

PRME

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

Principles for Responsible Management Education

Progress report

IMC FH KREMS

Krems, September 2017

Letter of renewed commitment to the Principles for Responsible Management Education



IMC University of Applied Sciences Krems is committed to meeting its responsibilities to society and the environment, and to conserving resources in the long term. Promoting synergies between environmental, social and economic factors, with the aim of creating a sustainable higher education institution, is one of our leading priorities. More specifically, IMC University of Applied Sciences Krems is committed to continuously improving its environmental performance and in turn reducing its impact on the environment, as well as safeguarding the principles of responsible higher education.

Our role as an academic institution involved in educating present-day and future managers serves to strengthen our commitment to implementing a continuous improvement process in accordance with the Principles for Responsible Management Education (PRME), as well as to reporting to all stakeholders on the progress we have made and sharing information on effective measures with other academic institutions.

Our university's operations are intended to serve as an example of the values and attitudes that we aim to pass on to our students.

Krems, September 2017

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1 IMC Strategy, Responsibility and Sustainability

IMC University of Applied Sciences Krems (IMC Krems) is widely regarded as Austria's most international university of applied sciences. The university offers 27 innovative full-time and part-time degree programmes in business, health sciences and life sciences. With over 2,600 students from around the world, IMC Krems has quickly built up a strong international reputation. Our combination of academic and business expertise opens up excellent domestic and international career opportunities for graduates. High university rankings are testament to our success, and our degree programmes have received top marks in the Universum Student Survey, the trendence Graduate Barometer and the university ranking published by Austrian weekly magazine Format.

The quality seal of the Foundation for International Business Administration Accreditation (FIBAA) is further confirmation of IMC Krems' high quality standards.

We offer bachelor and master degree programmes, as well as training and development courses, and carry out applied research in the following areas:

- Business
- Health sciences
- Life sciences

IMC Krems has responsibilities to its students, employees, partners, lecturers and researchers, the wider community and the environment. A willingness to perform and to innovate, and the creativity and skills of our staff are the basis for achieving our objective of providing our stakeholders with competitive, professional and high-quality services. In the course of our

activities, and in connection with aspects over which we have a direct influence, we are committed to continuously improving the quality of our teaching, applied research and other services, reducing their impact on the environment and enhancing the effectiveness of our integrated management system.

IMC Krems is committed to meeting its responsibilities to society and the environment, and to conserving resources in the long term. These aspects have been a prominent and integral part of its strategy for two years.

The university's operations are intended to serve as an example of the values and attitudes that we aim to pass on to our students. This is why promoting synergies between environmental, social and economic factors, with the aim of creating a sustainable higher education institution, is one of IMC Krems' leading priorities.

The university's responsibilities are integrated into our strategy, Targeting the Future, in the section on social and environmental sustainability. This strategic objective encompasses "the active and considered exercise of social and environmental responsibility, which is intended to play a part in reducing risks, strengthening the university's competitive position and enhancing its reputation." This strategy ensures that related measures are aligned with the university's sense of responsibility and can be evaluated by means of performance indicators.

In accordance with our strategy, the following strategic objectives have been defined in this area:

Social and environmental sustainability

Strategic objective: Exercising social and environmental responsibility

Active and considered exercise of social and environmental responsibility is intended to play a part in reducing risks, strengthening the university's competitive position and enhancing its reputation.

Sub-objective 1: Promoting awareness of sustainability and the environment

We aim to raise new and current employees' awareness of sustainability and the environment. We should initiate an open dialogue with employees, students, public authorities, the general public and other stakeholders on IMC Krems' performance in terms of environmental and social sustainability.

Sub-objective 2: Entrenching sustainability in teaching and research

Aspects of sustainability should be appropriately integrated into teaching and research, using a considered approach.

Sub-objective 3: Taking environmental and social criteria into account

The university will take account of ecological and social criteria, as well as taking financial aspects into consideration, when constructing, refurbishing and renovating buildings, and when procuring goods and services.

Sub-objective 4: Efficient use of resources

Efficiency levels in our use of resources (such as energy, heat, water and paper) will be increased, taking into account sustainability principles, and waste avoided as far as possible; unavoidable waste will be separated.

Sub-objective 5: Promoting environmentally friendly transport

We aim to promote the use of eco-friendly means of transport and optimise the traffic flows attributable to students and employees.

1.1 Stakeholder Orientation

Continuously involving employees, students, graduates, partner companies and other stakeholders in IMC Krems' quality improvement process is one of the university's aims, and also an integral part of its strategy. The related process currently in place is designed to ensure constant collection of feedback and to perform evaluations, as well as to generate responsive measures. This is based on the following stakeholder map, which the university regularly updates.

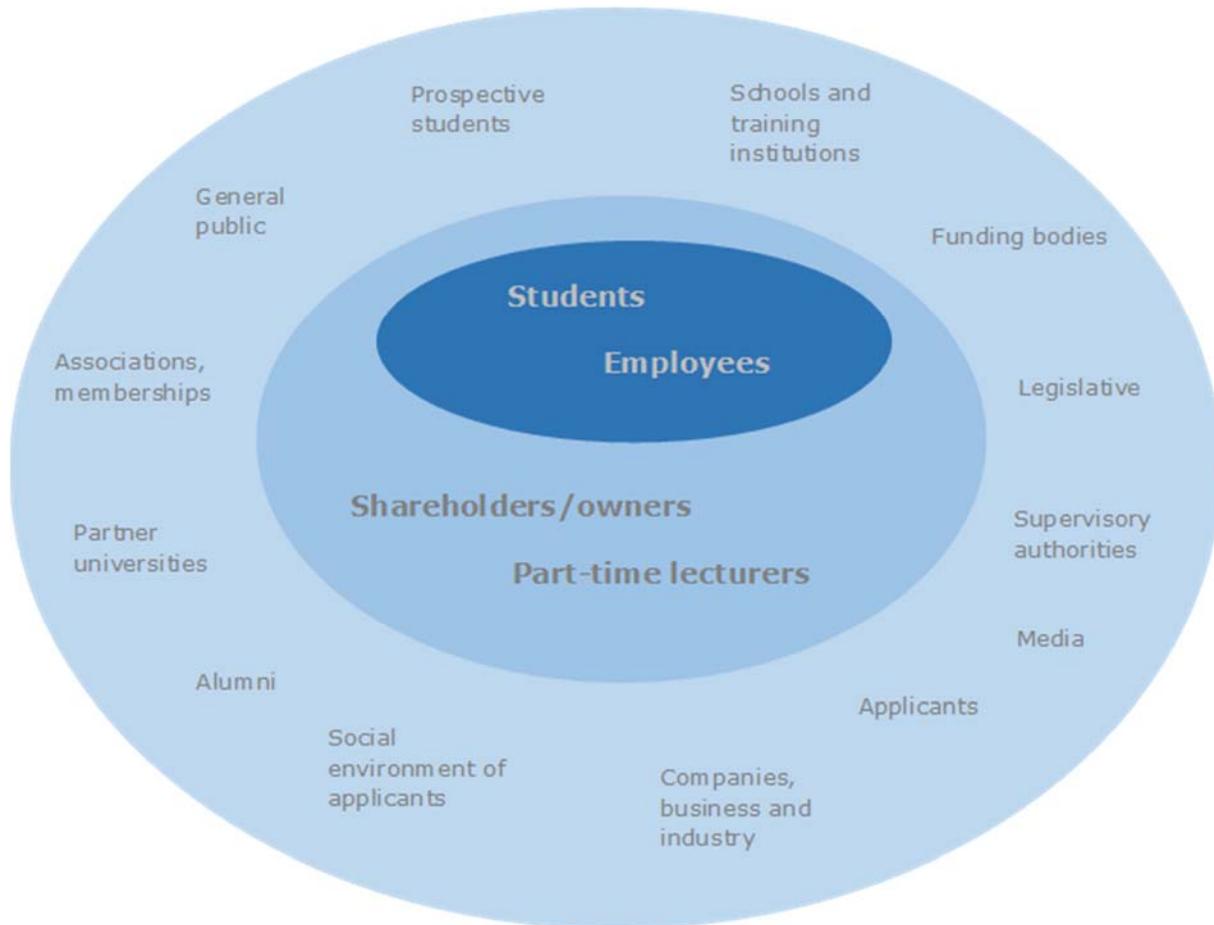


Figure 1 IMC Krems stakeholders

1.2 Sustainability and Environmental Management

As a business, IMC University of Applied Sciences Krems is committed to environmental sustainability principles and resource conservation. The university is certified according to the ISO 14001 environmental management standard, as well as ISO 9001 (quality management) and ISO 29990 (quality management for providers of education and training services). As a result, IMC Krems is certified in accordance with three internationally recognised management system standards, which underpin its structured, systematic and stringent approach to offering quality-driven higher education.

IMC Krems has also been certified in accordance with the Austrian Ecolabel for Green Meetings and Green Events since 2016, reaffirming its credentials among

Austrian universities of applied sciences as a pioneer in sustainable and careful treatment of the environment. IMC Krems is the first Austrian university of applied sciences to obtain the Ecolabel in its function as a meeting and event location. We attach great significance to environmental responsibility and the efficient, sustainable use of resources. The university attaches equal importance to the environment, society and the economy. Ecological considerations are particularly important in facility management. IMC Krems strives to maximise its resource efficiency in terms of energy consumption and environmental impact.

A certified green meeting location, the International Meeting Centre in Wing G1 at Campus Krems, includes one of the largest state-of-the-art event facilities (568m²) in

the centre of the town. It also has a 270m² terrace and three smaller seminar rooms, each covering 70m². Set against the backdrop of the hillside vineyards, the centre features the very latest facilities and technology. It has capacity for up to 540 people, and can be rented for meetings, incentives, conferences and exhibitions (MICE). The location's close proximity to

IMC Krems' teaching and research facilities underlines once more the effective combination of business, education and science.

Stakeholders can access full details on the subject of sustainability on the university's website¹.

<https://www.fh-krems.ac.at/en/about-us/sustainability-and-the-environment/>

2 PRME Actions and Outcomes

The university's strategy and objectives in relation to the PRME's Six Principles are outlined below. These are illustrated using specific examples, and an overview of planned measures is also provided.

2.1 Principles 1, 2 and 3: Purposes, Values and Methods

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

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

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

We aim to give students the ideal tools required to take on professional challenges, by means of excellent teaching. The outstanding design and practical focus of the degree programmes, coupled with curriculums geared towards future requirements, are intended to equip students for the roles they will take on in their careers and in society. A dedicated degree programme, Environmental and Sustainability Management, has been introduced, and in the past five years the topic of sustainability has been integrated into all accredited or revised degree programmes in the Department of Business. A review of the level of integration of environmental and sustainability-related aspects into the majority of IMC Krems courses is planned in the medium term, as is preparation of an action plan for additional expansion and deepening of such integration.

Environmental and Sustainability Management master degree programme

Sustainable development and corporate social responsibility have increasingly become a focus of public debate in recent years. In response to this, IMC Krems began developing a master programme in Environmental and Sustainability Management in 2011, as well as integrating a strong professional focus into education in this subject. The objective of the

programme is to help students develop the expertise and methods-based skills required to support companies and organisations in the implementation of policies and strategies aimed at enhancing environmental and social sustainability, with a view to nurturing a sense of corporate responsibility. Graduates are qualified to plan and execute sustainable and socially responsible initiatives on behalf of their employers and external stakeholders.

Management master degree programme

This programme is aimed at prospective students who plan to assume managerial responsibilities at a company or other organisation in the course of their career. It provides the skills required to take on company-wide management functions, as well as managerial responsibilities in either human resource management or controlling, depending on the student's chosen specialism. The distinctive features of the programme are a focus on successful long-term management, and the inclusion of aspects of social responsibility and sustainable development in all core subjects.

IMC Krems' values influence our day-to-day work. These values include fairness, commitment, mutual trust, a sense of responsibility, embracing diversity and

supporting personal advancement. The integration of ethics into our curriculums has laid the foundations for development of a corresponding value.

2016 and 2017 Sustainability Day

In 2016 the university hosted its first annual Sustainability Day, where the

emphasis is on social responsibility and sustainable development. Organised entirely by students, the event is aimed at employees, lecturers, students and local residents, with the goal of building bridges between different disciplines and raising visitors' awareness of sustainability.



Photo 1 Presentation by climate researcher Michael Hofstätter at the 2017 Sustainability Day

Participation in the United Nations Global Compact

IMC Krems joined the United Nations Global Compact network in 2012 and is committed to upholding its Ten Principles. The university plays a part in shaping the network's activities and focuses in Austria, and is also represented on the country's Steering Committee.

Diversity Charter signatory

The Diversity Charter is an initiative to promote a sense of respect towards all members of society – regardless of gender, age, ethnic origin, skin colour, sexual orientation, religion, world view and disability. Signing the Charter is a public and voluntary pledge by IMC Krems. The Charter is based on the principle that diversity is a defining characteristic of Europe's history and its society, and also identifies and values the advantages and opportunities that arise from this diversity.

Membership of the Bildung durch Verantwortung network of higher education institutions

The "Bildung durch Verantwortung" network brings together over 30 higher education institutions that aim to enhance the participation of students, lecturers and other university members in civil society. The institutions believe that encouraging and enabling individuals to assume personal and social responsibility is a key component of their educational mission. As a member, IMC Krems is committed to treating involvement in community activities as an integral part of higher education. The network primarily aims to achieve improvements in the quality of academic teaching and the mutual transfer of knowledge between higher education institutions and society, and in turn to make a contribution to promoting social harmony.

University education is characterised by the constant interplay between continuity and change, as well as between preservation and renewal – and this is also one of IMC Krems' guiding principles.

Training and development

17 in-house training courses were offered as part of the annual Employee Day on 1 September 2017. A workshop entitled "Sustainable communication – responsible communication" was held by a part-time lecturer from the Environmental and Sustainability Management degree programme. This special event for all of the university's teams was held under the banner "WE ARE IMC" – innovative, creative and communicative: as clearly illustrated by a chain reaction that formed part of a teambuilding exercise in the afternoon.

Lecturers' conference

The inaugural annual lecturers' conference took place in September 2017. All employees and part-time lecturers had the chance to attend in-house training courses on teaching and teaching methods before taking part in an information event.

The plenary session of the conference took place in the evening, where attention focused on the triumvirate of quality, innovation and digitalisation in teaching, based on the findings of the most recent university audit. The attendees also received details of the results of the "Future University" process, as well as information on innovations, new developments and changes.

Dies Didacticus

The Dies Didacticus event was held for the first time on the initiative of the Rectorate at IMC Krems. Numerous teaching staff from all of the university's institutes as well as external experts gave presentations on examples of best practice. Alongside practice-driven teaching and learning

scenarios – implemented in close collaboration with representatives of business and industry – the event also concentrated on typical teaching situations, with a focus on critical analysis of the role of learners.

In this regard, events organised by the Department of Business stood out, featuring simulations that gave students the opportunity to apply the knowledge and skills acquired at IMC Krems in real-life scenarios. In the Department of Health Sciences, there was also an emphasis on enhancing sensitivity towards peers, professionals and patients, both in the context of achieving personal reassurance in treatment situations and in terms of providing guidance in the course of internships.

For Rector Eva Werner, the day marked the starting point for a drive to focus more closely on the performance of full-time and part-time lecturers in future, and to promote alternative, innovative learning scenarios that encourage productive interaction between students and lecturers. "Reflective teaching specifically tailored to learners is essential for engaging interaction between teachers and students that produces a sustained effect. It is vital for successful teaching. This was clearly evident in the examples presented to us and I am delighted that IMC Krems lecturers are also contributing to the success of our students with their excellent ideas on this topic."

Training and development courses

The university is dedicated to integrating new and innovative methods and topics into its portfolio of training and development courses. Courses are open to full-time and part-time lecturers. A seminar on service learning was held for the first time as part of the course programme in 2016.

2.2 Principle 4: Research

Principle 4: Research – 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.

The aim is to develop solutions with strong academic foundations for businesses and organisations, with a focus on the research topics of CSR and innovation, the new world of work and the tourismFACTORY. The university's research activities also place a particular emphasis on applying principles of modern management theories, and the possibility to implement solutions directly at companies.

Host of the 3rd Responsible Management Education Research Conference

The ambitious goal of responsible management education (RME) is to outline initiatives and methods that can be used to integrate the topic of sustainability into business and management degree programme curriculums. At an event entitled Responsible Management 2030, participants at IMC Krems' International Meeting Centre found out more about key tools for achieving this aim in their various areas of teaching and responsibility.

Everything is changing. Continuously and quickly. Specific processes regarding actions and behaviours are required in order to anchor environmentally, economically and socially sustainable approaches in day-to-day operations – worldwide. This applies not only to an adult's personal and professional life; it must kick in at an earlier stage: namely in situations where this message can be put

across in the course of teaching and learning in schools, at universities and other higher education institutions.

A wide and varied programme of talks, panel discussions, parallel sessions, networking events and opportunities to share experiences captured the imagination and was well received by the 150 or so international participants. With the help of innovative tools and media, the attendees gained an insight into ways in which sustainability-related topics can be conveyed in teaching programmes and events or student projects, and how teaching staff – particularly (but not exclusively) in the Department of Business – can capitalise on them. The presentations were held by representatives of high-profile educational and business institutions including University of Applied Sciences HTW Chur, Swiss Post, Copenhagen Business School, Vienna University of Economics & Business (WU), Cologne Business School, Schachinger Logistik Holding GmbH and IMC Krems.

The organisers, Prof. Reinhard Altenburger and Roman H. Mesicek (both of IMC Krems), were particularly proud that UN Global Compact Executive Director Lise Kingo travelled from New York especially for the conference, and that PRME representatives Jonas Haertle and Lutz Schlange agreed to act as speakers at the event.



Photo 2 Participants at the RME Conference at IMC Krems

Plans are in place to ensure that new IMC Krems research facilities take sustainability-related aspects into account, based on a list of criteria to be determined in future.

CSR and Innovation research project

Launched in 2013, the CSR and innovation research focus aims to investigate the impact of corporate social responsibility on the various phases of the innovation process at small and medium-sized enterprises (SMEs), and to develop suitable instruments, tools and recommendations to support these companies. This will feed into recommendations on how SMEs can optimise or implement innovation processes on the basis of their CSR strategy and goals. The research findings will play a part in enabling Austrian companies in particular to achieve

innovation advantages by means of stakeholder involvement, and by facing up to sustainability-related challenges at an early stage.

Europe Engage

Europe Engage – Developing a Culture of Civic Engagement through Service Learning within Higher Education in Europe was a three-year project funded by the European Union (Erasmus+ programme). The purpose was to identify current service-learning practice, promote service learning as a teaching approach and create a network for the region, where much work is still to be done in terms of civic engagement and service learning. This enabled the establishment of service learning at the university and the growth of regional network to ensure the development of best practice.

2.3 Principles 5 and 6: Stakeholder Engagement

Principle 5: Partnership – 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.

Principle 6: Dialogue – We will facilitate and support dialogue 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.

The idea that learning, research and business should be closely interlinked is part of IMC Krems' philosophy. The university does not see itself as just a higher education institute – it continually pursues cooperation with the worlds of research and business. Achievement of this goal is supported by the mandatory internship semester and applied research semester. The university aims to deepen existing strategic partnerships and enter into new collaborations with domestic and international partners, in order to achieve its objectives and generate benefits for teaching, research and students.

PRME DACH Chapter

IMC Krems has been represented on the PRME Steering Committee since the German-speaking chapter was established for institutions in Germany, Austria and Switzerland. This enables the university to influence the chapter's activities and work closely with the other participating higher education institutions. IMC Krems also played host to the network's annual conference in 2016.

Innovation workshops

In April 2014, two workshops that looked at innovation from various perspectives were held in collaboration with two of the university's most important stakeholders. The Executive Management's idea of using these workshops to complement IMC Krems' strategy process was extremely well received by all those involved. The commitment of the various participants (students, lecturers and employees)

suggests that this initiative will continue in future.

Membership of the respACT CSR network

IMC University of Applied Sciences Krems became a member of respACT – Austrian business council for sustainable development, Austria's leading corporate CSR network, in 2012.

TRIGOS nomination

At a ceremony held on 19 June 2017 in Vienna, the TRIGOS awards were presented for the 14th time to businesses that have adopted an exemplary approach to realising their commitment to the environment and the community; winners were nominated in three categories.



Photo 3 Roman Mesicek at the TRIGOS award ceremony

IMC FH Krems GmbH was nominated alongside five other medium-sized enterprises. Sustainability coordinator Roman Mesicek gave an overview of the university's activities in a 60-second presentation entitled "Teaching and research for sustainable development".

Youth Uni 2015

Curiosity and fascination are drivers of innovation and success – and the inquisitive youngsters of today are the innovators and success stories of the future. This not only sums up the guiding principles of IMC Krems' Youth Uni; it also reflects our personal commitment to sparking a sense of curiosity and enthusiasm for the world of science among children and young people. The Youth Uni

2015 focused on the topic of innovation and pioneering spirit. Innovation and inventions are engines of economic growth and employment, and many innovations fundamentally change our lives and habits. Together with the university's lecturers, we went on an exciting journey through the world of innovation and invention, with the aim of arousing the participants' inquisitiveness and eagerness.



Photo 4 2015 Youth Uni graduation ceremony

SeniorInnenUNI

The SeniorInnenUNI is a programme for retirees, or people whose children have left home, who are interested in learning about new areas of work, putting their know-how to use in the course of voluntary activities, and setting new goals for their retirement. This four-semester course comprises eight modules and will be held for the third time at IMC Krems between March 2018 and February 2020. The course contents focus on developing skills and know-how required to participate in voluntary

activities, for example in the social or healthcare sectors, at local authorities, neighbourhood organisations or societies and charities, for specific initiatives or for projects which the participants set up themselves. The topics covered include health and prevention, IT and new technologies, business and law, as well as project management and personal development.

Social initiative – IT equipment

New computers were installed in the PC labs in summer 2015. The old PCs that were still in working order were donated to charity. A total of 140 monitors with keyboards and mice, as well as ten PCs and numerous monitor and power cables were handed over to SOCIUS, an independent,

non-political organisation dedicated to fighting poverty in Austria. As part of its Com4Kids project, SOCIUS refurbishes old monitors and PCs before passing them on to families with children living close to or below the poverty line. This ensures that devices we no longer need are put to good use.

3 Reflections on Progress and Future Objectives

Having already achieved the strategic implementation of the issues related to the societal responsibility of the university we see the focus of work during the next years especially in two areas.

Further implementation of PRME Principles

Focus on the further implementation of the six principles not only in the study programmes of the department business but in the courses itself. An internal survey shows that the issues are well covered on the level of the curricula but work needs to be done in educating all lecturers with regard to the implementation.

Broaden the understanding of the Sustainable Development Goals (SDGs)

All departments of the university will be continuously included in the efforts to strengthen the understanding of and the contribution to the SDGs of the institution. Further internal training on the issues as well as continued dialogue with our stakeholders on the topic will help us to further establish the university as relevant Austrian institution in this field.



Photo 5: Prof. Roman H. Mesicek, IMC Sustainability Coordinator and Prof. Reinhard Altenburger, PRME DACH Executive Board member

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