

PRME

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

IU INTERNATIONAL UNIVERSITY

OF APPLIED SCIENCES

28 April 2022

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PRME-MESSAGE FROM THE RECTOR OF THE IU INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES

Dear PRME Participants, dear Stakeholders, dear Reader,

Herewith we would like to present our 5th report on the implementation of the Principles for Responsible Management Education (PRME) – a worldwide network since 2007 with more than 1.000 business, civil society, and government leaders. We are proud to be part of the first initiative concerning organised relationship between the United Nations and Business Schools. In this update – reflecting the time span from July 2020 to June 2022, we describe the ways we have reinforced the Six Principles for Responsible Management Education within the IU International University of Applied Sciences (hereafter: IU). From faculty research, course curricula and engagement with the business community, this update will show how we continue to integrate PRME into our programmes and initiatives.

IU is one of Germany's leading private universities of applied sciences. Our success is based on the fact that we enable our students to successfully complete their studies with us through a wide variety of flexible study models. We offer different study formats (full-time, part-time, online, dual studies) for careers in different fields (management, tourism, health, HR, IT, marketing, social sciences, logistics, design) at 28 locations (winter semester 2021/22) in total. Additionally, we offer tailor made educational programmes for corporate companies. With the renaming of the University of Applied Sciences from IUBH International University of Applied Sciences to IU International University of Applied Sciences in March 2021, we have adapted the name to the international orientation of our institution of higher education.

We consistently achieve high ratings in assessment measures. In the CHE ranking 2020/2021, Germany's largest university ranking, we were able to achieve top marks as a private University of Applied Sciences. In the subjects of business administration (face-to-face studies) and social work (dual studies), we achieved top marks in the categories "support by teachers", "general study situation" and "practical relevance", among others. With winning positions in six of a total of 25 categories, we received the most top marks among more than 300 competitors.

It is a great honour for our University of Applied Sciences to be part of PRME worldwide as well as a member of the PRME D-A-CH chapter. The mission of PRME is to inspire and champion responsible management education, research and thought leadership globally – this has been our mission even before becoming a signatory party and it will as well remain our mission in future. We are also proud to acknowledge that we are not only committed to offer our students high-grade study programmes and attractive services but also to fully support the six major principles espoused by the Principles for Responsible Management Education (PRME):

As institution of higher education also involved in the development of current and future managers we declare our willingness to progress the implementation, within our institution, of the following Principles, starting with those that are more relevant to our capacities and mission.

We are reporting and will report on progress to all our stakeholders and exchange effective practices related to the following principles with other academic institutions:

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.

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.

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

We understand that our own organisational practices should serve as example of the values and attitudes we convey to our students. Therefore, we continuously focus our efforts on advancing sustainability, and encouraging international collaboration, as we strive to live up to our vision.

Today, with more than 85.000 registered students from more than 110 countries enrolled in a large number of presence and distance learning programmes with highly qualified professors, lecturers and guest lecturers from all over the world supporting IU at 28 campuses, IU is more than just a well-known and respected private University of Applied Sciences – it is a benchmark in higher education, where business ethics, equality, equity, diversity, sustainable development and quality have been a longstanding part of our philosophy which we work off every day.

The Covid-19 pandemic brought with it major, multifaceted challenges for the health sector, the economy, social relations, the world of work and, in general, for each and every one of us. Moreover, it has brought us two to three years into the future; what had not been standard for a long time in the everyday working life suddenly works across the board: working from home instead of presence culture, video conferences instead of business trips, flexible digital learning instead of location-bound group training courses – digital achievements that will remain even after the pandemic. At IU, social distancing has become distanced socialisation during the pandemic. Digitisation is not a question of systems, but of people who know and use the opportunities.

When over 36.500 students were asked about their satisfaction and experience with digital study during the Corona Crisis in 2021 as part of the StudyCheck Rankings, IU's dual study programme came out on top in the overall ranking of all colleges and universities in Germany. With a score of 9.23 out of 10, we achieved the best student score in the comparison so far.

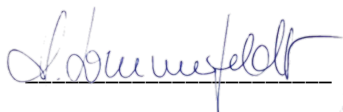
The Principles of PRME are inspired by internationally accepted values, such as the United Nations Global Compact's, providing an engagement structure for academic institutions to advance social responsibility through incorporating universal values into curricula and research. Please find our Communication on Engagement within the United Nations Global Compact as a signatory party since December 2011:

<https://www.unglobalcompact.org/what-is-gc/participants/15352-IUBH-School-of-Business-and-Management#cop>

We understand that our own organisational practices should serve as example of the values and attitudes we convey to our students – so we continuously focus our efforts on advancing sustainability, and encouraging international collaboration, as we strive to live up to our vision.

Enjoy reading!

Sincerely yours,



Prof. Dr. Holger Sommerfeldt

Rector

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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.

IU is a fast-growing University of Applied Sciences. Not only the number of students and professors have more than doubled in the last years, but also the variety and number of study programmes. IU offers almost 200 different Bachelor's and Master's degrees in nine different subject areas:

- Business & Management
- Hospitality, Tourism & Event
- Health
- Social Sciences
- IT & Technology
- Transport & Logistics
- Marketing & Communication
- Human Resources
- Design, Architecture & Construction

In these nine subject areas, Bachelor and Master programmes are offered in a maximal flexible way: There are the classical campus studies, but also dual studies and programmes in distance learning and part-time study models. The shift from face-to-face events to digital learning units, seminars and lectures during the Corona crisis further drives the development of new study programmes. In addition, the positive experiences with virtual teaching have inspired IU to develop an innovative form of study: studying on a virtual campus, where all courses take place virtually and follow the structure of a class. At selected locations, the IU Lounges offer additional on-site facilities where students can learn and network.

Sustainability education and awareness for human rights, respect and diversity are part of each programme and an integral part of the daily work.

IU is growing continuously, and the number of students, partners, teachers and administrative staff keeps going up. All the more, IU sees itself as a continuously changing social entity that wants to enable constructive and beneficial cooperation for all in research, teaching and administration. Furthermore, IU is aware of the impact it has on society through the education of learners as well as direct interactions with society. IU strives to modernise education and make it accessible to as many people as possible, and is undertaking developments for a thoroughly modern and equitable educational landscape. Everyone's voice is heard and the culture is built on diversity, inclusion and belonging. IU is heterogeneous. It deals with diversity in an open and appreciative manner.

IU resolutely opposes discrimination of any kind. It stands up for equal opportunities in studies and at the University of Applied Sciences in general because it wants to make education without borders accessible to everyone.

This is initially taken into account in the mission and vision that shape the daily actions of all employees:

Mission: "We enable our students to achieve the best study results through tailor-made, individual offers and innovative technological support based on the current state of research and teaching in order to be successful in their careers. We support our corporate partners in the best possible way to achieve their goals."

Vision: "IU International University of Applied Sciences is the most innovative and qualitatively leading provider of career-oriented study and further education programmes for students and companies in Europe. As a pioneer in the digitalisation of career-related learning and human resource development, we sustainably, efficiently and measurably improve learning success compared to all competitors and distinguish ourselves with application-oriented research."

Based on the mission statement with integrated mission and vision, various concepts and functions have been developed.

Equality at work

"Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all." – This is goal four of the 17 Sustainable Development Goals (SDGs) of the United Nations. A goal that also drives IU every day and on which has been worked in the second Corona year. The change of name to IU International University of Applied Sciences is a clear signal for the growing international orientation and the social contribution to the reduction of barriers on the way to higher education. A good indicator is the steadily growing proportion of IU students from non-academic households. In 2021, 54 % of the first-year students had a general higher education entrance qualification, 24 % had a technical college entrance qualification and 22 % did not have a high school diploma (vocationally qualified persons).

In terms of the likewise increasing proportion of permanent female professors, IU is far above the average for universities in Germany: 38 % of the more than 550 permanent professors are women (as of summer semester 2022). By comparison: In 2019, the proportion of female professors was 35 %, whereas in 2015, the proportion of female professors was under 31 %. IU has made it easy for its academic and non-academic staff to reconcile work and family life from the very beginning. This includes flexible working hours, working from home and Flex Offices, but also work arrangements independent of location as well as the possibility to switch to part-time work for a certain period. In 2020 and 2021, IU was mentioned as part of the BRIGITTE employer study "The best companies for women". In the categories "flexibility of work" and "women's power", IU scored five out of five points in each case and is thus among the 179 best of almost 300 participating companies in 2021. Moreover, IU belongs to the TOP 1 % of employers and was named a "Leading Employer Germany 2022" by the Institute of Research & Data Aggregation.

In 2021 and 2022, IU has once again been certified as an "attractive employer" by Great Place to Work ©. The Great Place to Work © award is given by the internationally active consulting and research institute of the same name, which supports employers worldwide in implementing an attractive and future-oriented workplace culture. The award stands for credible, fair leadership and the active promotion of employees. Respect, trust, pride and team spirit are to a large extent part of the corporate culture.

IU not only signed the Charter of Diversity in 2019, becoming part of a nationwide movement and the largest network for diversity management in Germany, but has also been a founding member of "Employers for Equality", the programme for gender equality and diversity in companies in 2020. It is aimed at companies and institutions of all sizes that want to make their diversity work more effective and achieve individual goals.

Equal Opportunities Officer

Equal opportunities are understood as a cross-sectional task and are taken into account in all projects of the University of Applied Sciences. The task of the Equal Opportunities Officer is to ensure the guidelines and contents of the Equal Opportunities Concept adopted by the Senate to ensure equal opportunities for all members of IU and to further develop the Equal Opportunities Concept. The Equal Opportunities Officer reports directly to the registrar. Once a year, the Equal Opportunities Officer submits a report to the senate. This report is published as part of the general report on quality management.

With reference to the measures described in the SIP in 2020, the following have been implemented, among others:

- Implementation of gender inclusive language guidelines in German and English
- Establishment of the internal Sharepoint Equality and Diversity
- Creation of an official diversity landing page at www.iu.de
- Establishment of a consultation hour for students and employees
- Signing the initiative "Klischeefrei" (Cliché Free Initiative)
- Continuous expansion of disadvantage compensation (Examinations Office)
- Diversity in research: presentation of the Diversity Award
- Diversity-related training on the internal learning management system Learning Hub

In 2022, the following has been implemented or is planned:

- Creation of a video course on the topic of "Dealing with people with disabilities" with the focus target group of study guidance and teaching staff
- Guidelines on sexual violence and harassment in English and German
- Process diagram for complaints management
- Development of special counselling competence for issues concerning students with disabilities (e.g. disadvantage compensation counselling)
- Diversity survey of staff and derivation of possible measures from it
- Code of ethics (compliance guideline) for employees
- Code of Ethics and Conduct for Students
- Anti-corruption measure and whistleblower system according to the current EU Whistleblower Directive (Directive (EU) 2019/1937 of the European Parliament and of the Council of 23 October 2019).
- Drafting of a gender equality plan, based on the requirements of "Horizon Europe" with a medium and short-term target horizon
- Measures to reconcile family and career/studies
- Mission statement of the IU "Culture of Everyone®"

Learning Hub

In line with the vision "Everybody can access education to grow", IU has set itself the goal of being a pioneer in the field of digital education and providing all IU employees with self-determined access to learning content at all times. In this context, the IU Learning Hub was launched in June 2021. An important milestone on the road to inclusion was the implementation of language courses – including English and German – available to all employees, but also the implementation of courses around the topics diversity and inclusion. Besides gender conventions, the courses are about questioning one's own perspective and thus broadening the personal and collective scope of opportunities. Mainly, the courses and content serve as a trigger for critical self-reflection. The resulting knowledge serves as foundation to reveal blind spots and to develop and expand intercultural competencies.

In 2022, IU has been awarded with the eLearning Award "Project of the Year" that recognises the realisation of the IU Learning Hub as a central part of the future-oriented, IU-wide learning culture.



Diversity Award

Since 2018, IU presents the Diversity Award, announced by the Equal Opportunities Officer and recognising the best final thesis in the research area of diversity. In 2021, the winner of the award was a graduate of the English online studies Bachelor's degree programme Business Administration that focused her bachelor thesis on the question of how artificial intelligence can support HR professionals in making the selection process fairer as well as on the importance and significance of a diverse workplace in companies. The thesis highlights the issue of bias in recruitment and explores whether the use of Artificial Intelligence (AI) can be a solution to reduce unconscious bias when screening candidates.

The second Diversity Award in 2021 goes to a graduate of a distance learning degree in Social Pedagogy for her bachelor thesis entitled: "Acceptance of rainbow families – Do homosexual parents meet with less acceptance in our society than the classical family system?" She herself is a member of a rainbow family and experiences a lot of acceptance in everyday life. Stumbling blocks arise in her opinion in politics: "Although the visibility of same-sex couples with children has increased in recent years, alternative family forms are often still filled with prejudice by society. Discrimination through the current legal situation, in my opinion, contributes a great deal to heteronormative thinking," she says.

Online Programme "How to become a Female Founder"

In order to support female founders in their project, IU has launched the online programme "How to become a Female Founder" together with partners. The six-month programme is a joint initiative of IU, Weißenstephan-Triesdorf University of Applied Sciences (HSWT), the Strasczeg Center for Entrepreneurship (SCE) and Startin-FOOD, all of which have joined forces in the Food Start-up Incubator Weißenstephan (FSIWS). The programme is funded by the Federal Ministry of Economics and Climate Protection and its EXIST programme – "Business Start-ups". With the programme explicitly tailored to female founders, the FSIWS wants to contribute to increase the visibility of women with innovative business ideas and to increase the number of female founders.

After a successful start last year, it entered the second round in February 2022 with an expanded range of events. The focus of the programme this time is on sustainable founding.

“Women in Tech” scholarship programme

With the “Women in Tech” scholarship programme, IU has already supported 100 women in Germany, Austria and Switzerland in their start into a tech career since 2019. In 2021, for the first time, full scholarships have been awarded to tech-savvy women in Africa. A nomination committee had approached potential female candidates and viewed their application videos. Eleven women were selected who were committed to voluntary work, had excellent grades and could not have afforded to go to university. The talented female scholarship holders aim to advance their communities with tech know-how. They will be able to start a distance learning programme in IT, Data Science and Artificial Intelligence free of charge. With this commitment, IU wants to sustainably increase the number of women in IT, worldwide. New technologies can be the key to a better society. All the more reason for IU to make sure that women are promoted everywhere in the world. The scholarship holders come from Algeria, Ethiopia, Ghana, Kenya, Morocco and Uganda. There, too, well-educated women are rare in the technology sector.

Scholarship holders are also already studying at IU in other subject areas, including from developing countries: In 2020, there were more than 1.500 students, underlining the University of Applied Sciences' claim to facilitate access to education worldwide.

Environmental education and Sustainability

IU is convinced that social and economic development, the well-being of people and an intact climate must be in harmony with each other. In the spirit of the 1.5-degree climate plan, IU is therefore committed to a climate-neutral future. Starting in 2020, IU has been the world's first climate-neutral distance learning institution of higher education. For the year 2021, IU was again awarded the "climate neutral" test seal by the technical inspection association TÜV SÜD. The prerequisites for certification were a verifiable CO₂-neutral energy balance, and a system for recording and balancing all greenhouse gas emissions. In addition, IU had to define measures to reduce avoidable and unavoidable greenhouse gas emissions.

The *Climate Neutrality – Qualifying Explanatory Statement* can be found here:

https://res.cloudinary.com/iubh/image/upload/v1641993780/07%20-%20Pages/Klimaneutralit%C3%A4t/DFGE_IUGroup_QES_PAS2060_CY2021_v5.0_1.pdf.



The number of students at IU doubled in 2021, from 40.000 to 85.000. Despite the strong growth, CO₂ emissions in 2021 remained at the same level as in 2019. They did increase by 2.5 % from 7.451 tonnes to 7.639 tonnes, however, in relation to turnover, IU reduced its emissions by 27 %. According to the greenhouse gas balance sheet, IU saved emissions mainly in the areas of business travel and building heating.

IU commissioned the Institute for Energy, Ecology and Economy (DFGE) to calculate its corporate carbon footprint. Based on the international "Greenhouse Gas Protocol" (GHG), DFGE calculated not only direct emissions from its own controllable sources (Scope 1), but also indirect emissions, for example from purchased electricity or heat (Scope 2), as well as upstream and downstream emissions caused, for example, by paper consumption, service providers and business trips (Scope 3). The last two sources in particular are the main drivers of carbon dioxide for IU.

In order to compensate for its CO₂ emissions, IU has developed an action plan. This includes, among other things, switching to electricity and heat from renewable sources. In addition, IU supports globally recognised climate protection projects in Papua New Guinea, Mexico and Zimbabwe:



In March 2021, IU launched a cooperation with the Treedom initiative: To offset CO₂, a tree is planted for every fifth script that is not printed. All students who actively decide against a printed script receive a personal sponsorship for their tree, whose history they can follow online. By the end of September 2021, more than 9.500 trees had been planted in eight countries. An average of just under 1.400 trees are added each month because the students do not have to print out just under 7.000 lecture notes per month.

Furthermore, in cooperation with the non-profit association Bienenweide e.V., IU supports the mission to protect the habitat of bees and other insects. With every fifth new enrolment at IU, one square metre of bee pasture is sponsored, which is planted with regional seed mixtures and thus provides enough food for extinct insect species.

Sustainability in teaching and research

In parallel, climate protection and sustainability are incorporated as important aspects into teaching, whether through modules, projects or entire programmes. Some examples are

- the seminar project “Reforestation in Kenya”: Together with Prof. Dr. David Rempel in cooperation with the University of Nairobi, IU students explored potentials for sustainable tourism within a Kenya excursion directly on site;
- the research project “Sustainability in Hospitality” led by Prof. Dr. Willy Legrand;
- the module “Sustainability Management” as part of the Bachelor programme Tourism Management;
- the degree programme "Sustainable Management" (M.A., 120 and 60 CP) starting in June 2022;
- the research project "Sustainable Media Management" by Prof. Dr. Lisa Wolter in cooperation with the University of Florida/USA;
- the “E-mobility Compass” project that surveys the attitude and opinions of first and second year IU students towards e-mobility.

PRINCIPLE 3 | METHOD

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

Practical experience

In the dual study and on-campus programmes, the focus on practice is particularly strong. Dual students spend every second week working in their employing organisations. Besides, the integration of theory and practice is a daily reality for every student. The curriculum has multiple facets which reflect this, for example discussions and lectures with experts from industry and excursions to companies. In "CEO's lectures" leaders from business and industry hold seminars on campus and students have the opportunity to interact with them directly. IU Career Services provide students with recommendations for internship placements and for jobs after graduation. In the so-called "practical workshops" students work on real business issues under the leadership of a professor and in cooperation with a company. Ideally, all parties benefit from this: The students experience in practice how research and consulting projects are carried out and what it means to present results in front of a client. The companies receive new input for their questions and benefit from the independent and fresh perspective of the students.

One example that illustrates the practical experience is the dual studies symposium that has been described in the SIP in 2020. In addition, there have been numerous projects with a practical relevance, of which a few examples are going to be mentioned:

New textbook on the topic of "disability in care"

In June 2021, the Competence Centre for Self-Determined Living North Rhine-Westphalia (in German: KSL.NRW) presented its new practical handbook "Caring for Diversity" to IU. The textbook will be used there in the future in the orthopaedagogy department to sensitise students to the individual needs of people with disabilities. The 280-page book follows the guiding principle of the disability movement "Nothing about and without us".

"Orthopaedagogy at IU International University of Applied Sciences stands for innovative and practice-oriented teaching. This also includes knowing the real challenges of people with disabilities to be able to take them into account later in professional practice," said Prof. Dr. Gwendolin Bartz, Professor of Inclusive Education and Orthopaedagogy. "Until now, the topics of care and education, as well as disability, have tended to be considered separately in terms of disciplines. Only in recent years have they been thought of together theoretically. The KSL practical handbook will become a standard textbook for teaching."

Andreas Tintrup, project manager of KSL Arnsberg, said: "We are pleased that IU International University of Applied Sciences will use our practical handbook. Our aim is for it to become established as a clear and at the same time very comprehensive textbook on the subject of disabilities at all nursing schools and universities offering nursing courses in North Rhine-Westphalia." The book is a good guide to implementing the UN Convention on the Rights of Persons with Disabilities, which commits the society to "the highest attainable standard of health and wellbeing without discrimination based on disability".

Destination management applied in practice

Under the question "City of Water Castles!? Development of recommendations for action for Lüdinghausen", a seminar for students of tourism management took place in the winter semester 2020/21, initiated by the IU Campus in Dortmund as part of the course "Destination Management". As part of the event, the students were to develop creative solutions to increase the visibility of Lüdinghausen as a destination for water castles and, in doing so, to use the popularity of the castles Vischering and Lüdinghausen for the city centre. A few weeks later, the students presented the results of their studies as part of their final seminar examination. The best results were also presented to the town of Lüdinghausen and are now to be implemented in real life.

#Rethinking Tourism – Opportunities during the crisis

For their blog project "#Rethinking Tourism – Opportunities during the crisis", more than 200 tourism students from IU won the Tourism Recognition Award in the category "Thinking about Tomorrow Today – Creative Ideas for the Future" at the Thuringia Tourism Day in 2020. They convinced the jury with their approach to use the COVID crisis as an opportunity and promote networking within the tourism industry by means of their own blog. State Secretary Valentina Kerst presented the award to project leader Prof. Dr. Peter Neumann.



The study project "#Rethinking Tourism" provides possible solutions after the pandemic with a wide range of content. Texts and multimedia blog contributions inspire the desire for creativity and innovation in tourism. Tourism professionals from all sectors and of all company sizes are invited to follow suit. The students' ideas and solutions will be presented to tourism professionals on the public blog www.umdenken-im-tourismus.de as well as on social media such as Facebook, Instagram, YouTube and Spotify. With its approach of using the Corona crisis as an opportunity to present creative and fresh project ideas by means of their own blog and to promote networking within the tourism industry, the project "#Rethinking Tourism" has also won the 3rd place of the German Tourism Award 2020.

Among the #Umdenken (in English: #Rethinking) projects already implemented is a camping route for motorhome enthusiasts that covers the entire Münsterland region. The route proposal is designed with about 300 km for a 14-day round trip through the region but can be modified individually. The route includes a main route and four secondary routes and passes some of the most beautiful castles, palaces and lakes and is based on the cycle routes of the 100 Castles Route in Münsterland. The project was developed by students at the Dortmund location and was implemented in cooperation with Münsterland e. V. and the General German Automobile Club ADAC Westfalen.

Heimatproviant

"Heimatproviant" (in English: local take-away food) is an example of a "work in progress" project by students in Erfurt in cooperation with the Thüringer Tourismus GmbH (in English: Thuringian Tourism GmbH). A few years ago, the idea of the Heimatproviant was developed in Thuringia in order to secure hiking catering for guests. The aim is to close the gastronomic gaps on Thuringia's hiking and cycling trails. IU students have further developed the idea of the take-away system. Heimatproviant is not only intended to promote the expansion of gastronomy on hiking and cycling trails, but also to promote responsible, sustainable action and the cooperation and strengthening of gastronomy and the hotel industry. The use of regional and seasonal products is a prerequisite



for all offers. IU students in Düsseldorf have also taken up the theme of "Heimatproviant" by coming up with mini food trucks for hiking trails in the northern Eifel. The idea is for small businesses to rent or buy small trucks and place them at popular hiking routes or hiking car parks to sell their regional lunch packages.

Share-Kitchen

"Share-Kitchen" is the title of another "work in progress" project by students from Düsseldorf. It's about sharing gastro kitchens. The lockdown forced operators of restaurants and hotels in Düsseldorf as elsewhere to switch their gastronomic offerings to the take-away business. The market quickly became oversaturated. The student's idea for a solution: hotels with large kitchens make them available to small restaurants. Teams from the hotel and the small, different external catering companies cook together and put together a joint, diverse menu, which is then jointly marketed and delivered.

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.

Freedom of research and teaching

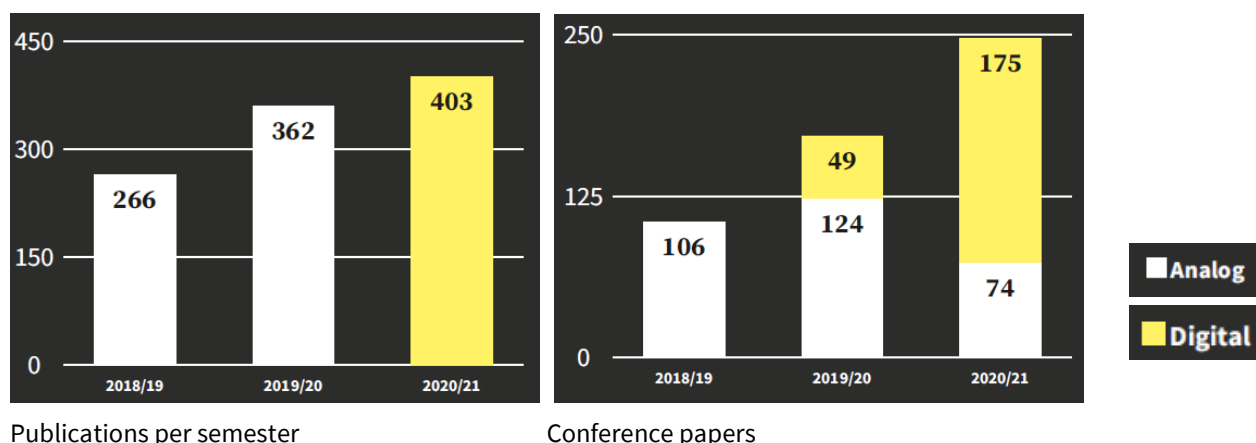
The IU's basic regulations in § 3 guarantee the freedom of research and teaching. This applies equally to employees and the freedom of study for students. Staff members can freely disseminate and exchange scientific opinions. They are free in regard to research methodology and the evaluation of research results. As orientation serves the jointly developed guidelines for ensuring good scientific practice and the information sheets on data protection in research and ethics and ethical self-reflection in research projects. Scientific honesty and adherence to the principles of good scientific practice are indispensable prerequisites for scientific work that aims to gain knowledge and acceptance by the public. In order to fulfil its responsibility in research and the directly related tasks in teaching and the promotion of young researchers, IU takes precautions within the legal framework to ensure good scientific practice in its field and to deal with cases of scientific misconduct.

A central research office is the contact for all enquiries and questions regarding research. In addition, IU established an ombudsperson for ensuring good scientific practice and dealing with scientific misconduct.

To oversight medical or human research studies an independent ethics committee has been established lately. In particular, the commission examines the ethical and legal admissibility of research on human subjects and ensures that medical experimentation and human subject research are carried out in an ethical manner in accordance with national and international law.

Research statistics

The number of publications increased to 403 in the academic year 2020/21 after 266 publications per semester in 2018/19 and 362 in 2019/20. The number of conference contributions also increased, with a large proportion being digital due to the Corona pandemic.



In addition to traditional research, third mission activities play an important role, such as reviewer, advisory board member, committee work, guest speaker or advisor.

An overview of the current research projects and cooperations at IU as well as the University of Applied Sciences' own publications can be found on the subpage "Research": www.iu.de/en/research.

IU Compass

For the development of an annual survey tool as well as its construction and implementation, the University of Applied Sciences' management announces the IU Compass start-up funding twice a year. The IU Compass was first announced in 2018. The survey tool to be developed is to investigate specific questions of public interest on a defined topic area each year and be established as a brand in the research landscape and the public.

In 2020, a study on E-Mobility was published. In order to derive trends and developments in user behaviour from this, IU is launching an annual Mobility Compass with this study. Within the framework of their dual study programme, students can participate in practice-oriented research projects and contribute important impulses to the partner companies involved.

More information about the projects selected for the funding period 2020-2022 as well as for the funding period 2021-2023 can be found here: www.iu.de/en/research/projects/iu-kompass.

IU Research groups

Supra-regional and interdisciplinary research groups promote cooperation between IU professors on specific research topics. Some research groups have been working together for a long time and publish regularly. You can find an overview of the current research groups here: <https://www.iu.de/en/research/research-groups>.

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

Business partnerships

IU is always open for new partners, fruitful cooperations and dialogue. Therefore, IU interacts on a regular basis with managers of business corporations to extend the knowledge of their challenges in meeting social and environmental responsibilities. IU is very grateful for the commitment of its partners who support it in a variety of ways through grants, sponsorship, guest speakers, events, direct recruitment and more... Over time, a special relationship develops between IU and its cooperation partners. The exchange between the two deepens and all sides profit from the individual cooperation, contract helps to explore jointly effective approaches to meeting these challenges. The goal of these partnerships is to support interested students and graduates and to give them the best possible chances and impressions. Concrete projects and actions ensure that the connection through a cooperation contract is more than just a written document. The faculty has contact to all DAX 30 companies and is recognised in the international market.

This network enables IU to conduct "CEO's lectures" where leaders from business and industry hold seminars on campus and students have the opportunity to interact with them directly. IU Career Services provides students with recommendations for internship placements and for jobs after graduation.

The consideration and support of universal human rights are also reflected in the (international) cooperation with third parties – e.g. other universities and partners in practice. Education is a human right. This means that every person in the world should have access to education. The reflection on common values based on universal human rights is at the heart of all actions and approaches.

Practice Partners

Within the dual studies, IU maintains more than 10.000 cooperations with renowned corporate partners and always continues to expand the network. Companies are increasingly showing interest and, as industry partners, are now forming the largest educational network for dual studies in Germany together with IU.

A selection of practice partners can be found on the IU website: <https://www.iu.de/en/dual-studies/practice-partner>.

Business Graduates Association

With its international and English-speaking management degree programmes that are taught on campus as well as online, IU has been a member of the international excellence network Business Graduates Association (BGA), which is a subsidiary organisation of the Association of MBAs, since 2020. The guiding ideal that unites the approximately 100 business schools worldwide, as well as graduates and students at business schools, is the pursuit of lifelong learning and the achievement of responsible, sustainable management. The common foundation here is the charter to be signed by the members. The network offers its members, among other things, the opportunity to act as a multiplier and platform for their own research, first-class discussion and networking platforms worldwide, opportunities for personal and professional development, advice on the design of study programmes, access to the latest and most relevant publications in the field of management via the MBA Business Impact Content Hub, worldwide Alumni-Relations-Activities and mentoring for business schools.



Foundation of DB University

An innovative bachelor's programme run by DB (Deutsche Bahn – German Train Company) in cooperation with IU is designed to give specialists the best prospects within the Group. The degree programme was developed in conjunction with DB and focuses on practical problem solving and project competence. The Bachelor's programme creates an academic education path for DB specialists with vocational training - alongside their job, independent of time and location. The focus is on sustainable and future-oriented personnel development. The modules designed by DB Training, Learning & Consulting integrate theoretical knowledge from the transformation project "Strong Rail" with practical knowledge. "Strong Rail" transformation project into practical problem-solving approaches. For employees, the relationship to the company, motivation and personal development increase.

IU's DB University upskilling programme was awarded the Brandon Hall Group HCM Excellence Silver Award. The award is presented by the Brandon Hall Group, a US market research company, in several categories in the areas of human resources and technology. The training programme "DB University – Strong Students for a Strong Railway System" was honoured in the category "Best Strategy for a Corporate Learning University".

Cooperation with the German Olympic Sports Confederation

The IU and the Olympic Training Centres (OSPs) are expanding their cooperation in in-service training to the German Olympic Sports Confederation (DOSB). All full-time federal and state coaches as well as staff members will also have discounted access to a distance learning programme alongside sport. As the umbrella organisation of German sport OSP and DOSB are committed to the dual career, career counselling and further education of athletes, coaches and staff.

Modern learning methods such as the learning app IU Learn, self-tests, study coaching and online exams enable top athletes and coaches as well as the staff of the OSPs and the DOSB to combine further education, training and work. They can choose from over 120 Bachelor's and Master's degree programmes in nine subject areas. Different time models and innovative learning technologies make study flexible.

"Bridging the Gap" Award 2020

Prof. Dr. Willy Legrand has received the "Bridging the Gap" Award 2020 from the European Council on Hotel, Restaurant and Institutional Education (EuroCHRIE). 2020 has been a challenging year for the hospitality, tourism and

education sectors and a wake-up call for their resilience. Dr. Willy Legrand has worked with academia and industry to develop solutions for greater sustainability and resilience in the hospitality industry. Prof. Dr. Legrand chairs the HospitalityNet World Panel on Sustainability in Hospitality and offers numerous industry-related webinars for IU students and EuroCHRIE members.

CONCLUSION

This report shows how, despite its rapid growth, IU continues to embed the issues of sustainability and social as well as environmental responsibility at various levels. These topics play an important role in the further development of IU and in the numerous projects, study programmes or research work, but also in the internal organisational development.

IU is proud to be part of the PRME initiative worldwide and fully recognises this responsibility. Herewith, it is promised to further implement its measures, initiatives and ideas, and to use PRME as a solid framework for the future development.

The next PRME report will be delivered in July 2024.

If you have any further questions, please do not hesitate to contact us:



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