



H.E. Antonio Guterres  
Secretary-General  
United Nations  
New York, NY 10017  
USA

Innsbruck, 31 January 2024

## MCI | STATEMENT OF CONTINUED SUPPORT 2024

Dear Mr Secretary General,

With this letter I wish to confirm that MCI | The Entrepreneurial School® continues to support the Global Compact's Ten Principles regarding human rights, labor, environment, and anti-corruption.

Our statement of continued support expresses our strong commitment to advancing the principles within our remit, and communicates this commitment to the Global Compact as an organization, to our internal and external stakeholders, and to the wider public.

MCI has been a strong supporter of sustainable and globally responsible business practices for many years. As an Advanced Signatory of PRME (Principles for Responsible Management Education) for over a decade, we have implemented and continue to develop a range of strategies and activities to embed responsibility, sustainability and ethics in our study programs and extracurricular learning offerings, our research endeavors, and in our outreach activities and our internal processes. This includes integration of the Global Compact Principles as well as accelerated action to support the Sustainable Development Goals.

We are pleased to attach our 6th PRME Sharing Information on Progress (SIP) Report, which provides an overview as well as metrics regarding our activities in advancing the Principles for Responsible Management Education and the SDGs in 2022 and 2023. The report also includes our goals for the next two years (2024-2025). We are proud to present our progress in these areas and share our achievements.

We look forward to our continued collaboration with the United Nations Global Compact.

Sincerely yours,

Prof. Dr. Andreas Altmann  
Rector and Executive Director  
MCI | The Entrepreneurial School®





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

December 2023



mentoring the motivated

This is our **Sharing Information on Progress (SIP)** Report on the Implementation of the Principles for Responsible Management Education **2022 - 2023**

MCI | The Entrepreneurial School®



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## Re-Commitment to PRME 2024/25

As we are launching our 6<sup>th</sup> PRME Sharing Information on Progress report and look back over the past two years, there is much to celebrate with regards to MCI's progress in integrating responsible management education and support for the SDGs at our institution, and we are proud to present our many achievements.

We delivered a highly successful 9<sup>th</sup> Responsible Management Education Research Conference in 2022, welcoming the PRME community with 130 international delegates to Innsbruck to discuss the role of innovation and entrepreneurship in the education of the change makers of tomorrow. We organised our first MCI Sustainability Week in May 2023, a week-long series of events engaging a range of stakeholders, including students, staff, schools, businesses, and the general public in activities to raise awareness and ambition for sustainable development. MCI was successful in being awarded a UNESCO Chair for Futures Capability for Innovation and Entrepreneurship, and completed 4 years of activities within the Jean Monnet Chair in EU, Ethics and Values.

We have intensified our focus on embedding the SDGs by systematically mapping and articulating our support for specific SDGs in teaching & learning, with plans to expand to other areas of activity. We have also enriched our portfolio of programs, courses and extracurricular learning opportunities in the area of sustainable development and responsible management and have set cross-program learning goals specifically related to the SDGs.

Our students have shown great engagement and initiative, with many of them leading and participating in various activities such as the 2<sup>nd</sup> MCI Earth Day, the Young Voices seminar, or the PRME Global Students Ambassador Training, MCI Community Projects, and Student Advocacy Seminars. Several students received awards or were invited to high profile events to contribute their voice and expertise.

In our research, we continue to work closely with partners to contribute to ecologically sustainable, economically responsible and socially just developments in our region and field of influence. A number of events such as the MCI Distinguished Guests series and various Symposia, Workshops and Seminars have engaged audiences well beyond our immediate MCI community, addressing topics ranging from climate change to democracy, global citizenship, sustainability, entrepreneurship and innovation.

We have also taken strides to more systematically address our own footprint on campus by establishing a dedicated climate team and collaboratively developing goals and strategies that propel us towards more sustainable operations. Our services for students and staff have been enhanced, for example in the area of mental health support and diversity and inclusion.

Yet despite this progress, this is not a time to sit back and relax. As we reach the midpoint to Agenda 2030 with disappointing progress made toward the UN Sustainable Development Goals, universities, including MCI, must step up and more vigorously embrace their role in addressing the challenges the world is facing. The next phase of our commitment involves further leveraging our academic influence and intellectual resources to accelerate progress towards the sustainable development goals, together with the PRME community and other partners in this endeavour.

We invite you to explore our activities in this report and to join us in our journey.



MCI Rektor  
**PROF. DR. ANDREAS ALTMANN**



## About MCI

MCI is a young, dynamic and entrepreneurial university 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 3,500 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 Ulyseus, an international, open-to-the-world, person-centered, and entrepreneurial European University for the citizens of the future.

### Key Figures

# 3,525

**Students** (Reporting date 15.11.)

including Executive Master & Certificate-Courses;  
not including Corporate Trainings, Seminars & Conferences



**28%**    **72%**

Technology &  
Life Sciences

Management &  
Society

# 15,793

**Alumni** including Certificate-Courses

### Team & Faculty

**317** Internal Faculty

**54** Administration

**25** Executive Education

**844** External Faculty

**36**  
Nations

>> <http://www.mci.edu>



## 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.*

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### Highlights

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

## OUR MISSION

At MCI our commitment to responsibility and sustainability is explicitly stated in our mission.

### 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

#### Responsibility and Sustainability

We are committed to the responsible use of resources. Our activities contribute to a socially, ecologically and economically sustainable future.

#### 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

In 2022, it was decided to highlight this commitment in a separate item, and a set of new KPIs related to this agenda were developed in a collaborative strategy development process. These KPIs are currently under review by the strategic leadership team.

## KEY ACHIEVEMENTS 2022-2023

In our last SIP Report submitted in 2021, 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. The following table provides an overview of the key goals and associated work results.

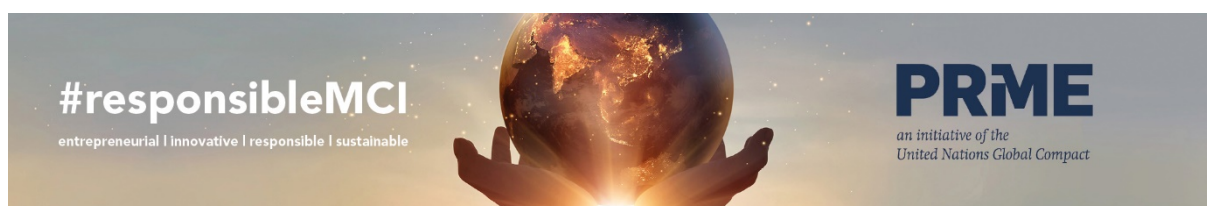
### OBJECTIVES & ACHIEVEMENTS

#### Curricular integration of PRME and the SDGs | Drive and support further integration of Responsibility, Sustainability & Ethics and the SDGs in MCI Curricula

- SDG Mapping conducted in 50% of MCI study programs
- SDG Statements developed for close to 50% of study programs
- Concept for SDG integration in central IT Systems approved for 2024
- Responsible Management & SDGs included in AOL learning goals 2023-2027 for all AACSB accredited programs
- Sustainability & society foci in program of Elective Courses for all 5<sup>th</sup> semester MCI bachelor students



<p><b>Student Engagement</b>   <i>Further engage students and alumni in co- and extracurricular initiatives to increase knowledge, awareness, attitudes and skills of responsible management and the SDGs.</i></p>
<ul style="list-style-type: none"> <li>• Continuous Student representation in PRME/SDG Ambassador group</li> <li>• 3 student teams engaged in organising MCI Earth Day 2022 and MCI Sustainability Week in 2023</li> <li>• 4 MCI students participate in PSG Ambassador Training</li> <li>• Over 100 students registered for extracurricular MCI Badges “Responsible Management”, “Sustainable Development” &amp; “MCI Volunteer”</li> <li>• 2 Student Advocacy Seminars conducted with “Scholars at Risk”</li> </ul>
<p><b>Staff Engagement</b>   <i>Encourage and support MCI staff engagement for PRME and the SDGs</i></p>
<ul style="list-style-type: none"> <li>• 30+ MCI staff actively engaged in PRME/SDG Ambassador group</li> <li>• 50+ MCI staff participating in MCI faculty / professional development programs related to Responsible Management Education, Sustainability &amp; Ethics</li> <li>• Active participation and engagement in 9<sup>th</sup> RMER Conference organisation</li> </ul>
<p><b>Social Impact</b>   <i>Further extend and develop MCI Community Service Initiative together with partners</i></p>
<ul style="list-style-type: none"> <li>• 30+ MCI Community Projects</li> <li>• Badge “MCI Volunteer” introduced in collaboration with Volunteering Center Innsbruck Mitte</li> </ul>
<p><b>Research</b>   <i>Promote, support and make visible research to further the SDGS. Engage in research on responsible management education and sustainability learning.</i></p>
<ul style="list-style-type: none"> <li>• 130+ delegates at successful 9<sup>th</sup> Responsible Management Education Research Conference organised by MCI</li> <li>• MCI staff intellectual contributions supporting SDGs and responsible management</li> <li>• MCI student bachelor and master theses about SDGs and responsible management</li> </ul>
<p><b>Dialogue</b>   <i>Provide thought leadership, platforms, and opportunities for dialogue and discourse to advance PRME and the SDGs.</i></p>
<ul style="list-style-type: none"> <li>• 700+a attendees MCI Sustainability Week 2023 and MCI Earth Day 2022 (combined)</li> <li>• MCI Distinguished Guests Series</li> <li>• Several physical and virtual events focussed on Sustainability, Responsibility &amp; Ethics organised by MCI</li> </ul>
<p><b>Partnership &amp; Collaboration</b>   <i>Deepen and extend collaboration and partnerships for PRME and SDG implementation.</i></p>
<ul style="list-style-type: none"> <li>• Active participation and collaboration within PRME Chapter DACH, Coop Sustainable Universities Austria, Scholars at Risk, and other networks</li> <li>• Partnerships with local businesses, non-profit organisations, associations, etc. in the areas of responsible management, sustainability and social impact</li> </ul>
<p><b>MCI Organisational Measures</b>   <i>Further integrate SDGs in MCI strategies, operations and activities.</i></p>
<ul style="list-style-type: none"> <li>• MCI Climate team founded</li> <li>• Greener Campus Roadmap established based on cross-campus ideas workshops</li> <li>• Progress in diversity and equity strategies</li> <li>• Focus on Sustainability &amp; Ethics in MCI staff development program</li> </ul>



## GOVERNANCE & SUPPORT FOR PRME

Responsible management education, sustainability and ethics are increasingly being embedded as core elements not only of MCI's philosophy but also strategic direction and operations. A growing and consolidating range of institutional structures, groups and initiatives support these efforts.

### Center for Responsible Management & Social Impact

Established in October 2021, the "Center for Responsible Management & Social Impact" is tasked with driving the strategic agenda to advance action on responsibility, sustainability and ethics at MCI. Led by Regina Obexer, the Center acts as a hub and coordination point for activities and initiatives that progress MCI's goals in this area, with a focus on SDG integration, education for sustainability and responsible management, student and staff engagement, and collaboration with internal and external partners. In late 2023, Janine Prokesch joined the Center with a part time position in project management and assistance in order to enhance its impact.

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

































Janine Prokesch & Regina Obexer, *Center for Responsible Management & Social Impact*

### PRME/SDG Ambassador Group

The MCI PRME/SDG Ambassador Group was established in 2020. It consists of about 30 MCI staff and students, who act as ambassadors, i.e. as conduits between their areas of responsibility (departments, study programs, student representatives, central services) and the group. Their role is to share information about PRME/SDG activities in their 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 group 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. 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/SDG Ambassador group is deeply involved with the development of the PRME plan, which is devised every two years in line with SIP reporting. In January 2022, a role description was created to clearly define the tasks of the group and of its members. This serves to ensure consistent communication about the role of the group and the SDG/PRME Ambassadors and is a useful instrument to align expectations and engagement amongst different stakeholder groups.

## Members of the MCI PRME/SDG Task Force 2023

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 Prof. Dr. Johannes Dickel Management & Law +43 512 2070 - 3631 <a href="#">SEND EMAIL</a>	 Mag. Alexander Dumfort Environmental, Process & Energy Engineering +43 512 2070 - 3233 <a href="#">SEND EMAIL</a>	 Prof. Wendy Farrell, PhD Business Administration +43 512 2070 - 4232 <a href="#">SEND EMAIL</a>	 Laura Feith González, BA MA Social Work +43 512 2070 - 3422 <a href="#">SEND EMAIL</a>
 Renate Gruber Social Work +43 512 2070 - 3421 <a href="#">SEND EMAIL</a>	 Stefanie Haselwanter, BA MA Entrepreneurship, Tourism & Leisure Business +43 512 2070 - 3342 <a href="#">SEND EMAIL</a>	 Johanna Hofmann, BA MA Social Work +43 512 2070 - 3441 <a href="#">SEND EMAIL</a>	 Lucas Huter, BA MSc MA Business & Management +43 512 2070 - 3141 <a href="#">SEND EMAIL</a>
 Barbara Koller Research & Development +43 512 2070 - 1823 <a href="#">SEND EMAIL</a>	 Susann Kruschel, MSc Management, Communication & IT +43 512 2070 - 3530 <a href="#">SEND EMAIL</a>	 Jürgen Nigg, BSc Marketing & Communications +43 512 2070 - 1523 <a href="#">SEND EMAIL</a>	 Sabine Mader, BA MSc Industrial Engineering & Management +43 512 2070 - 4122 <a href="#">SEND EMAIL</a>
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 Yanilet Platzgummer MCI Student	 Viktorija Tarvide MCI Student ÖH MCI   Nachhaltigkeit & Ethik		

### 2023 PRME Faculty Recognition Award

In May 2023, the MCI PRME/SDG Ambassador group was nominated for the PRME Faculty Recognition Award for its performance in advancing sustainability practices and responsible management education at MCI and was recognised as finalist.

>> <https://www.mci.edu/en/media-en/news/5176-un-prme-awards-en>



## **CENTRAL MCI SERVICES AND ORGANISATIONAL STRUCTURES SUPPORTING PRME**

### **STUDENT & CAREER CENTER**

The Student & 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, with the introduction of two new Badges in Sustainable Development and Volunteering in addition to 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 and works closely with the Center for Responsible Management & Social Impact, which is organisationally joined with the Student & Career Center.

### **AOL GROUP**

Assurance of Learning (AOL) is a major part of the MCI quality processes that we commit to in the context of the AACSB accreditation. 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 and implementation of PRME related learning goals and associated supports and resources.

### **QUALITY MANAGEMENT, PERSONNEL DEVELOPMENT & RECRUITING**

The quality management, personnel development and recruiting team supports PRME related activities through collaboration in reporting of PRME and SDG activities for various purposes (rankings, ratings, internal external reporting), the integration of sustainability, responsibility and ethics in internal processes related to curriculum management, and the organisation of faculty and other staff development activities. The team also leads MCI's activities in the areas of diversity and inclusion.

### **INTERNATIONAL RELATIONS OFFICE**

MCI's International Office supports PRME related activities through the communication with incoming and outgoing exchange students, particularly with regards to more sustainable mobility and living, and through offering events and courses related to the SDGs and Responsible Management. In addition, through the facilitation of international collaborations and exchange at institutional, staff and student level, the International Relations Office is MCI's key driver in fostering intercultural skills and global citizenship as key competences for sustainable development.

### **MCI RESEARCH ETHICS COMMITTEE**

MCI's Research Ethics Committee is tasked with assessing 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. The Committee has developed the MCI Research Ethics Code, a series of processes and forms as well as professional development resources to continually improve MCI's capability in conducting ethically sound research.



STUDENT ENGAGEMENT AND IMPACT



MCI EARTH DAY 2022

Building on the success of the first MCI Earth Day in 2021, a second Earth Day was organised in 2022 with the aim to encourage students to contribute their ideas, creativity and organisational talent to raise awareness of sustainability, responsibility and ethics. Students were invited to submit their concepts for an Earth Day event or campaign in an ideas competition, which were then assessed by a jury. The winning concept, submitted by Melanie Maiello and Magdalena Kwiecień (Bachelor Business & Management), proposed to plan and design an Instagram campaign and an event on Earth Day (22 April 2022).

Under the motto “FYOUTURE”, the students conducted interviews and created a video, planned and developed a virtual sustainable market fair, and organized and moderated an online speaker event. 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 three young social entrepreneurs. The event was moderated by the student organisers.

>> MCI Earth Day 2022

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

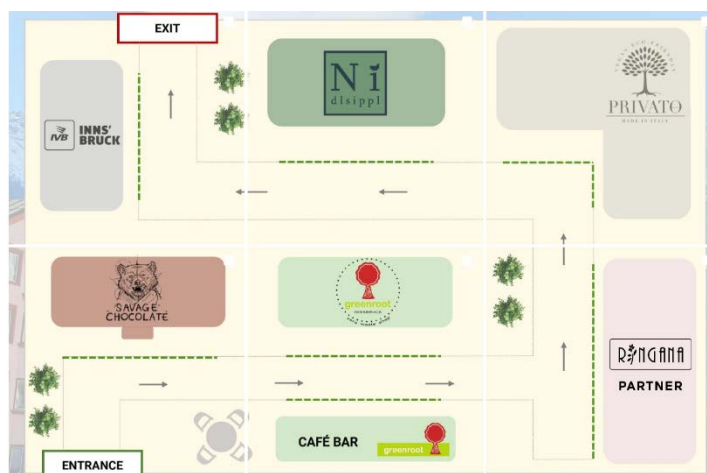
>> FYOUTURE Video



INDIVIDUAL SPEAKERS



PANEL DISCUSSION



## 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 2022 and 2023 creativity awards again included many projects focussed on social and environmental sustainability and impact:

### MCI Creativity Award 2022

**Special award "Project with Greatest Social Impact": Julia Baumgärtner**, Bachelor program Nonprofit, Social & Health Care Management

Hofleben e.V. - Lern- und Erlebnisbauernhof: The project "Hofleben e.V. - Lern- und Erlebnisbauernhof" develops sponsorship concepts for multifunctional agriculture using the example of farm kindergartens and makes an important contribution in the social sector.

### MCI Creativity Award 2023

**1st place: Stefan Dobler** | Bachelor Digital Business & Software Engineering

BionicAI provides a barrier-free opportunity for people with visual impairments to participate in professional and educational environments. Through its innovative combination of hardware and software, this smartphone-based visual aid offers a cost-effective and portable alternative to existing systems.

**2nd place: Jasmin Eder und Ruben Freiherr von Stein-Liebenstein zu Barchfeld** | Master Medical Technologies

MIRAπ is a rehabilitation device that can be used after hand paralysis to regain the function and sensitivity of the fingers through various training modes.

**3rd place: Bhargav Pawar** | Master Environmental, Process & Energy Engineering

The "ZERO-Discharge" process technology enables chemical industries to treat and reuse their wastewater catalytic wet air oxidation.

**4th place & Special Award „Project with the greatest social impact: Carina Dirl, Julia Wiesinger, Kristin Kruse, Inga Plum und Carina Steyerer** | Master Social Work, Social Policy & Management

The entrepreneurial idea "Strengthen social work in the (digital) world" deals with making social work as well as social issues more visible within the digital space, with which the team not only achieved fourth place, but was also awarded the award for the greatest social impact.



Winners & Organisers of the MCI Creativity Award 2023

## 180 DEGREES CONSULTING INNSBRUCK



The Innsbruck branch of 180 Degrees Consulting, a consultancy for non-profits and social enterprises established by MCI students in 2020, continues to thrive. 180 Degree Consulting provides high quality consulting 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 fourth round of recruitment and has already completed many successful projects.

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

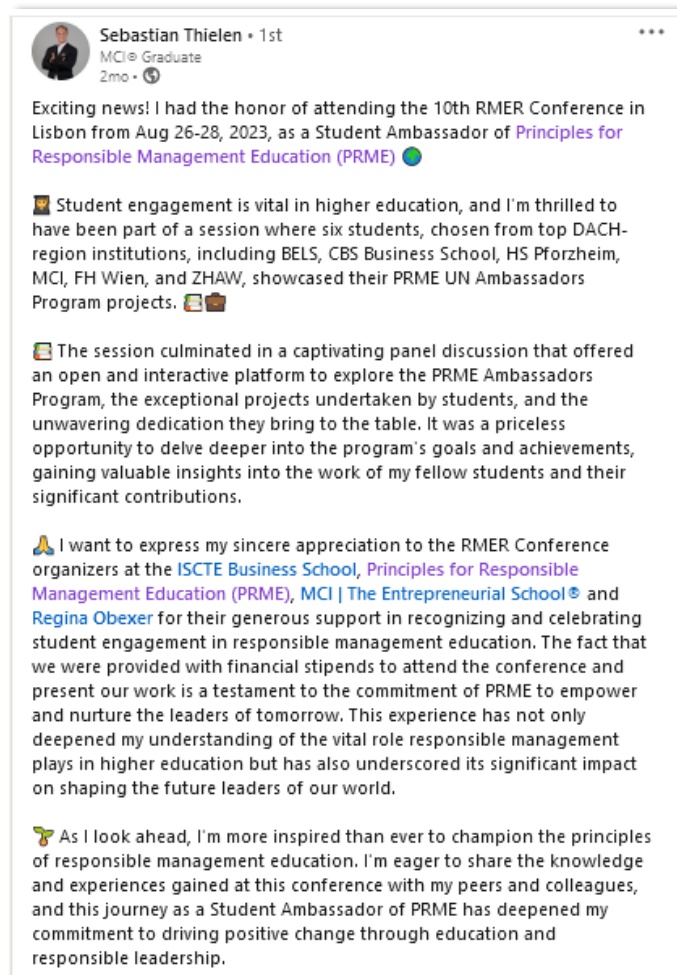
## PRME STUDENT AMBASSADOR PROGRAM

From February to April 2023, four MCI students participated in the second PSG Student Ambassador Program hosted by the PRME Chapter DACH. This ten-week program was composed of interactive workshops where students were exposed to relevant topics on sustainable development and responsible management, including the work done by the UN Global Compact, PRME, and issues from the PRME Working Groups. Input put was provided by different lecturer from the PRME Working, and students completed the program by working on a final project in teams and presenting it in the final award ceremony.

The participants' feedback was very positive. In addition, one of the students, Sebastian Thielen (Master of International Health & Social Management) received a stipend to attend the 10th RME Research Conference in Lisbon and to present the outcomes of the program and participate in a panel discussion.



*MCI Student Ambassador Sebastian Thielen at the 10<sup>th</sup> RMER Conference in Lisbon, September 2023*



>> <https://www.unprme.org/prme-global-students/>

**“The PRME program is a great opportunity and contributes to my personal and professional life in an equally positive way.”**

Cara Zerres

**“I really enjoy interacting with so many individuals, being as concerned for our environment and climate change as I am.”**

Sarah Roher

**“The program has helped me expand my knowledge on various topics such as Poverty, Business and Human Rights, Sustainable Finance, and more. “**

Yanilet Platzgummer



## MCI STUDENTS TAKE ACTION FOR UKRAINE

After the Russian invasion of Ukraine in February 2022, Magdalena Kwiecień, a student in Business and Management at MCI, together with the ö mci and other volunteers, organized two successful Donation Events aimed at aiding people affected by the Ukrainian war crisis. The initiative, which was organized in March and then again in April 2022, received widespread community support. Essential supplies were collected and directly transported to Ukraine in collaboration with Mrs. Marina Biewald of "Humanitäre Hilfe für Ukraine," a non-profit organization based in Innsbruck. The objective was to ensure that the donations reached reputable non-profit organizations actively operating in Ukraine.



In addition to the collection, four MCI Business & Management students—Magdalena Kwiecień, Isabella Kocher, Manuel Wolfsberger, and Jacob Hensler—also traveled to and volunteered at the Polish-Ukrainian border. The students provided temporary relief at border crossings like Zosin before onward transport to larger towns like Hrubieszow, where a sports hall acted as a hub for coordinating transport. Their compassionate response to the Ukrainian crisis serves as an inspiring example of proactive solidarity and support.

## STUDENTS ORGANIZE CHARITY DINNER



Students preparing dinner. Photo © Joris Barel

Students from the master's program in International Health & Social Management at MCI organized a touching Charity Dinner in support of the organization "Austrian Doctors" in October 2023. The event was not only a culinary delight but also a matter of the heart, uniting the community and raising significant funds for a valuable humanitarian cause. The Dinner took place in the community hall of Schutzengelkirche Innsbruck, in collaboration with Dinner Club Innsbruck. The centerpiece of the evening was fundraising. The students had prepared presentations about the work of "Austrian Doctors", a globally active aid organization advocating for every individual's right to education and medical care. The guests responded to the call for donations with generous contributions totaling over 2,500 Euros, benefitting the children of Eoret Preparatory School in Kenya. The students have thereby achieved their objective of providing warm lunch for the children for an entire semester.



Students with Austrian Doctors Placard. Photo © Joris Barel





## 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.*

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### **Highlights**

- Champions of Freedom, Democracy & Good Governance visit MCI
- Curricular integration of Responsible Management & the SDGs
- Jean Monnet Chair EU, Ethics and Values
- UNESCO Chair in Futures Capability for Innovation & Entrepreneurship

## MCI WELCOMES CHAMPIONS OF FREEDOM, DEMOCRACY AND GOOD GOVERNANCE



### Nobel Peace Prize Laureate Lech Walesa

Together with the German Circle of Friends of the Universities in Innsbruck, the Entrepreneurial School® managed to bring a high-profile guest to Innsbruck: the Polish Nobel Peace Prize laureate and first democratically elected president explained possible future solutions for Europe in a moderated live talk in May 2023. As a strike leader and co-founder of Solidarnosc, the first independent trade union movement in the soviet area, Walesa paved the way for the democratization of Poland in the 1970s and 80s and, according to his own statement, ultimately for the collapse of the Soviet Union. He wants to pass on this will for change to today's leaders and above all to young people. The goal, he says, is to convince populations like those in China or Russia, countries that are pursuing a strategy of territorial growth, that the current system is not good for them - this requires strategic propaganda skills. However, Walesa believes that the conflicts can be solved politically and through diplomacy: "Solidarity has no tanks". He emphasized that people should build on unity and extend the achievements of the past, not return to old-style independence. "The world is so beautiful, but sometimes just badly governed." So new structures are needed, at the global and continental levels, he adds. "This is the direction we need to go! Let's not destroy the great opportunity Europe is facing!"



### H.E. Sviatlana Tsikhanouskaya

To mark the beginning of the academic year 2023, MCI welcomed Sviatlana Tsikhanouskaya, the opposition leader living in exile in Lithuania, sentenced to 15 years in absentia and President of the Belarusian Cabinet in Exile. More than 1,200 guests at the packed Congress Innsbruck witnessed a rousing lecture followed by a panel discussion. She described her path into politics, the dramatic situation in Belarus, the imprisonment of her husband for 18 years for "seditious behavior" under the Lukashenko regime, and the importance of democracy, freedom and the rule of law in Europe and the world. Tsikhanouskaya called on Europe to stand together as one community to resist the oppression currently prevailing in her home country and emphasized the role of the young people in the room: "You are the future of Europe and the world, and you will decide the fate of nations and generations to come. Be daring, don't be afraid to make mistakes, and never give up." The prestigious visit of Sviatlana Tsikhanouskaya was concluded with the presentation of the new Sviatlana Tsikhanouskaya Scholarship at MCI, which aims to promote freedom, democracy and good governance as a common goal and supports students from Belarus and other Eastern European countries in their studies at MCI.

## CURRICULAR INTEGRATION OF PRME AND SDGS IN STUDY PROGRAMS

Over the reporting period, we continued to work 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, and several study programs have integrated sustainability, responsibility and ethics in courses across the curriculum. This strategy augments vertical integration with courses specifically about these aspects still offered as focal points of the program.

In 2022-2023, we commenced a systematic process of identifying current SDG integration in order to develop a baseline to build on in future activities.

### SDG Mapping & Sustainability Statement

In 2022, MCI started with a mapping process to determine existing SDG integration in different study programs. The mapping process was conducted by the SDG/PRME Ambassadors and resulted in curriculum maps indicating which SDGs were integrated in which courses. An example of a curriculum map is shown below.

Based in this mapping process, study programs then developed sustainability statements which express in writing what SDGs they support in particular, with some also expressing future ambitions. Whilst this is work in progress, agreed sustainability statements can be found here:

Unser Ziel ist es, mit unserem Studiengang zu den 17 Sustainable Development Goals beizutragen. Wir möchten auf allen Ebenen – ökologisch, ökonomisch und sozial – zu Themen wie Armut, Gesundheit, Bildung, Klimaschutz – um nur einige zu nennen – einen Beitrag leisten. Nach dem Motto „Managing the Public Interest“ sollen unsere Absolventinnen nach dem Studium die Werkzeuge in der Hand haben, diese Ziele mitzugestalten.

Diese Übersicht zeigt auf, in welchen Lehrveranstaltungen die verschiedenen Themen behandelt werden, manchmal ist es ein Schwerpunkt in der Lehrveranstaltung, manches wird nur punktuell behandelt oder nicht jedes Jahr. Dies ist eine Annäherung basierend auf dem Antrag, den Course Books und dem Wissen über die gelehrt Inhalte und ist eine Momentaufnahme, die Übersicht muss regelmäßig überarbeitet werden.  
Erstellt von Anouk van Amerongen und Renate Windbichler, September 2023

		SDG Mapping - Bachelor NSGM																
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Goal		SDG.1	SDG.2	SDG.3	SDG.4	SDG.5	SDG.6	SDG.7	SDG.8	SDG.9	SDG.10	SDG.11	SDG.12	SDG.13	SDG.14	SDG.15	SDG.16	SDG.17
		No Poverty	Zero Hunger	Good Health and Well-being	Quality Education	Gender Equality	Clean Water & Sanitation	Affordable and Clean Energy	Decent Work & Economic Growth	Industry, Innovation & Infrastructure	Reduced Inequality	Sustainable Cities & Communities	Responsible Consumption & Production	Climate Action	Life Below Water	Life on Land	Peace & Justice Strong Institutions	Partnerships to achieve the Goal
LV-Titel																		
1. Semester																		
Wachstum, Globalisierung & Planetary Health		?	?															
Grundlagen des Nonprofit-, Social- und Gesundheitswesens					4.7													
Rechnungswesen & Controlling I																		
Digitale Kompetenzen & Selbstmanagement		Lehrveranstaltung nicht direkt mit den SDGs an sich verbunden. Erlernte Fähigkeiten und Kompetenzen sind für die Anwendung in anderen Kursen unerlässlich.																
Datenmanagement und Statistik		Lehrveranstaltung nicht direkt mit den SDGs an sich verbunden. Erlernte Fähigkeiten und Kompetenzen sind für die Anwendung in anderen Kursen unerlässlich.																
Rechtliche Grundlagen										9, 10, 3, 10, 5, 10, 6								
2. Semester																		
Management im Nonprofit-, Social- und Gesundheitswesens												12, 6, 12, 8						
Grundlagen Politik- und Kommunikationswissenschaften										10, 3 - 10, 6							16, 10, 16, 6	17, 16, 17, 17
Rechnungswesen & Controlling II																		
Interkulturelle Kompetenz & Diversity Training					4.7, 4.8												16, 17	
Wissenschaftliches Arbeiten und Empirische Sozialforschung		Lehrveranstaltung nicht direkt mit den SDGs an sich verbunden. Erlernte Fähigkeiten und Kompetenzen sind für die Anwendung in anderen Kursen unerlässlich.																
Business Communication		Lehrveranstaltung nicht direkt mit den SDGs an sich verbunden. Erlernte Fähigkeiten und Kompetenzen sind für die Anwendung in anderen Kursen unerlässlich.																

Example: SDG Mapping Outcome study program Non-Profit, Social and Health Management

>> <https://www.mci.edu/en/university/the-mci/responsibility/sdgs-in-mci-study-programs>

### Concept for SDG Module in MCI's Central IT Systems

Based on the SDG mapping activities carried out in 2023, a concept was developed to integrate an SDG Module into MCI's central IT system so that relevant activities such as courses, events, research outputs, collaborative activities, etc. can be tagged with the SDG they contribute to. The technical work will be carried out by MCI's IT Team over the course of the next year, with an information campaign about the SDGs and their importance for the university accompanying the implementation.

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

Over the reporting period, MCI has added a number of specialised programs relating to sustainability and responsible management:

- **Specialisations “HR, Leadership & Diversity”** and **“Strategic Management & Sustainability”** for the master programs International Business & Law. These can also be taken by students enrolled in the study program International Business & Management and was launched in 2022  
 >> <https://www.mci.edu/en/study/master/international-business-law>
- The Certificate program **“Green Transition and ESG Management”** (Executive Education) was launched in 2023, offering professionals a deep-dive into management practices for the green transition with a special focus on the European Green deal and the associated reporting requirements.  
 >> <https://www.mci.edu/en/continuing/certificate-courses/green-transition-esg-management>
- **Interdisciplinary Electives** in the area of Sustainability and Society which can be chosen by all 5<sup>th</sup> semester Bachelor students and aim to provide an interdisciplinary learning experience for all students.  
 >> <https://www.mci.edu/en/electives>
- A joint program **“Sustainability Management in Life Science and Engineering”** is in development under the leadership of MCI together with a number of consortium partners within the European University network “Ulysses”, with a planned launch in 2024/2025.

## The AOL Process as a Driver of Responsible Management Learning and SDG Integration

As part of MCI’s quality assurance and continuous development efforts, business programs at MCI undergo a rigorous process of Assurance of Learning (AOL) as part of the AACSB accreditation requirement. In a five-year cycle, all accredited programs collaboratively determine overall learning goals for students across the programs. For each goal, objectives and assessment rubrics are defined and each program measures the students’ achievements against these goals. 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 2023, the following new goals were established:



The infographic features a circular logo with 17 colored segments at the top, flanked by horizontal lines. Below the logo is the text 'THE GLOBAL GOALS' in bold. Underneath is the main goal title 'RESPONSIBLE DECISION MAKING' in large, bold, orange letters. The descriptive text below reads: 'OUR GRADUATES MAKE DECISION THAT ARE CONSISTENT WITH THE UN SUSTAINABLE DEVELOPMENT GOALS AND THEREFORE ARE ECOLOGICALLY SUSTAINABLE, ECONOMICALLY RESPONSIBLE, AND SOCIALLY EQUITABLE.' The entire content is enclosed in a yellow border.

**THE GLOBAL GOALS**

**RESPONSIBLE DECISION MAKING**

OUR GRADUATES MAKE DECISION THAT ARE CONSISTENT WITH THE UN SUSTAINABLE DEVELOPMENT GOALS AND THEREFORE ARE ECOLOGICALLY SUSTAINABLE, ECONOMICALLY RESPONSIBLE, AND SOCIALLY EQUITABLE.



The infographic features a circular logo with 17 colored segments at the top, flanked by horizontal lines. Below the logo is the text 'THE GLOBAL GOALS' in bold. Underneath is the main goal title 'RESPONSIBLE LEADERSHIP' in large, bold, orange letters. The descriptive text below reads: 'OUR GRADUATES ARE ADVOCATES FOR ECOLOGICALLY SUSTAINABLE, ECONOMICALLY RESPONSIBLE, AND SOCIALLY EQUITABLE DECISION MAKING FOLLOWING THE UN SUSTAINABLE DEVELOPMENT GOALS .' The entire content is enclosed in a yellow border.

**THE GLOBAL GOALS**

**RESPONSIBLE LEADERSHIP**

OUR GRADUATES ARE ADVOCATES FOR ECOLOGICALLY SUSTAINABLE, ECONOMICALLY RESPONSIBLE, AND SOCIALLY EQUITABLE DECISION MAKING FOLLOWING THE UN SUSTAINABLE DEVELOPMENT GOALS .



## ARS DOCENDI RECOGNITION AWARD FOR SDG PRACTICE PROJECT SEMESTER

In 2022, the "SDG-Praxisprojekt-Semester," competing in the category "Learning Outcomes oriented Teaching and Assessment Culture" secured a spot in the "TOP 3" of the prestigious Ars Docendi Award, Austria's top award recognizing excellence in teaching in Higher Education. Winning an "Ars Docendi Recognition Award." The accolade was accepted by Jolanda Baur, Lukas Kerschbaumer, and Renate Windbichler on behalf of the dedicated team. The "SDG-Praxisprojekt-Semester" is an integral part of the bachelor's program, strategically designed to infuse practical relevance and learning outcomes into the curriculum. This initiative spans an entire semester, fostering a teaching and examination culture that centers on connecting students with partner organizations to address real-world challenges aligned with the Sustainable Development Goals. The project's standout features, according to the jury, include exceptional teamwork and the adept management of an extensive network of practice

partners. The jury's commendation highlighted the project's exemplary internal cooperation, organizational coordination among lecturers, and meticulous partner logistics from various practice areas. The student-centered approach, coupled with a high level of interaction, was acknowledged as a key strength.



Jolanda Baur, Lukas Kerschbaumer, Renate Windbichler, with Education Minister Martin Polaschek ©BMBWF/Martin Lusser

>> <https://www.mci.edu/en/media-en/news/4502-ars-docendi-2022-en>

## COURSES IN PROFILE

### Conceptualizing wasteful low-value care to reduce carbon footprints in the health sector

*Master "International Health & Social Management"*

The "Real Life Simulation" (RLS) is an engaging course in the Master's Program International Health and Social Management that encourages students to tackle real-world health challenges, combining theoretical knowledge, project management skills, and research methods to propose creative solutions. This semester, the course delves into a timely and pressing issue: the intersection of environmental policy reforms and wasteful spending in healthcare. The central theme of this course revolves around the challenge of addressing environmental policy reforms and their impact on wasteful spending within healthcare value chains. It explores the dynamics between value-based healthcare and sustainability in primary care, using frameworks such as the OECD's wasteful spending and the Scope taxonomy framework. Students are challenged to develop relevant and scientifically

sound metric indicators to measure the environmental impacts of wasteful spending in healthcare.



Students presenting their findings on country reports regarding EU Environmental regulations and frameworks ©MCI

### Digital Entrepreneurship: Design Thinking for Sustainable Development

Master "Management, Communication & IT"



MCI Students in Management, Communication & IT engaged in design thinking workshop.

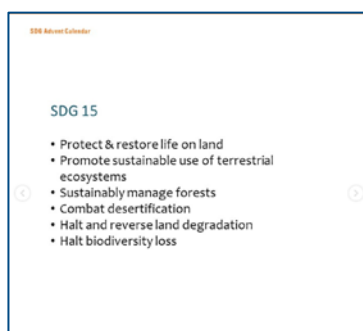
The "Design Thinking Workshop for Sustainable Development", facilitated by Prof. Peter Mirksi and his team, provided students with the essential creative problem-solving skills needed to tackle real-world challenges. It specifically focused on addressing a particular challenge using exemplary Sustainable Development Goals (SDGs) as guiding principles. Students were

introduced to the 17 Sustainable Development Goals and their relevance to the digital entrepreneurship landscape. They gained an understanding of how these goals could guide innovative solutions in the digital realm. The workshop then delved into a specific challenge within the digital entrepreneurship domain, framed within the context of selected SDGs. This emphasized the importance of finding sustainable and equitable solutions in the digital landscape. Students learned how to empathize with stakeholders, such as users, customers, and communities affected by the identified challenge. They gained insights into the individual stories behind the challenge and understood how digital innovations could have a positive impact. Participants developed their ideation skills, brainstorming innovative, sustainable, and socially responsible solutions. They explored techniques to generate digital solutions that aligned with the chosen SDGs, and they honed their communication skills to effectively present their digital solutions within the course setting. They learned to convey the alignment of their digital solutions with the chosen SDGs.

### SDG Advent Calendar

Master "Entrepreneurship & Tourism"

In December 2022, the students of the Master Program "Entrepreneurship & Tourism" developed an SDG Advent Calendar with information about each of the SDGs posted on Social Media (Instagram, Facebook, LinkedIn) each day. The posts included the SDG, its specific targets, and examples of businesses who work towards each of the SDGs in profile as best practice examples. Led by MCI lecturer Dr. Birgit Bosio, this is one example of the MCI Tourism's department of fostering student competences in Sustainable Development for tourism.









## 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® under the EU Erasmus+ Programme. The program aimed to support excellence in teaching and research in the field of EU integration. In September 2019, this JM Chair on Ethics was followed by a new JM Chair on **EU, Ethics and Values**, with a special **emphasis on digitalization**. These Jean Monnet activities covered excellence in teaching as well as research and aimed to **raise awareness** about the EU, and its ethics and values across MCI and amongst the wider public.

Highlights of the second JM Chair's activities (2019-2022), covering the time-frame of December 2021 until August 2022 (i.e. end of the second JM Chair) include:

### **Lectures and courses**

The JM Chair holder also delivered guest lectures at other Universities: e.g. University of Uppsala/Sweden (on "EU law, ethics and health as a value"), Universidad Internacional Menéndez Pelayo, in Santander/Spain (on "EU Values and Ethical Principles for AI and Robotics Medicine"), University of Ghent/Belgium (on "Quality of care and new technologies – the role of values and ethics. Key note at the 8<sup>th</sup> European Conference on Health Law").



Online courses on "EU Values & Digitalization" were held each semester (also in March / April 2022) in the form of a MOOC and as blended course for MCI students. The aim of the course was to raise awareness for value related issues, did not require any pre-knowledge and was open to all MCI Bachelor and Master students.



Other activities comprised guest lectures at local schools, respectively events for the wider public (e.g. with European and local politicians and a colleague from political sciences on the Future of parliamentary democracy in Europe, on 28 April 2022).

### **Research**

The research summarizing the activities under this second JM chair have been published in this book, which is available open access and has been handed over to Commissioner Mariya Gabriel during her visit at MCI:



Frischhut, M. (2022). *The Ethical Spirit of EU Values: Status Quo of the Union of Values and Future Direction of Travel*. Springer.  
<https://doi.org/10.1007/978-3-031-12714-4>

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

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





## UNESCO CHAIR IN FUTURES CAPABILITY FOR INNOVATION AND ENTREPRENEURSHIP ESTABLISHED AT MCI

In 2023, the UNESCO Chair in Futures Capability, for Innovation and Entrepreneurship, held by Prof. Antje Bierwisch and her team, was established at MCI. Committed to advancing the United Nations' Sustainable Development Goals, this initiative emphasizes the critical role of innovative solutions and adaptable forms of entrepreneurship in addressing technological, economic, and societal challenges.

In a rapidly evolving world where the future significantly influences daily lives and human actions, the UNESCO Chair is dedicated to systematically exploring diverse possibilities. Recognizing the urgency of purposeful exploration amid today's challenges, the Chair's holistic approach empowers individuals to actively shape the future with a broad perspective.



The official UNESCO Chair Inauguration event was held on November 16, 2023 and offered exciting insights into the activities of the Chair, as well as engaging presentations and discussions on future issues that affect us all.



UNESCO Chair Team. Picture: Aaron Heimerl, MCI.



The Chair's commitments are as follows:

- **Deepen Understanding:** Contribution to deepening the understanding of futures literacy and related concepts, focusing on the constitutive elements and drivers of individuals' futures capability.
- **Foster Learning:** Development and implementation of new teaching and training modules for innovation and entrepreneurship students at undergraduate and graduate levels, lecturers, teachers, managers, and practitioners.

Through innovative teaching methods and interdisciplinary research, the UNESCO Chair empowers students to master future challenges and proactively develop solutions. The aim is to create an inspiring environment where students, scholars, and practitioners collaborate to devise innovative solutions for complex future challenges. The Chair strives to make a positive impact on society and the environment through interdisciplinary exchange and collaboration.

>> <https://research.mci.edu/en/unesco-chair-futures-capability>

## THE 8TH UN SECRETARY GENERAL BAN KI-MOON 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. Over the last two years, two scholars have successfully completed their master programs at MCI within this scholarship opportunity.

### Ban Ki-Moon Scholarship Graduates



**BENEDICTA APUAMAH, M.A.**

*International Health & Social Management*



**KAYLA DE LEON, M.A.**

*International Business & Law*

In addition to their studies at MCI, both Benedicta and Kayla also completed the Ban Ki-moon Center's Global Citizen Scholarship program.

Read more about our Ban Ki-moon scholars here:

>> <https://www.mci.edu/en/university/the-mci/responsibility/ban-ki-moon-scholars-at-mci>

>> <https://bankimooncentre.org/our-work/global-citizen-scholarship-program/>

### OTHER SCHOLARSHIPS

In addition to the Ban Ki-moon scholarship, MCI offers a range of other scholarships to support values-based education and provide opportunities for motivated students, including:

**Jean Claude Juncker Scholarship** for students who have been engaged in ideas and issues related to European values and aim to further engage with and promote these goals during their studies.

**Sviatlana Tsikhanouskaya Scholarship** for Students from Belarus and other Eastern European countries who have been engaged in activities relating to promoting freedom, democracy and good governance and aim to further engage with and promote these values during their studies.

**Herman Mashaba Scholarship** for students from South Africa

**China Center Scholarship** for students from Mainland China, Taiwan, Hong Kong or Macau

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



## 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 Sustainability Week
- Learning formats for responsible management & social impact
- Extracurricular offerings
- Faculty development



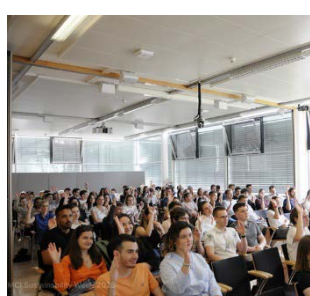
## MCI SUSTAINABILITY WEEK: TOGETHER FOR A SUSTAINABLE FUTURE

The first MCI Sustainability Week took place from 22-27 May 2023 and was aimed at MCI students and staff, schools, companies, NGOs, and anyone interested in social and environmental responsibility and contributing to a better future. Participants were invited to a range of interactive workshops, informative talks, and exciting excursions during the MCI Sustainability Week. Together with experts and impact makers, they explored current topics such as climate change, waste separation, plastic alternatives, social aspects of sustainability, sustainable food, and collective action.



Participants actively developed innovative approaches and solutions, paying special attention to the United Nations Sustainable Development Goals. One of the MCI Sustainability Week's many highlights was the "Impact Makers Summit" – a fair, which connected visitors with organizations and companies from various sectors, followed by short presentations and a panel discussion moderated by MCI students.

### Impressions of MCI Sustainability Week 2023



### Impressions of MCI Sustainability Week Activities



More than 500 people attended the events of the MCI Sustainability Week, which was organised by the Center for Responsible Management & Social Impact, together with the MCI PRME/SDG Ambassador Group and in collaboration with two student teams from the study program "Business & Management" who created a Social Media Campaign and planned and implemented the "Impact Makers Summit". The event was supported by a number of sponsors and partners, including the öh mci (student representative body) and local businesses, organisations and the city council of Innsbruck.

>> <https://www.mci4me.at/de/sustainability-week>



## EXTRACURRICULAR LEARNING OPPORTUNITIES

The MCI Student & Career Center continues to offer a range of learning opportunities to develop knowledge, skills and competences in responsible management, sustainability and ethics, giving students the chance to distinguish themselves by acquiring specific skills in addition to their regular studies.



### MCI Digital Badges for responsible management, sustainability and ethics

The Digital Badges Program, now in its 6<sup>th</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”** has been a popular choice for students since the start of the program in 2017/18. In the academic year 2022/2023, two new badges were introduced in this skills area: Sustainable Development and MCI Volunteer.



Students develop a sound understanding of responsible management, including sustainability, responsibility and ethics.

2021/22: Badges issued | **18**

2022/23: Badges issued | **12**

2023/24: Badge registrations | **15**



Students develop a sound understanding of Sustainable Development and the associated real-world challenges, requirements and opportunities for society, environment and business.

2022/23: Badges issued | **7**

2023/24: Badge registrations | **31**



For MCI students and staff who have made a significant contribution to the community during their time at MCI by offering their time, efforts, skills and knowledge in volunteering activities.

2022/23: Badges issued | **7**

2023/24: Badge registrations | **9**

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>

### Summer school “Entrepreneurship for Sustainable Development”

In 2023, the MCI Center for Responsible Management & Social Impact had the privilege of working with the Ban Ki-moon Center for Global Citizens in delivering the Summer School “Entrepreneurship for Sustainable Development.” The week-long program was offered to the 15 participants of the Ban Ki-moon Center’s Global Citizen Scholarship Program and selected MCI students.

This learning opportunity is designed to prepare learners for entrepreneurial activity that is aligned with sustainable development, i.e. that creates value and impact with direct societal and/or environmental benefits. The learners discussed the role of entrepreneurship for sustainable development with Regina Obexer, practiced futures thinking and foresight with Antje Bierwisch, explored the Inner Development Goals with Matthias Monreal, created a Business Model Canvas and worked on a finance case study with Desiree Wieser, and finally talked business planning and pitching with Benjamin Suitner.

### FACULTY DEVELOPMENT FOR SUSTAINABILITY & ETHICS

Faculty development for sustainable development education is crucial as educators play a pivotal role in shaping the mindset and perspectives of future generations. MCI wants to ensure that educators are well-equipped to integrate sustainability principles into their teaching methodologies. Training also enables them to stay abreast of the latest research, methodologies, and global challenges and fosters a community of practice among faculty members, facilitating the exchange of ideas and best practices.

Over the past two years, MCI offered a range of professional development opportunities in the area of sustainability & ethics:

**World Café SDG and PRME Integration** | Through interactive and collaborative sessions, participants engaged in meaningful conversations and idea exchanges, exploring innovative ways to integrate SDGs into the curriculum and research.

Participants of the Summer School provided excellent feedback. MCI Rector Andreas Altmann and Summer School lecturer Desiree Wieser also contributed to the closing ceremony of the Global Citizenship Scholarship program in December 2023. A continuation of the collaboration is planned for 2024.



**Integrating the SDGs into Teaching** | Co-delivered by MCI with two partner universities from the Coop Sustainable Universities Austria, this online workshop provided a platform for participants to discuss teaching approaches for SDG integration, exchange best practices, and explore creative ways to enhance student engagement.

**Research Ethics Workshop** | The Ethics Research workshop convened 15 participants involved in MCI’s ethics assessment process, who delved into exchanging good practice case studies, ethical dilemmas, and the evolving landscape of research ethics.

**Carbon Literacy Training** | Training offered to MCI students and staff who want to develop their knowledge and understanding in sustainability with a special focus on carbon literacy and climate change, and find opportunities to take action in their own context

Further offers include the workshops “Green Skills: Understanding Climate Change and Act” and a “Sustainability Change Laboratory” to be delivered in 2024.



## 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

- 9th Responsible Management Education Research Conference
- Intellectual contributions of faculty
- Student research
- Research projects and the SDGs



## 9<sup>TH</sup> RESPONSIBLE MANAGEMENT EDUCATION RESEARCH CONFERENCE AT MCI



Under the motto "Societal Impact through Entrepreneurship & Innovation: Responsible Leadership Education for the Changemakers of tomorrow", executives, researchers, lecturers and students from around the world met at MCI to exchange latest insights and practical applications of responsible management and discuss the advancement of the UN Sustainable Development Goals.

130 delegates from 30 countries and a unique program of more than 70 sessions made the conference a resounding success. Over the course of three days, participants engaged in an intensive exchange on the topic of "Societal Impact through Entrepreneurship & Innovation" in a variety of high-level events.

A number of workshops on topics such as climate simulation and effective leadership practices, including an i5 Workshop, as well as the presentation of research on management education for sustainable innovation and entrepreneurship, futures studies, poverty alleviation, gamification, climate change, and sustainable change agents, were highlights of the conference. Panel discussions and contributions from inspiring speakers provided insights on topics such as social entrepreneurship, paradigm shifts, and decarbonization.



*The conference organisers Regina Obexer & Desiree Wieser (MCI) with members of the program committee (Milenko Gudic, Lisa Fröhlich and Alfred Rosenbloom) and Ana Simaens, the organizer of the 10<sup>th</sup> RMER Conference (ISCE)*





*15 Workshop Participants at the Conference*



*Participants and facilitator Florian Kapmaier of the Climate Simulation Workshop*

Georg Willi, Mayor of Innsbruck, and Deputy Governor Ingrid Felipe attended the event, both stressing our responsibility for the future and the importance of education in this context.

The conference was organised as a Green Event Tyrol, with the organising team focusing strongly on sustainable event management through a number of strategies such as vegetarian and regional food, information about sustainable mobility, avoidance of printing, and use of sustainable conference goody-bags. The team responsible for green event strategies also calculated the CO<sub>2e</sub> footprint of the event, which was compensated at the end. Tips for sustainable conference management were also passed on to the organisers of the 10<sup>th</sup> Responsible Management Education Research Conference and an article is in print about the strategies used.

Feedback from participants was overwhelmingly positive:

*"More than just inspiring! How many wonderful and useful lessons to take back home to our business schools. Thank you for a great conference!" Alexandra Grammenau, ZHAW, Switzerland*

*"Thank you for the invitation to facilitate a workshop and for organizing this fruitful conference! It was great to meet everyone, to touch base with academia and PRME and to see where the community could join forces in partnerships to accelerate the SDGs." Stefanie Weniger, Global Compact Network Austria*

*"I personally gained a lot from the conference, it provided a lot of inputs that I rarely get otherwise, very inspiring. And, I was also very impressed with the realization of the Green Event." Birgit Bosio, MCI lecturer, Tourism*

As a follow-up to the conference, a book on Innovation in Responsible Management Education is currently being worked on based on contributions to the conference.



>> <https://www.mci.edu/en/university/the-mci/responsibility/9th-responsible-management-education-research-conference>

## RESEARCH AREAS IN FOCUS

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

### Research area Responsibility & Management

Both responsible management education and responsibility towards society are objectives of the research focus 'Responsibility & Management'. The research area has three key focal points: Responsibility in the areas of Management, Strategy and Organisation; Responsibility, Law & Ethics; and Responsibility for "Futures".

>> <https://www.mci.edu/en/research/research-areas/responsibility-management>

### Center for Social and Health Innovation

The Center for Social & Health Innovation, a multidisciplinary research center at MCI, deals with current regional, national and international social and health care challenges. Its focus lies on cross-method research in the areas of Health Economics, Health Policy, Digital Media, AI & Health, Social Dynamics, Social Policy and Social Work Practice. Within the framework of these thematic cornerstones, the centre aims to contribute to shaping sustainable, positive change for society in the long term through its research projects. One of the aims of the research project on care in Tyrol was to maintain and guarantee the high quality of care in Tyrol for all those involved in the long term. Another current project, LYMAS (Life Strategies of Young Migrants in Ageing Societies), helps to discuss how urgently needed labour from abroad can be incentivised, for example to provide long-term healthcare.

Finally, also the research project "**Health Influencers on Social Media**" is taking a long-term look at how influencers can affect our health and aims to show how this phenomenon could be

shaped to have a positive and lasting impact on our health in the long term.

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

### MCI Family Business Center

The Center for Family Business collaborates closely with local companies to tackle and resolve challenges commonly faced by family-owned businesses. For instance, the Center was a key partner in the project Ulysses Contest, a complex case study team competition which is based on the solution of case studies compiled about family firms specifically targeted under the framework of the project. A complex collection of case studies presents the practical problems of local family firms in a way that they could be solved by the entrepreneurship competences set out in the EntreComp Framework.

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

>> <https://www.ulysses-contest.eu/>

### ULYSSEUS Innovation Hub "Sustainable Entrepreneurship & Impact"

The Ulysses innovation hub "Sustainable Entrepreneurship & Impact" is coordinated by MCI and focuses on the acceleration of technological business models by exploiting established structures, integrating partner services of the regional ecosystem and creating new formats and structures at the university.

>> <https://ulysses.eu/innovation-hubs/sustainable-entrepreneurship-impact/MCI>

Several other research areas and centers contribute to technological, economic, social and ecological development, supporting and working with regional, national and international partners and taking an interdisciplinary approach.

## MCI PUBLICATIONS AND OTHER INTELLECTUAL CONTRIBUTIONS (SELECTION)

- Bogodistov Y., Schwaiger A., & Beimborn D. (2023) Perception of Social Costs of Digitalization: Profiling Top Managers, Middle Managers, and Front-line Employees. *Lecture Notes in Informatics (LNI) - Proceedings. Volume P-334*, pp. 63-77.
- Bogodistov, Y., Moormann, J., & Schweigkofler, M. (2023). Burnout im Homeoffice: Auswirkungen von Arbeitsanforderungen und Arbeitsressourcen im Homeoffice auf Burnout und Schlafqualität. *Zeitschrift für Arbeitswissenschaft*. <https://doi.org/10.1007/s41449-023-00373-7>
- 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
- Despotovic, P., & Bogodistov, Y. (2024). Does ChatGPT Alter Job Seekers' Identity? An Experimental Study. *Proceedings of the Annual Hawaii International Conference on System Sciences 2024*, (forthcoming).
- Dilger, T. (2023, June 13). Awareness of unethical artificial intelligence and its mitigation measures [Conference presentation]. EBEEC 2023, Chios, Greece.
- Farrell, W., Bogodistov, Y., & Mössenlechner, C. (2023). Is Academic Integrity at Risk? Perceived Ethics and Technology Acceptance of ChatGPT. *Proceedings of the Americas Conference on Information Systems. Americas Conference on Information Systems (AMCIS) 2023*, Panama City, Panama.
- Farrell, W., Bogodistov, Y., & Mössenlechner, C. (2023, August 10). Is Academic Integrity at Risk? Perceived Ethics and Technology Acceptance of ChatGPT. *AMCIS 2023*, Panama City, Panama.
- Farrell, W., Waldegger, J., & Obexer, R. (2022, September 27). Assessing students' behavioral intention to act ethically: A proposed methodology.
- Frischhut, M. (2022). *The Ethical Spirit of EU Values: Status Quo of the Union of Values and Future Direction of Travel*. Springer International Publishing.
- Frischhut, M. (2023). Mandatory vaccination: Pandemics and selected human rights issues from an EU perspective. In E. Symeonidou-Kastanidou, K. Kipouridou, M. Milapidou, & T. Trokanas (Eds.), *COVID19-Pandemic: Medical, legal and ethical issues* (pp. 17–42). Nomiki Vivliothiki.
- Huber, J., Hueber, L., Kleinlercher, D., & Stöckl, T. (2022). Acceptance or rejection of welfare migration – an experimental investigation. *SN Bus Econ* 2, 179. <https://doi.org/10.1007/s43546-022-00356-6>
- Kerschbaumer, L., Gell, S., Nesimovic, A. & Weinkogl, Ph. (2022). The inclusive, social space-oriented participation of people with disabilities in the Bavaria-Tyrol border region during the COVID-19 pandemic. *Journal of Comparative Social Work* 17(1). <https://doi.org/10.31265/jcsw.v17.i1.391>
- Schmidt, D., Stöckl, T., Palan, S. (2023) Voting for insider trading regulation. *Innsbruck Spring Summit - (Un)Ethical Behavior in Markets*, Innsbruck, Austria.
- Schwaiger, A., Bogodistov, Y., & Beimborn, D. (2023). Seeing the Forest for the Trees: How Abstract Thinking Fosters Digitalization. *Academy of Management Annual Meeting Proceedings, 2023*, 13995
- Vögele, J., Som, O. (2022). Taking responsibility for the future of Tyrol - Learnings from a Regional Foresight Study for Responsible Management Education. 20th IECER Interdisciplinary European Conference on Entrepreneurship Research Conference, "Entrepreneurship for a Responsible, Resilient and Sustainable Future", 26-28 October 2022, Maastricht.
- Weinkogl, P. (2022). Ausgewählte Einblicke in den Diskriminierungsschutz des österreichischen Behinderteneinstellungsgesetzes. *DVfR Reha-Recht*, 19(8), 1-10. <https://www.reha-recht.de/fachbeitraege/beitrag/artikel/beitrag-b8-2022/>

## MCI RESEARCH PROJECTS CONTRIBUTING TO THE SDGS

MCI researchers lead and are involved in a range of project that contribute to various Sustainable Development Goals. As the table below demonstrates, we contribute significantly to SDGs 3, 4, 9 and 15, and have projects spanning several dimensions of SDGs 6, 7, 8, and 12. Single projects also support SDGs 1, 5, 10, 11 and 16. Goal 17, Partnership for the Goals, is a foundational principle we employ as a matter of our institutional philosophy.

SDG	Research Projects Contributing to the SDG
 <p><b>3</b> GOOD HEALTH AND WELL-BEING</p>	<ul style="list-style-type: none"> <li>○ Mental Health Literacy of Children</li> <li>○ Smartify TT</li> <li>○ COVID19</li> <li>○ Health Influencers on Social Media (HISM)</li> <li>○ Ethical decisions in times of uncertainty: doctors' heuristics during the coronavirus pandemic</li> <li>○ Life Strategies of Young Labour Migrants in Ageing Societies (LYMAS)</li> <li>○ FLASH – Flexible Approaches to Support Health Through Financing</li> <li>○ SciLED Amplify</li> <li>○ Robot Assisted Rehabilitation Functional prototype and demonstrator platform</li> <li>○ Preliminary study on UV-C irradiation of plant-based raw materials for germ reduction</li> <li>○ Freeze Tests with Cryo-Concentration (Surrogat-System)</li> <li>○ H2Alpin</li> </ul>
 <p><b>4</b> QUALITY EDUCATION</p>	<ul style="list-style-type: none"> <li>○ Complex decision-making made easy</li> <li>○ EICAA – Entrepreneurship and Intrapreneurship Competences Assessment Alliance</li> <li>○ ULYSSES Contest – Digital Student Competition on Family Business</li> <li>○ Compass (Ulysseus)</li> <li>○ WILLIAM</li> <li>○ MOB4ALL (Ulysseus)</li> <li>○ Advancing careers in mathematics and computer science Heidelberg Laureate Forum Foundation Project 2022+</li> <li>○ DigitalSoftskills (Ulysseus)</li> <li>○ International Asynchronous E-Learning for Virtual Teams</li> <li>○ Shaping career planning</li> </ul>
 <p><b>6</b> CLEAN WATER AND SANITATION</p>	<ul style="list-style-type: none"> <li>○ Membrane screening for process water treatment</li> <li>○ MemComPolice - Use of membrane combination processes as police filters in drinking water treatment</li> <li>○ PFAS-Trap</li> <li>○ MultiAD – Multi-layer Membranes</li> </ul>
 <p><b>7</b> AFFORDABLE AND CLEAN ENERGY</p>	<ul style="list-style-type: none"> <li>○ BIPV - Building Integrated PhotoVoltaic – Sunfleur Energy Solution Co., LTD</li> <li>○ Tyrolean capacities for an energy transition in the buildings sector</li> <li>○ Energy target scenario Tyrol 2050 update 2023</li> <li>○ Future Hydrogen Engine</li> <li>○ HoPyro - Horizontal Pyrolysis</li> <li>○ INNERGY - Inntalfurche - Implementation examples of the flexibilization of energy systems - Lead project</li> </ul>
 <p><b>8</b> DECENT WORK AND ECONOMIC GROWTH</p>	<ul style="list-style-type: none"> <li>○ Potential analysis for market expansion into Africa using the example of an industrial company</li> <li>○ Distribution of sustainable products from Ugandan start-ups in the EU using the example of clothespegs: Legal framework and implementation recommendations</li> <li>○ BiPtec - Education for production technologies in Tyrol</li> <li>○ Measuring the impact of employment projects in Tyrol</li> </ul>





- Digital Innovation Hub West
- Secure Machine Learning Applications with Homomorphically Encrypted Data (SMiLe)
- SUPREMEbyNANO
- Support
- RoBoHULK
- Green synthesis of metal nanoparticles for preservation applications
- Josef-Ressel-Zentrum for IoT Security
- EFEU- Holistically efficient energy systems for earthworks companies



- Latent memory
- Sustainable tourism: Targeted use of vacant mountain huts - development of measures to specifically address hut owners and landowners for renting to recreation seekers via ReToNature
- EFRE/Interreg Qualicheese



- PyTail
- AmoRed - Charcoal from the gasification process
- HexoChar
- eQATOR
- Integration of a CO2 sensor in the lighting
- CYANce
- HAKUN - Charcoal compost as a carbon sink and nutrient store
- LifeChAr - Technical functionalization of charcoal and development of a climate standard
- TarRed - Waste wood gasification, process optimization and tar reduction



- Plant growth evaluation for different substrate/char mixtures
- Evaluation study on the separation of impurities in biowaste processing

<p>Experience of Poverty and the Working Poor in Tyrol</p>	<p>Pilot study Sexism in Tyrol</p>	<p>Smart Inclusion – Supporting the Independence of People with Disabilities Using Smart Glasses</p>	<p>Smart Villages / Regional management Wipptal</p>	<p>EU Values &amp; DIGitalization for our CommuNITY (DIGNITY)</p>

## MCI STUDENT RESEARCH ON RESPONSIBLE MANAGEMENT, SUSTAINABILITY & ETHICS

MCI students have completed many research projects in the area of responsible management, sustainability and ethics as part of their Bachelor and Master Thesis. The examples below are only a small selection of topics dealt with by our students.

### Diversity

Gestaltung des Diversity Managements in den Ämtern der österreichischen Landesregierung aus Sicht der Gleichbehandlungsbeauftragten Handle Nina	The Impact of Cultural Diversity on Innovative Work Behavior Within a Multinational Enterprise From the Viewpoint of Employees Ehn Benjamin	Gender Diversity in österreichischen Aufsichtsräten – Rechtlicher Rahmen und aktuelle Entwicklungen Witsch Verena
Diversity-Management: Umsetzung in der luxuriösen Kettenhotellerie Skrinjer Katharina	The Impact of Gender Diversity on Boards Upon Financial Performance: A Quantitative Investigation of Publicly Traded Companies in Austria Gstaltner Lukas	

### Sustainable Tourism

Sustainable Visitor Management in Protected Areas - Recommendations for Canadian National Park Management Küster Demian	The effects of long-term investments in sustainability on the profitability of the hotel sector Foit Sophia	The attitude-behaviour gap in sustainable travel. Environmental attitudes and travel behavior of young travellers Nirschl Daniela
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### Sustainability & Fashion

We are so Sustainable – Exploring Influencing Factors of Online Sustainability Communication in the Fashion Industry Lamke Lena	The Role of YouTube Influencers Regarding the Promotion of Sustainable Clothing Consumption Behaviors of Young People Daum Tanja	Networked counterpublics in a digital environment: sustainable fashion on YouTube Wouters Anna
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### Sustainability & Digitalisation

Sustainable AI in Practice The influence of Hyperparameter Settings on Energy Consumption in Transfer Learning Nürk Anna-Lisa	Sustainable Marketing on Instagram – The Role of Sustainable Marketing Collaborations for Influencers in German Hueber Andreas	The Influence of Digital Technologies on Sustainability in Hotels During Digital Transformation Lindauer Theresa
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### Sustainable Finance

The Impact of Proactive Decision-Making on the Sustainable Investing Behaviour of Individuals Nikkinen Iikka	The effects of long-term investments in sustainability on the profitability of the hotel sector Foit Sophia	Effects of sustainability report's ESG criteria on financing Hazy Christoph
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### Sustainability Communication, Reporting and Marketing

Honest effort or greenwashing: The role of sustainability activities on customer purchasing decisions Tschernitz Sandra	The Role of Sustainability Marketing in Driving Airline Brand Loyalty: A Qualitative Study Investigating Short-Haul Leisure Travel in Europe Steigauf Peter	The dynamics of sustainability communication in public organizations Troger Alexander
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### Sustainability & Organisational Practice

Sustainability Maturity of Quick Service Restaurants: Development of a Self Assessment Tool Morvayova Lucia	Change management for sustainability: a triple-bottom-line-framework approach for Austrian SMEs and the influence of government incentives - focusing on Tyrolean SMEs and their regional government Stelzhammer Sarah	Implementing Green HRM: Exploring Key Practices of HR Professionals in Fostering Sustainability Strategies within SMEs Mühlögger Johanna
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### CSR & Ethics

Corporate Digital Responsibility Nachhaltigkeitsorientierte Digitalverantwortung von Unternehmen Ullrich Kristin	Awareness of unethical Artificial Intelligence and its mitigation measure Höller Sonja Stelzhammer Sarah	Die wahrgenommene Relevanz von Consumer Social Responsibility auf die Kaufabsicht von Flugtickets bei Low Cost Airlines Breitenloher Anna
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## RESEARCH PROJECTS IN FOCUS



### Smart Inclusion – Supporting the Independence of People with Disabilities Using Smart Glasses

With the "Smart Inclusion" project, MCI Researchers Magdalena Posch, Susann Kruschel & Arno Rottensteiner explore the use of augmented reality in the form of smart glasses in order to evaluate to what extent these can be used by people with disabilities to strengthen their individual skills and resources for activities of daily living. The research process is carried out in collaboration and with the support of Lebenshilfe Tirol, a social institution in Innsbruck that offers its residents the opportunity to live and work independently in shared apartments.

Magdalena Posch was awarded the Eduard Wallnöfer Recognition Award in 2022 for this project, and the team presented the outcomes of their research at various MCI events such as the Lange Nacht der Forschung and the Ulyseus Multiplier Events 2023 with a session "Digital Inclusion – Bridging the digital divide." This workshop provided a sound understanding on

the topic of digital inclusion and its entailed



challenges and opportunities. Participants discussed various ways technology can be used to foster inclusion in communities and the design of sustainable use cases for digital projects.



From left to right: Georg Dornauer, Cornelia Hagele, Oswald Mayr, Magdalena Posch, David Kampenhuber, Mario Gerber, Eduard Wallnöfer, Christoph Swarovski. © Eudard-Wallnöfer-Stiftung/Tirol Martin Veternik

>> <https://www.derstandard.at/story/3000000191587/wenn-die-smarte-brille-das-leben-erleichtert>



## Award for Research & Innovation at MCI

In 2022, the City of Innsbruck awarded the "Award for Research and Innovation at MCI" for the sixth time. This year, the MCI impressed with three excellent projects, including for the first time a team submission. Christine Oppitz-Plörer, Member of the Innsbruck City Council, and MCI Rector Andreas Altmann presented the award.



**Dr. Jan Back, MSc** | As part of his dissertation "Rethinking Water Treatment: Membranes, Adsorption, Advanced Oxidation and Natural Attenuation", Jan Back of the MCI Department of Environmental, Process and Energy Engineering is developing advanced purification processes for water treatment and wastewater treatment facilities.



**Ass.-Prof. Dr. Claudia Zoller and Lukas Kerschbaumer, BA, MA** | Claudia Zoller and Lukas Kerschbaumer from the Research Center for Social & Health Innovation at MCI are working with the company MOVEEFFECT to develop an app to promote occupational health management. The goal of the app is to provide individual support to users in order to achieve self-imposed goals in the areas of fitness, nutrition and mental health.



**Manuel Berger, BSc, MSc, PhD** | Manuel Berger of the MCI Department of Medical & Health Technologies is conducting research in his dissertation "Simulation-based prediction of resection zones in rhinology" on a computer-based simulation to better plan surgery in the nasal cavity and increase success for operations to improve nasal breathing.

Every year, the Entrepreneurial School produces research of high scientific quality and particular social impact. Innsbruck thus once again lives up to its reputation as a university and educational city in the west of Austria," emphasizes Councillor Oppitz-Plörer, who in her former function as Mayor of Innsbruck had initiated the establishment of the prestigious research award in 2016.

>> <https://www.mci.edu/en/media-en/news/4647-preis-landeshauptstadt-2022-en>

## Awards for MCI master students

Three master's graduates of MCI | The Entrepreneurial School® were been awarded the state award of the Federal Ministry of Education, Science and Research in 2023. Mateus Enzenberg, Sandro Hiller and Lara Simoner were honored by Federal Minister Martin Polaschek for their outstanding academic achievements and master's theses at the award ceremony in Vienna .



**Mateus Enzenberg**, MCI graduate of the Medical Technologies master's program, developed a portable and adaptive hand exoskeleton that assists in rehabilitating hands and fingers as part of his master's thesis.



**Sandro Hiller**, MCI graduate in Environmental, Process & Energy Engineering, explored the removal of micropollutants from municipal wastewater.



**Lara Simoner**, MCI graduate of the master's program in Corporate Governance & Finance, investigated how climate transition risks affect portfolio default rates of Austrian banks.

Every year, the Federal Ministry of Education, Science and Research honors the best 55 diploma and master's degrees from a total of around 16,000 degrees at all Austrian universities and colleges. This year, 15 prizes were awarded nationwide in the higher education sector.



## 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 Sustainability Projects
- COOP Sustainable Universities
- Scholars at Risk

At MCI, we actively engage in strategic collaborations to enhance our influence both regionally and supra-regionally. Our aim is to contribute to shaping developments at both national and international levels, anchoring our activities within a broader social framework through an extensive partner network. The "Third Mission" stands as an integral component of our university strategy, manifested in teaching and research initiatives and practical projects with industry partners and local institutions. Embracing the ethos of the Third Mission, MCI collaborates with a range of partners and other universities to explore innovative knowledge transfer methods and optimize interfaces with industry and society. We actively participate in various partnerships and networks focused on responsible management.



## PRME AND PRME CHAPTER DACH

MCI continues to be an active member of the PRME Community and the PRME Chapter DACH. Over the past 2 years, the MCI PRME Coordinator Regina Obexer, who also serves as vice-chair of the PRME Chapter DACH, attended all scheduled Chapter and Steering Group meetings in Lisbon, Innsbruck and online.

Activities included the contribution to the PRME Chapter DACH Newsletter, input into strategic decision making of the Chapter, review and feedback on a series of PRME Documents such as the refreshed Principles, the new SIP Report format, and Chapter contributions, as well as the recruitment and support of 4 MCI students who participated in the PRME Global Student Ambassador program. Close collaboration with colleagues in the PRME Community also occurred in the course of the organization of the 9<sup>th</sup> Responsible Management Education Research Conference at MCI, and subsequent input and knowledge sharing with the conference of the 10<sup>th</sup> RMER Conference in Lisbon.

In addition, MCI hosted the PRME Champions Meeting on 25-26 September 2022 in advance of the RMER Conference with around 20 attendees from PRME Champions institutions.

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



## ULYSSEUS SUSTAINABILITY PROJECTS

MCI has been a consortium partner in Ulysseus, an international, open-to-the-world, person-centered, and entrepreneurial European University that will shape Europe's future since 2000. The alliance comprises eight diverse universities from four European regions including five comprehensive universities (University of Seville, University of Genoa, Université Côte d'Azur, University of Münster and University of Montenegro) one technical university (Technical University of Kosice) and two universities of applied sciences (MCI Management Center Innsbruck and Haaga-Helia University of Applied Sciences).

Ulysseus has been actively engaged in promoting sustainability, responsibility, and ethics over the past two years (2022-2023). The alliance has organized a series of impactful activities, particularly showcased in our webinars addressing critical issues in the realms of industrial sustainability, renewable energy, and climate-neutral cities.

**Webinar #1: Industrial Sustainability: Challenges, Perspectives, Actions (May 2023, hosted by MCI)** | This webinar delved into the core of sustainable management, addressing environmental and social challenges like climate change, resource depletion, and inequality. Ulysseus emphasized the importance of businesses adopting sustainable practices, not only to reduce their environmental impact but also to enhance their reputation and foster innovation.



**Webinar #2: Is a 100% Renewable Electricity Sector Really Possible? Economic, Regulatory, and Technical Issues (May 2023, hosted by Seville) |** Driven by the geopolitical developments in the wake of the war in Ukraine, this webinar underscored the need for a reevaluation of the European Union's energy policy. With a focus on reducing dependence on foreign energy, especially Russian gas and oil, the discussion explored the viability of achieving a 100% renewable electricity sector.

**Webinar #3: 2030, A Journey Towards Climate Neutral and Smart Cities in Europe (June 2022, hosted by Seville) |** Ulysseus actively participated in the EU Mission: 100 Climate-neutral and Smart Cities by 2030, with three partner cities—Seville, Helsinki, and Košice—chosen to pursue ambitious emission reduction goals. This webinar showcased the alliance's actions toward creating smart and climate-neutral cities, emphasizing collaboration with citizens, academia, and businesses.

These webinars exemplify Ulysseus' dedication to advancing responsible management education, fostering sustainability, and contributing to the achievement of the Sustainable Development Goals (SDGs). The alliances formed and knowledge shared in these sessions underscore Ulysseus' role as a key player in promoting ethical practices, environmental consciousness, and social responsibility within the academic and business communities.

#### **Ulysseus Summer School & COMPASS Research Workshop (September 2022, hosted by MCI)**

Ulysseus demonstrated a commitment to advancing knowledge and collaboration through the Summer School and COMPASS Research Workshop. The Summer School hosted 90 advanced students across various institutions, providing insights into the latest developments in food, biotechnology, and circular economy. Scientific presentations and career workshops facilitated interaction with industry experts. Simultaneously, the COMPASS Research Workshop, led by MCI | The Entrepreneurial School, fostered collaboration in food technology, agricultural sciences, and circular economy, aiming to build consortia for future projects and joint study programs..

#### **Ulysseus Green Mobility Guide**

Ulysseus has launched the Green Mobility Guide, a comprehensive resource promoting environmental responsibility. This guide aligns with the EU's long-term strategy, emphasizing environmentally friendly mobility within and between Ulysseus regions. It provides recommendations, initiatives, and programs to facilitate sustainable experiences for community members. The Ulysseus Green Plan for 2021-2023 further underscores the commitment to environmental responsibility, aligning with the European Green Deal and other EU policies. By boosting virtual mobility and implementing green travel schemes, Ulysseus is actively contributing to the global efforts to address climate and environment-related challenges.

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

#### **BÜNDNIS NACHHALTIGE HOCHSCHULEN**



MCI is a founding member of the association "Bündnis Nachhaltige Hochschulen" (Cooperation of Sustainable Universities). The initiative was launched in fall 2021 to provide networking opportunities and coordinated exchange between Austrian 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. MCI is represented in all working groups of the Coop, and has actively contributed to the working group "Teaching" by co-designing and co-facilitating an online workshop for faculty about integrating the SDGs into teaching as well as by presenting the ongoing work of curricular SDG integration at MCI. In February 2023, several MCI staff members attended the first congress of the network in Kufstein to discuss the contribution of universities to sustainable development and addressing the climate crisis. In July 2024, MCI will host the annual Summer School on Biomimicry, a signatory event of the Coop.

>> <https://www.nachhaltige-hochschulen.at/>

## SCHOLARS AT RISK

Since 2019, MCI is 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 with two student advocacy seminars, where students carry out concrete advocacy work (e.g. campaigning, lobbying) on behalf of persecuted scholar, with cases as well as background materials and input being provided by SAR.

In the first project, students from the program Social Work took on the case of Ahmed Samir Santawy, a master student from Egypt studying at the Central European University in Vienna. Santawy was doing work on women's reproductive rights as part of his studies when he was detained in Egypt during a visit in 2021 and has been wrongfully detained since then. After an introduction to SAR and the case through a guest lecture delivered by SAR's Adam Braver, the students carried out research on the case and identified the human rights violations against Santawy. They then developed advocacy strategies and an action plan for future advocacy work, presenting the results of their work to several stakeholders. The presentation was part of the "European Student Advocacy Days" program and streamed online. A second Student Advocacy Seminar is currently underway, with students working on the case of Prof. G. N. Saibaba, an Indian scholar who was unjustly convicted to life imprisonment in India in 2017. The students as well as Prof. Gebrewold attended the European Student Advocacy Days 2023 event in Trento on 14 December 2023 and presented their approach to the advocacy campaign for Prof. Saibaba.

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

## SCHOLARS AT RISK NETWORK

protection advocacy learning

change.org Eine Petition starten Meine Petitionen Durchsuchen

Willkommen zurück auf Change.org! Fast jede Stunde führt eine neue Petition dank neuen Unterstützer\*innen wie Ihnen zum Erfolg.

Neuigkeiten Petitionsdetails Kommentare Updates Entdecken

### Freiheit für Ahmed Samir Santawy! Freedom for Ahmed Samir Santawy!

43 haben unterschrieben.  
Nächstes Ziel: 100.

Dank Ihrer Unterstützung hat diese Petition das Potenzial erfolgreich zu sein. Wir benötigen 57 mehr Unterschriften, um gemeinsam das nächste Ziel zu erreichen. Können Sie mithelfen?

Machen Sie den nächsten Schritt!


Estelita Hecht hat diese Petition gestartet

Menschenrechte müssen überall auf der Welt respektiert und geschützt werden. Ägypten, die ägyptische Regierung und der Präsident Abdel Fattah al-Sisi müssen Menschenrechte wahren und politische Gefangene, wie Ahmed Samir Santawy frei lassen. **Die Wichtigkeit von freier Forschung, Bildung und Rede ist unabdingbar!**


Ahmed Samir Santawy, Student an der Central European University (CEU) in Wien, forscht vor allem zu Frauenrechten und der Geschichte der reproduktiven Rechte in Ägypten. Als er am 1. Februar 2021 einer Vorladung der Polizei in Kairo folgte, nahmen ihn Beamte\*innen fest. Ohne Kontakt zu seiner Familie oder einen Rechtsbeistand, wurde er fünf Tage festgehalten und verhört. Während des Verhörs wurde ihm körperliche Gewalt zugeführt, während er von den Beamte\*innen zu seinen Studien und seiner akademischen Forschung befragt wurde. Am 22. Juni 2021 wurde er zu vier Jahren Gefängnis verurteilt, wegen „Verbreitung von Falschmeldungen auf Social Media“. Weil er aufgrund seiner wichtigen kritischen Forschung unrechtmäßig im Gefängnis sitzt, **fordern wir wie sofortige Freilassung von Ahmed Samir!**

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

We maintain our successful approach of involving external lecturers, such as business leaders, industry managers, global scholars, and diverse professionals, as part of our MCI faculty. This diverse faculty mix exposes our students to a broad spectrum of perspectives, real-world issues, and practical expertise, fostering the development of critical thinking and practice-oriented problem-solving skills, including ethical, social, and environmental considerations. External experts from various sectors actively participate in selecting new students, providing a broader perspective and contributing valuable opinions to ensure the selection of the most suitable candidates. Additionally, we increasingly leverage online technologies to bring in guest lecturers and experts, reducing our ecological footprint.



MCI® Distinguished guest **online**



Andreas Altmann      Franz Fischler      Jean-Claude Juncker

Fragen willkommen / Questions welcome: [livetalk@mci.edu](mailto:livetalk@mci.edu)

Member of  
**Ulysseus**  
EUROPEAN UNIVERSITY

## 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.*

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### Highlights

- MCI Distinguished Guest Lectures
- Other events



## MCI DISTINGUISHED GUEST LECTURES



As part of the best academic lecture series in the German-speaking world, MCI | The Entrepreneurial School® regularly provides a platform for international encounters, intellectual exchange and advanced impulses. The lecture series is organized by the alumni club "MCI Alumni & Friends" and provides an inclusive forum for the exchange of knowledge and experience. Over the course of the academic year, MCI is honored to host numerous "Distinguished Guests" **on campus** as well as **digitally**.



>> Events | MCI Innsbruck

## BEST PRACTICE TALKS

Best practice talks by the MCI are presentations or discussions that focus on sharing successful methods, strategies, or approaches within a particular field or industry. They aim to inspire, educate, and guide the audience by showcasing the most effective and efficient ways of achieving a particular goal or solving a problem. Best practice talks often feature real-life examples, case studies, and practical insights, providing valuable takeaways and actionable advice for the audience to implement in their own endeavors. In 2022 and 2024, talks included

- Stephan de Beer: "Embracing vulnerable urban populations: Post-pandemic social, spatial and health considerations"
- Panel Discussion "Social Work in Africa" with Robert Koglek, Belachew Gebrewold, Zena Mnasi & Antoinette Lombard Barrie Dowdeswell: "Managing for Value. Maneuvering between formal structures and soft systems" and "Leadership and management in practice. What managers do."
- Terje Hagen: "Unlocking the secrets of managing waiting times in healthcare."

## 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. A highlight in 2023 was the Weltbioethiktag (World Bio Ethics Day), which focused on the protection of future generations in the face of climate change and ethics between generations.

>> Arbeitskreis Wissenschaft und Verantwortlichkeit

# WELTBIOETHIKTAG 2023

Schutz künftiger Generationen - Ethik zwischen den Generationen

12. Oktober 2023 | 16:00 - 18:45 Uhr  
MCI I, Universitätsstraße 15  
3. Stock, Aula (Raum 301/302)

**PROGRAMM**

Moderation	Gabriele Werner-Felmayer (MUI) Markus Frischhut (MCI)
16:00 - 17:00 Uhr	Begrüßung Vortrag Prof. Lukas Kenner, Wien   „Medizin und Klima“ Vortrag Klima- & Umweltjurist Florian Graber, Wien   „Wie kommt die Klimakrise in den Gerichtssaal?“
17:00 - 17:30 Uhr	Kaffeepause
17:30 - 18:45 Uhr	Junge Generation & Lösungsansätze Bericht von Jakob Thaler aus dem Studierenden-Workshop* mit Antje Bierwisch Podiumsdiskussion der Sprecher:innen und weiterer Expert:innen (Scarlett Voit, Stefan Mayer, Martin Huth) mit anschließender Publikumsdiskussion

Organisationsteam: ethucation MCI UNIVERSITÄT INNSBRUCK universität innsbruck UMIT TIROL

In Kooperation mit: WISSENSCHAFT und VERANTWORTLICHKEIT FACHVERBAND FÜR ANWANDTUNGSGEBUNDENE FACHBEREICHE KEKO UNESCO LINNETZ

© Andrija Stock

## Internationalization and sustainability, a contradiction?



MCI was proud to host the 2023 IROICA Staff Training at the Entrepreneurial School® with a focus on sustainability and internationalization. Starting at the University of Natural Resources and Life Sciences (BOKU) in Vienna and then at MCI in Innsbruck, around 60 delegates from 15 nations from all over Europe met from June 12 to 16, 2023 under the motto "Internationalization and Sustainability", to exchange their latest findings and practical applications of sustainable internationalization measures. IROICA is a European network of international relations officers at universities in the field of agricultural and life sciences. At MCI, in the lectures and interactive sessions, the participants discussed how internationalization and sustainability can be reconciled. The participants of the training also benefited from the event on a personal level. In a climate simulation, for example, they learned what impact our daily decisions have on the climate.

**>> IROICA Staff Training 2023 | MCI Management Center Innsbruck ([mci4me.at](https://mci4me.at))**

## Annual Symposia | Department Non-Profit, Health & Social Management

The department of Non-Profit, Health & Social Management organized annual symposia on topics related to climate change in 2022 and 2023.

The events were partly open to the public, and many of the speakers were alumni of the program.



## Innovative measures to promote the international mobility of students with disabilities

Within the framework of Ulysseus, MCI is involved in the satellite project MOB4ALL - Mobility for All. The project aims to promote and expand the transnational mobility of students with disabilities. The existing processes at the participating universities are to be improved for all stakeholders. In the context of the project, the MCI Ulysseus team organised a multiplier event on the topic of inclusion & higher education institutions in cooperation with the Blind and Visually Impaired Association Tyrol (BSVT) and the Lebenshilfe Tirol. The event included a presentation of the project outcomes as well as a Panel discussion and interactive workshops.

**>> Multiplier Event Mob4All - Inklusion & Hochschule - MCI Innsbruck**





## 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



## STUDENT WELL-BEING

Over the past two years, MCI has introduced several new services to enhance student well-being.

### Mental Health @ MCI

The Mental Health @ MCI program is a service within student support, offering students pathways to avail various mental health support options. These include:

- Self-help resources online and on-site, including workshops for students in topics such as mental health, resilience, well-being
- Referrals to selected counselling services

- Contact and advice with MCI support with financial support options

These consultation opportunities are provided in collaboration with our university student representation (öh mci). MCI students experiencing particularly stressful situations can benefit from complimentary consultation appointments with a clinical psychologist. Over the last two years, over 150 individual consultations were booked by students.

MCI Student Services also organize various campaigns related to health and well-being such as an annual free eye-screening service and blood donation drive.

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



MCI students have access to a range of services provided by öh mci (the student representative body), including consultations on tenancy or work issues, legal inquiries related to their studies, and assistance with social matters. Support is also extended to students facing financial difficulties and those utilizing public transport. Additional services include free use of the Innsbruck Stadtrad (bicycle) for 30 minutes and provision of free menstrual cups.

Over the past two years, öh mci have worked closely with the MCI PRME team, supporting the MCI Earth Days and the MCI Sustainability Week both financially and in organisational matters.

öh mci sustainability & ethics representative Viktorija Tarvide is a member of the PRME&SDG Ambassador Group and has contributed regularly to meetings and other initiatives.

>> <https://oeh-mci.at/en/>

## STAFF WELL-BEING

MCI prioritizes the well-being of its employees through a comprehensive suite of health and mental health services, aiming to foster a balanced and thriving work environment.

### Health Services & Occupational Physician

MCI offers a diverse range of health services, including first aid courses, yoga classes, smoke-free initiatives, and fitness center discounts. Additionally, employees have access to an occupational physician from the Occupational Health Center for health-related queries and preventive care advice. Services encompass weekly consultations, medimouse checks, vaccinations, eye screenings, cardiovascular screenings, and health topic lectures.

### Occupational Psychologist

Since 2020, MCI has been committed to promoting mental health by providing employees with individual consultations. These confidential sessions are facilitated by a clinical and health psychologist, as well as a certified occupational and organizational psychologist. The focus is on mental health concerns, personal work-related issues, and building resilience.

### Remote Work Opportunities

In 2021, MCI implemented a remote working model, enhancing flexibility and fostering a better work-life balance for its employees.

**Further benefits** for employees include:

- Employees can utilize digital meal vouchers at numerous restaurants, and the workplace provides access to fresh fruit, drinks, coffee, and tea.
- Mobility: Our commitment to facilitating employee commuting includes a

comprehensive mobility package offering various forms of support (see below)

- Cultural Offerings: Recognizing the significance of culture, as an educational institution, we provide employees with free or discounted entry to various Innsbruck museums.
- Events & Networking: Fostering exchange and collaboration among employees is a priority. Hence, we offer opportunities to engage in Alumni & Career Services events, attend lectures, and participate in various employee gatherings such as Info-Points and seasonal get-togethers.

### Mental Health First Aid



Several MCI staff members have completed a course in Mental Health First Aid with the provider pro mente | austria. The aim is to increase MCI's capacity to provide first aid in cases of psychological crises or for traumatized colleagues or students. The training "Mental Health First Aid" will be offered to further MCI staff and students interested in gaining this qualification.

MCI's holistic approach reflects its dedication to creating a supportive work environment that prioritizes both the physical and mental well-being of its staff.

>> <https://www.mci.edu/en/university/career/working-at-mci/benefits>

## DIVERSITY AND INCLUSION

Embracing diversity and inclusion at MCI is paramount, fostering a vibrant and enriching learning and working environment that celebrates varied perspectives and experiences. The following initiatives/measures have been taken in this area:

- **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, Gender Equality Plan, 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.).
- **Spotlight on women in Science & Research:** Against the backdrop of the International Day of Women and Girls in Science and Research on 28 February (UNESCO and UN Women), MCI sets targeted communication measures to make the promotion of women and girls in science visible.
- **Girls' Days:** The Girls' Day is organised by MCI in co-operation with the labour market promotion agency and the Regional Governance and takes place annually. The objectives of Girls' Day are amongst other, to change the lopsided career planning of school girls and to arouse their interest in careers in engineering and future-oriented jobs. The information girls get about new career options is not merely theoretical - acquired in talks with experts: On Girls' Days they are also free to experiment, thus strengthening their self-confidence and trust in their own skills. MCI's technical degree programs offer a very comprehensive programme for school girls from various schools to introduce them to the degree programs and the associated professions.
- **Further development of the Gender Equality Plan:** Against the background of the legal anchoring of gender equality and the advancement of women in the education sector and based on the measures defined a few years ago for gender equality and provisions for the advancement of women, an updated Gender Equality Plan was elaborated and published in 2022 and further developed in 2023. The GEP includes measures for gender equality and the advancement of women at the MCI.
- **Digital Pioneers:** In 2022, MCI took part in the Digital Pioneers project, which aimed to get young women interested in the topic of digitalisation. "Digital Pioneers - The Voluntary Digital Year" was initiated by the Industry 4.0 Austria platform together with the Federal Chamber of Labour. After the relevant eight-week training phase, one Digital Pioneers participant completed her eight-month internship at MCI and was able to apply her previously acquired digital skills in real working life (Centre for Robotics, Production and Automation, Marketing & Communications). Accompanying mentoring was provided by the Equal Opportunities Officer at MCI.
- **Interdisciplinary Electives for Students:** At MCI, Bachelor students have the possibility to choose an interdisciplinary elective from a wide range of inspiring topics. Interdisciplinary electives are cross-curricular courses on current trends and developments that can be combined with innovative teaching methods. The program also includes an elective on diversity, where students are able to enhance their knowledge of diversity and (positive) discrimination.

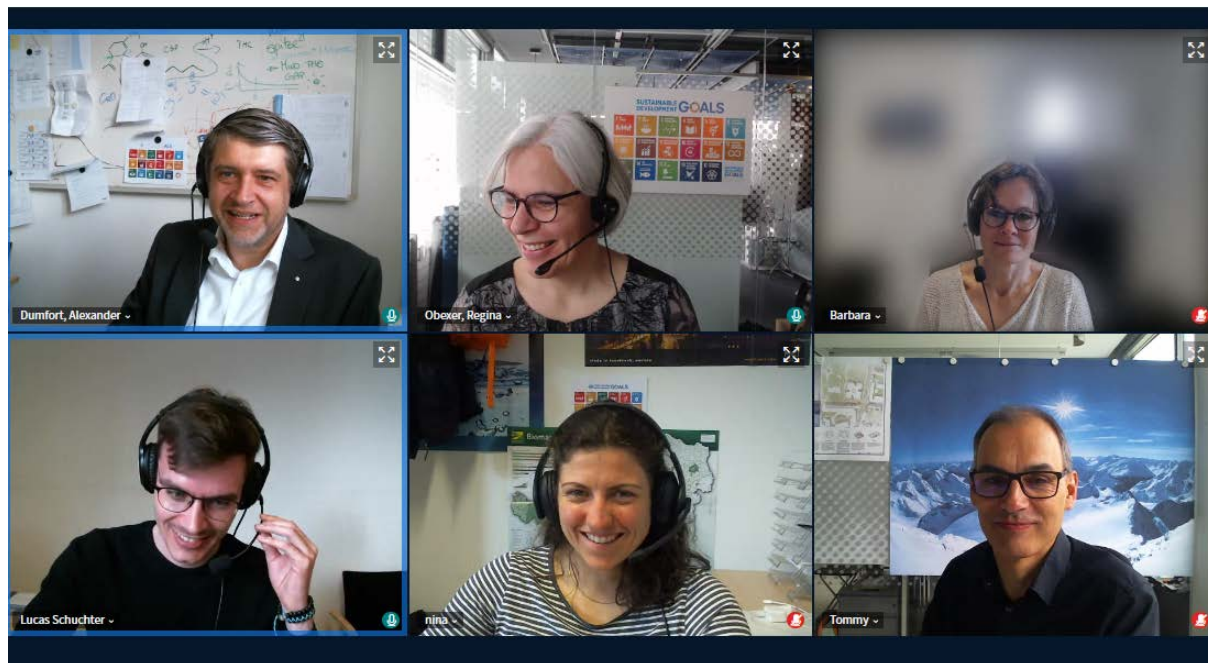
## GREEN CAMPUS ACTIVITIES

### MCI Climate Team

In November 2022, MCI joined the Climate Alliance Tyrol in a bid to ramp up organisational efforts to be more sustainable in its operations. In the course of these activities – including an external campus audit and feedback report - the MCI Climate Team was established in order to design, lead and implement activities to reduce the impact we have on the environment in the areas of mobility, procurement, waste management, event management, energy use, and others. The team is led by Alexander Dumfort and consists of staff from the department Environmental, Process and Energy Technologies, MCI's facilities manager, the head of the Center for Responsible Management & Social Impact, and a colleague from the Research & Development team.

The Climate Team meets regularly about once a month and is engaged in the following activities:

- Preparations in the process of becoming a member of the Climate Alliance Tyrol (provision of data, campus tour with assessor, development of goals and vision)
- Workshop with MCI employees at each campus to collect ideas for greener campus initiatives
- Analysis, evaluation and prioritization of ideas collected, Summary Report with Roadmap
- Establishment of work priorities for 2023: Plastic reduction, staff and student mobility, waste management
- Life Cycle Assessment of plastic bottle use vs. glass bottles and recommendations developed
- Review of MCI business travel policy to emphasise sustainable travelling and development of a decision tree including CO<sub>2e</sub> Calculation Tool for trips
- Development of revised waste management concept.



*The MCI Climate Team*

>> <https://www.mci.edu/de/hochschule/das-mci/responsibility/mci-climate-action>





## Green Events

Green Events is an initiative of the Klimabündnis Tirol, the Umwelt Verein Tirol and the Land Tirol. MCI has been involved in the Green Events Tirol initiative for many years with the aim to promote an environmentally and socially sustainable 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. 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 9<sup>th</sup> RMER Conference, the MCI Sustainability Week, the quarterly “InfoPoint” for MCI employees and many other events were organized as green events.

## Greener Mobility

Staff and student mobility are one of the key causes of CO<sub>2e</sub> emissions at universities. Over the past two years, a number of measures were implemented to reduce MCI’s footprint in this area:

- Introduction of subsidies for job tickets/climate tickets on public transport for MCI employees across the board from 2016. As of 2024, annual public transport tickets (Climate Tickets/Job Tickets) are made available to all MCI employees for free for all means of transport in Innsbruck and the region of Tyrol. The Austria Climate Ticket is subsidized with 70% of the costs paid for by MCI.
- Cooperation agreement with Innsbruck’s public transport company to enable employees to use the Innsbruck city bike at low cost from November 2021, with first 30 minutes free.
- Massive reduction in domestic air travel (especially to Vienna), switch to rail travel (optional) and increase of subsidies.
- Purchase of a small fleet of e-cars
- Use of bicycle couriers for deliveries in Innsbruck (especially to other campuses)
- Increased participation of employees in online conferences and meetings as an alternative to face-to-face events)
- Expansion of online courses and (guest) lectures to avoid travelling time and costs for both students and lecturers.

In 2024, research on staff and student mobility habits will be carried out in collaboration with the department “Business & Management” to establish a baseline of travel behaviour and develop further strategies and incentives based on the results.



## PRME GOALS 2024-2025

As we conclude this report, we wish to make tangible our commitment to the Principles for Responsible Management Education and to supporting and accelerating action for the SDGs by detailing the goals we set ourselves for the next two years. The Goals 2024-2025 are set out below, and we will strive to report on their achievement in our next PRME SIP Report.

### GOALS & OBJECTIVES 2024-2025

#### | 1 | **Integrate responsibility and sustainability, including the SDGs, into all relevant MCI study programs.**

- *Expand, implement, and communicate professional development opportunities for teaching staff, including onboarding measures.*
- *Implement SDG/Responsible Management Mapping and Integration in courses and programs, including visibility in tools such as University Management Information System ("MCI Designer"), Sustainability Statement, etc.*
- *Implement AOL goals for Responsible Management & Responsible Leadership.*
- *Design, develop, and implement SDG introduction available to all MCI students*

#### | 2 | **Strengthen awareness and engagement for sustainability and responsible actions among students.**

- *Introduce a communication platform (Instagram, website) on sustainability for students.*
- *Regularly organize events like "MCI Sustainability Week" actively involving students in design and organization.*
- *Integrate sustainability and responsible management into ongoing and new student competitions as evaluation criteria.*

#### | 3 | **Increase MCI impact for sustainable development in various dimensions through research activities, thought leadership, dialogue, and partnerships.**

- *Highlight the relevance of the SDGs of existing and future research projects.*
- *Continue organising events and platforms for dialogue, learning and debate about sustainable development and responsible management.*
- *Promote interdisciplinary, partnerships and collaboration within and beyond MCI to accelerate action for the SDGs and responsible management education.*
- *Develop strategies to measure and communicate evidence of impact (e.g. Rankings, Reporting)*

#### | 4 | **Continue to decrease the environmental footprint of MCI operations**

- *Develop and implement greenhouse gas reduction strategies and initiatives in the areas of staff and student mobility, energy & buildings.*
- *Implement strategies for more sustainable procurement and waste management on campus, including awareness and behavioural change in mobility, waste reduction and avoidance.*
- *Promote and support an increase in the number of MCI events certified as Green Events Tirol.*

# PRME

an initiative of the  
United Nations Global Compact

**MCI**<sup>®</sup>  
THE ENTREPRENEURIAL  
SCHOOL



# #responsibleMCI

entrepreneurial | innovative | responsible | sustainable

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