG.



10. SEPTEMBER 2020

### WALKING AWAY IS NOT THE ANSWER.

MCI Livetalk with Herman Mashaba, Entrepreneur, Mayor of Johannesburg 2016 – 2019



30. JUNE 2020

### LEADERSHIP IN TURBU- LENT TIMES.

MCI Livetalk with Sindi Mabaso-Koyana, Entrepreneur, Investor, Corporate Leader, South Africa

>> <https://www.mci.edu/de/alumni/events>



## WISSENSCHAFT UND VERANTWORTLICHKEIT

Together with the University of Innsbruck, MCI is a member of "Wissenschaft und Verantwortlichkeit" (Science and Responsibility), a platform for interdisciplinary exchange between universities and the public on issues relating to science, ethics and society. MCI faculty regularly contribute to the network's lecture series, panel discussions and other events and activities, which are all open to the public.

>> [https://www.uibk.ac.at/wuv/wuv\\_der\\_verein/](https://www.uibk.ac.at/wuv/wuv_der_verein/)

## SYMPOSIA NON-PROFIT, SOCIAL AND HEALTHCARE MANAGEMENT

The department "Non-Profit, Social and Healthcare Management" runs an annual conference on topics related to responsibility in the form of a symposium on leadership run by graduates. The symposium is also the kick-off event for the program's problem and project based learning semester.

**symposium 2020.**  
 SOCIAL RESPONSIBILITY  
 My, your and our impact in a rapidly changing world

19<sup>TH</sup> – 20<sup>TH</sup> FEBRUARY 2020 | UNIVERSITAETSSTRASSE 15 | MCI | 3<sup>RD</sup> FLOOR



**Symposium 2021**  
 Die Zukunft der Arbeit im Nonprofit-, Sozial- und Gesundheitswesen

15.02. - 16.02.2021 | ONLINE





## ORGANISATIONAL PRACTICE

# 7

*We understand that our own organisational practices should serve as example of the values and attitudes we convey to our students.*

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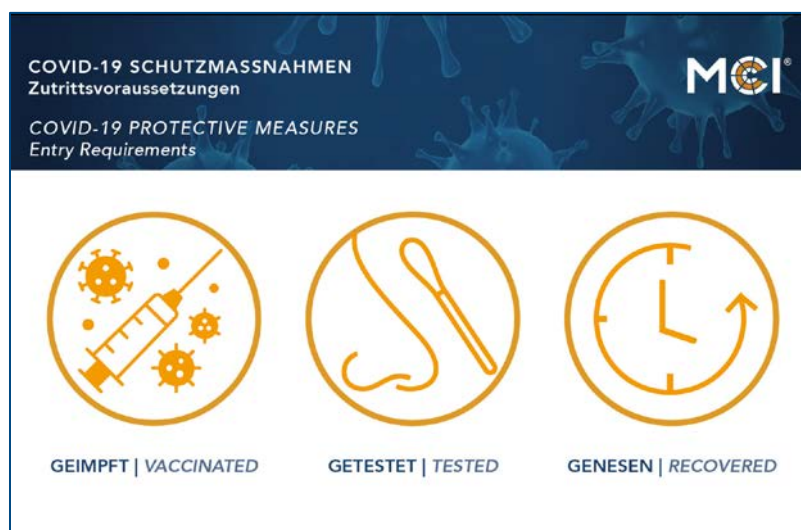
### Highlights

- Staff and student well-being
- Diversity and inclusion
- Green Campus activities

## COVID 19: NAVIGATING A CHALLENGING TIME

The challenges caused by the Covid-19 pandemic have had a significant impact on MCI operations. Since early 2020, our focus has been on keeping our community, especially our students and staff, safe, whilst striving to continue our core business as much as possible within the restrictions we were facing. MCI established a crisis management team early on in the pandemic. Through consultation with key stakeholder groups and under the legal provisions, MCI has instated a range of measures to assist students and staff to maintain as much normalcy as possible under the given circumstances whilst always putting health and safety considerations first. Supportive and preventative measures included:

- Closing the campus and shifting all classes online within the space of about a week in early summer term 2020
- Providing support for set-up of hardware and software for remote work
- Implementing additional online learning tools and systems where necessary
- Providing training and support for online teaching and learning
- Developing clear guidelines and policies for students and staff, e.g. about attendance at online course, examinations online, etc.
- Providing equipment and access for staff working remotely during lock-downs
- Regular communication about regulations and safety measures
- Visual communication about hygiene, access and health regulations (e.g. posters, information screens, video, website) at each campus
- Instalment of hand disinfectant at each campus
- Covid-19 testing options for staff on campus
- Covid-19 vaccination options for students and staff on campus
- Rigorous green pass controlling, including the employment of an external security company
- Arranging for discounted parking during lock-downs



Despite the necessary focus on Covid-19 measures, we have, also worked on a number of other initiatives to enhance student and staff well-being and make our operations more sustainable and inclusive. Some highlights are presented in the following pages.

## STAFF WELL-BEING

**Health services & occupational physician:** In addition to a wide range of health services (first aid courses, yoga classes, smoke-free offers, discounts at fitness centers, etc.), MCI employees have access to an occupational physician from the Occupational Health Center for questions and advice on health and preventative health care. Services include weekly consultations, medimouse checks, vaccinations, eye screenings, cardiovascular screenings, lectures on health topics, etc.

**Occupational psychologist:** In order to promote mental health, MCI has been offering its employees the opportunity for individual consultations in connection with mental health since 2020. The (initial) consultation is conducted confidentially by a clinical and health psychologist as well as a certified occupational and organizational psychologist. The main focus is on issues related to mental health, counseling on personal issues at work, strengthening resilience, etc.

**Remote work opportunities:** In 2021, MCI implemented a remote working model for employees, providing for more flexibility and increased work-life-balance.

Further benefits for employees include:

- Digital meal vouchers can be redeemed by employees at numerous restaurants. In addition, fresh fruit as well as drinks, coffee and tea are available at the workplace.
- Mobility: To make it easier for our employees to travel to and from work, we offer a mobility package with several forms of support.
- Cultural offerings: As an educational institution, we know how important culture is. For example, employees enjoy free or discounted admission to various Innsbruck museums.
- Events & Networking: Exchange and networking among employees is very important to us. Therefore, we offer the possibility to participate in events and lectures of our Alumni & Career Services as well as in various employee events such as Info-Points and get-togethers for seasonal activities.

## STUDENT WELL-BEING

MCI students enjoy a range of support services in their departments via close interaction with administrative and teaching staff. They can also access a number of services offered by the ÖH MCI (student representative body) such as consultations with regards to tenancy or work issues, legal question regarding their studies, or social issues. Support is also available for students in financial difficulties and for the use of public transport. In the past two years, MCI has introduced several additional services to increase student well-being.

### Mental Health @ MCI

The Mental Health @ MCI program is an additional service within the student support area, which offer students the opportunity to access a range of support options for mental health. Options include:

- Resources for self-care
- Reference to selected counselling services
- Contact & advice supported by MCI (individual consultations)

These consultation options are offered jointly with our university student representation (ÖH MCI). All MCI students who find themselves in a particularly stressful situation can take advantage of free consultation appointments with a clinical psychologist.

>> <https://www.mci4me.at/en/services/student-support/mental-health>



## MCI Mentoring Program

After a successful pilot project in 2020, MCI implemented a university wide Mentoring Program for students in their last year. The MCI Mentoring program connects MCI alumni who want to share their experiences with students who seek orientation and assurance for their professional career path.

MCI mentors are committed guides who listen, answer questions, give feedback, motivate, give practical tips, point out opportunities, self-critically share their own mistakes and successes and open up professional networks. MCI mentees benefit from informal exchanges with experienced professionals. They gain authentic insights into the world of work, accelerate their personal development, receive honest feedback and guidance on starting a career, and can discuss questions about their future.

The MCI Mentoring program is managed with an end-to-end digital process, enabling mentor-mentee matching as well as ongoing support (e.g. introductory webinar for mentors, automated emails, online toolkit, scorecard) in a fully digital environment.

>> <https://www.mci4me.at/en/services/career-center/mci-mentoring-program>

## DIVERSITY AND INCLUSION

The following initiatives/measures have been taken with regard to diversity and the advancement of women:

- Appointment of an **MCI Equal Opportunity Officer** and a **Disability Officer** as points of contact and advice, as well as development of objectives and measures for the advancement of women and diversity.
- The **working group for equality, diversity and the advancement of women** meets regularly at the interface between the university council and the rectorate and management. Tasks include reviewing processes with regard to the objectives in the statutes and developing relevant activities (continuing education, code of conduct, etc.).
- **Women in Technology Working Group:** This group meets at regular intervals and plans, implements and evaluates relevant activities. Initiatives include, for example, the development and implementation of targeted communicative measures with the aim of attracting women to study programs and career fields in STEM & digitization. Examples of activities include school visits, portraying women role models through success stories and videos of female students, professors, graduates, and female executives in STEM & digitization in various formats and social media channels, Girls Day, communication of women's advancement programs, etc.).
- Implementation of an **MCI Code of Conduct:** In addition to the applicable legal regulations, the jointly developed guidelines and the scientific quality standards, a Code of Conduct was implemented at MCI 2020, which serves as a framework for positive coexistence and cooperation. The Code of Conduct is based on the objectives, values and success factors of the Entrepreneurial University® defined in the Mission Statement, supports us in achieving these objectives and creates a common framework for our behavior. The Code of Conduct is addressed to all members of the Entrepreneurial School.

>> <https://www.mci.edu/en/university/the-mci/diversity/code-of-conduct>

## MCI International Women's Day Campaign 2021



Janine Prokesch, Student & Career Center:

*"At first glance, inequalities between men and women in the professional world seem to be disappearing. However, the reality shows that women still have to prove their abilities much more often. I think that this can also be an opportunity for us women to emerge stronger and more confident from certain situations. We should embrace setbacks as an opportunity to promote our own resilience. In my view, this is a very important topic in today's working world!"*

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Lisa Dora Lamprecht, Administration & Infodesk:

*"The biggest challenge for me as a woman in the professional world is to balance my work and motherhood. My tip for successfully mastering this challenge is good planning and time management. I also feel it is important to consciously schedule breaks. Women often tend to be too critical of themselves, so I would advise pausing in between and being proud of the many little things that you master day after day."*

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Ingrid Kausal, Department Tourism & Leisure Business | Works council member:

*"Reconciling family and career and allowing for a little more serenity are certainly the biggest challenges for me. Not only in times like these, as a woman and mother it is incredibly important to work with focus on the one hand, to approach 'problems' flexibly and creatively, and to remain calm in stressful situations. That's why a flexible working time model and home office are essential for me."*



Katrin Bach, Head of Department Bio- and Food Technology:

*"From my personal perspective, the word 'commitment' has been very useful for my career. Commitment from my superiors, from mentors, from friends and family and also commitment to my own perspective, to my own ideas and decisions to go my own way. My message to every girl and woman is: you are strong and you can be proud of your choices; follow your path, trust your skills and ideas. I believe in you, you can do it, you will rock it and it's your life!"*

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Magdalena Posch, Department Digital Business & Software Engineering:

*"I would like to see legal, institutional framework conditions adapted to the realities of women's lives and not, conversely, for women to have to adapt to the existing framework conditions. Individual measures in this direction are certainly discernible. However, these should be integrated into a superordinate structure and follow a binding strategy."*



Leena Saurwein, Senior Lecturer Department International Relations:

*"Juggling between family and profession has been the biggest challenge I've ever faced. It's my avid passion for my profession that drives me to overcome obstacles and withstand disruptions."*

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*The MCI is committed to diversity, variety, openness and tolerance with regard to applicants, employees, faculty, students, stakeholders and other groups of people - regardless of gender, age, religious affiliation, impairment, ethnicity, sexual orientation, worldview and social background. On the occasion of International Women's Day, several exceptional female employees from our team share their views, thoughts and ideas on this topic to motivate other women as well.*

**>> <https://www.mci.edu/en/news-filter-en/228-researchnews/3315-world-women-day-2021>**

## GREEN CAMPUS ACTIVITIES



### Green Events

The MCI has been involved in the Green Events Tirol initiative for years, an initiative to promote an environmentally and socially compatible event culture. Green events are events that take special account of ecological, social and economic sustainability and are characterized by sustainable planning, organization and implementation. One of the most important criteria is the avoidance of waste. Furthermore, climate-friendly catering, ecological procurement and incentives for environmentally friendly travel to and from the event are also part of the measures of a Green Event. Green Events is an initiative of the Klimabündnis Tirol, the Umwelt Verein Tirol and the Land Tirol. Organizers are advised on the planning of events and can then have them designated and certified as Green Events Tyrol. MCI events such as the staff “InfoPoint” and other larger events have been organized as green events for several years now.

### Greener Mobility

The MCI has entered into a cooperation agreement with Innsbruck's public transport company to enable employees to use the Innsbruck city bike at low cost (from November 2021). Through this cooperation, employees have the opportunity to use numerous rental bike stations to get to work, back home, to the train station or to other places flexibly, with the first half hour being free of charge as a result of the agreement. For this unlimited, ecologically friendly mobility in the city, the bikes can ideally combine all as well as bus & train. Additional bicycle parking was also installed at MCI's main campus location.

### Reduction of plastic and paper

MCI has continued efforts to reduce plastic and paper use on campus. For example, students in the executive education department, who in the past were able to consume beverages in plastic bottles, were provided with an MCI glass bottle and recycled MCI coffee cup at the beginning of their studies to entice them to reduce plastic bottle and cup use. Many departments have changed to paperless meetings and classes. For example, during application interviews, the HR department provides all documents digitally on tablets to the relevant jury members rather than printing the application documents. The shift to online teaching has also resulted in a reduction of printed materials for classes where learning materials are now provided via the institutional learning management system – a practice that will be maintained where possible.

### Partnership with the Klimabündnis Tirol

Commencing in June 2022, MCI will start to work with Klimabündnis Tirol to complete an initial assessment and then develop strategies and targets to reduce carbon emissions, develop further sustainable energy practices, waste management, consumption/purchasing, staff and student mobility, and other core business activities (teaching).

## ULYSSEUS PROJECTS

Together with our Ulysseus partners, we are working on a number of joint projects and initiatives to strengthen our university operations and staff and student wellbeing.

### **Mob4all**

Mob4All aims to create innovative measures to improve international mobility for students with disabilities. Specifically, it aims to build the knowledge and capacity of actors in and their implementation in relation to inclusion. A report on "Inclusive Mobility: Supporting Students with Special Needs at EU Level" has been drafted so far. The next step will be the development and testing of the "Training for a better integration of mobility participants with disabilities". In addition, a handbook for mobility officers, academic and non-academic staff and student tutors will be developed.

### **Inclusion**

In addition to the activities in Mob4All, there are further activities to promote inclusion in Ulysseus and thus at the MCI. The Special needs programme will ensure that the physical and virtual environments, documents and communications, are accessible to people with special needs. It will include mentoring & monitoring practices. It will be developed with the inputs and help of the partner NGOs.

Equality, diversity and active inclusion are addressed in the Ulysseus strategy. The Equality Plan is the basis for the development of all the inclusion programmes. First, work and study environments will be appealing for persons with special needs (students, staff, and visitors) and Ulysseus Code of Conduct, together with the Equality Plan, will pay special attention to inclusion. Ulysseus aims to represent the best choice for students with disabilities, embedding a mentoring programme. This programme will develop also inclusive educational methods and safe financed mobility for students with special needs. Also arising from the experience made within other EU funded projects, the program will be developed in cooperation with stakeholder associations and NGOs and the best experts of the alliance. A steady consultation with the Committee from the H2020 RISEWISE ongoing project (about women and disability) is in place.

### **Citizen Engagement**

The citizen engagement program summarizes the activities in this area of all Ulysseus partner universities. Activities - in person and virtual - to promote this core aspect of the Ulysseus alliance are in development. In addition the Scholarship program for disadvantaged groups will give general aids and a specific 'First in Family' Scholarship & Mentoring, supporting students who are the first of their family to go to University. Most Ulysseus partners already have activities and courses for senior citizens. The alliance wants to give a benefit to the work already developed in these schools, including new and virtual courses, languages learning and virtual and in-person mobility for our elder community.



## PRME GOALS 2022 – 2023

Goal	Objectives
<b>Curricular Integration of PRME and SDGs</b>	Drive and support further integration of Responsibility, Sustainability and Ethics and the SDGs in MCI curricula
<b>Student Engagement</b>	Further engage students and alumni in co- and extracurricular initiatives to increase knowledge, awareness, attitudes and skills of responsible management and the SDGs
<b>Staff Engagement</b>	Encourage and support MCI staff engagement in PRME and SDGs
<b>Social Impact</b>	Further extend and develop MCI Community Service initiative (including other forms of Service Learning) together with partners
<b>Research</b>	Promote, support and make visible research to further the SDGs Engage in research on responsible management education and sustainability learning
<b>Dialogue</b>	Provide thought leadership, platforms, and opportunities for dialogue and discourse to advance PRME and the SDGs
<b>Partnership &amp; Collaboration</b>	Deepen and extend collaboration and partnerships for PRME and SDG implementation
<b>MCI Organisational Measures</b>	Further integrate SDGs in MCI strategies, operations and activities

Plan and convene a successful 9th RME Research Conference at MCI in collaboration with PRME Chapter DACH & global community

# PRME

an initiative of the  
United Nations Global Compact

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**Contact:**

Regina Obexer

Center for Responsible Management & Social Impact

regina.obexer@mci.edu

MCI | THE ENTREPRENEURIAL SCHOOL<sup>®</sup>  
Universitaetsstrasse 15, A-6020 Innsbruck  
+43 512 2070-2100, office@mci.edu, www.mci.edu

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