



# Sharing Information on Progress Report 2021

# Our Continuing Commitment

## President's Message

As President of the University of Mannheim, I am very pleased to present the 2021 progress report of the University of Mannheim on our commitment to promotion and embedding of the six Principles for Responsible Management Education.

Our university's mission is to educate future leaders in business, research, and society. As an institution of higher education involved in the development of future managers, we are committed to the implementation of the Principles for Responsible Management Education.

In our current PRME report, we demonstrate the implementation of this objective in all areas: from teaching to research to extracurricular activities. We believe that our own organizational practices should serve as an example of the values and attitudes we convey to our students.

We are confident that the University of Mannheim provides excellent guidance for future managers on how to steer organizations towards more socially responsible and sustainable business practices. By instituting the Vice Presidency for Sustainability on 1 October 2021 and the additional establishment of a sustainability unit, the University of Mannheim has set a clear goal: intensifying the university-wide contribution to sustainable development and to promote sustainability-related topics across the university.






### **Prof. Dr. Thomas Puhl**

President of the University of Mannheim



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# PRiME

Principles for Responsible  
Management Education

*an initiative of the*



## PRiME

Principles for Responsible Management Education (PRME) is a United Nations supported initiative founded in 2007. The network is a leading global platform for open dialogues and collaborative learning on responsible management and leadership education.

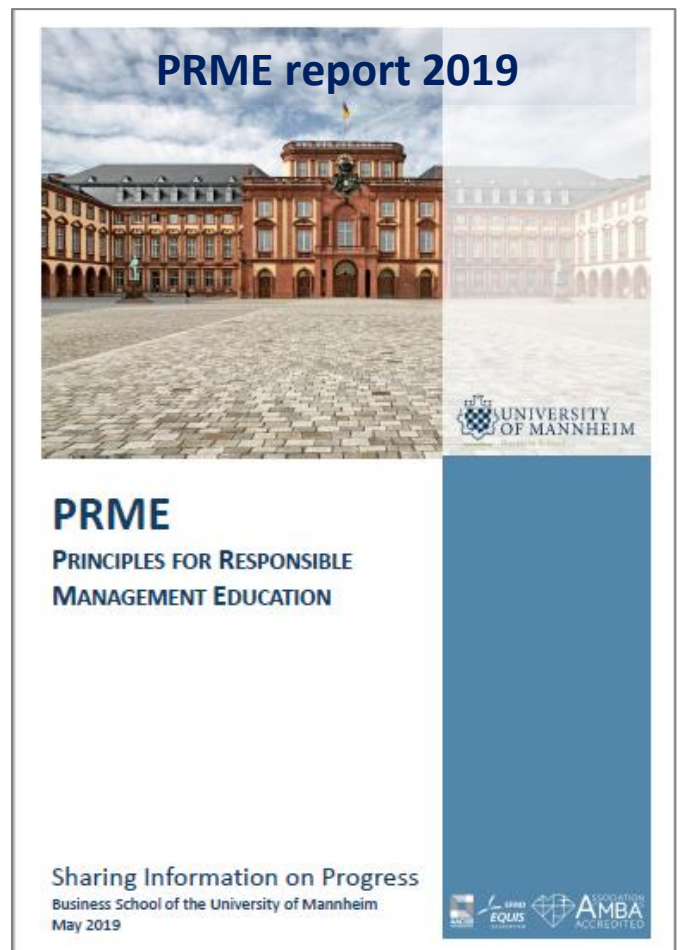
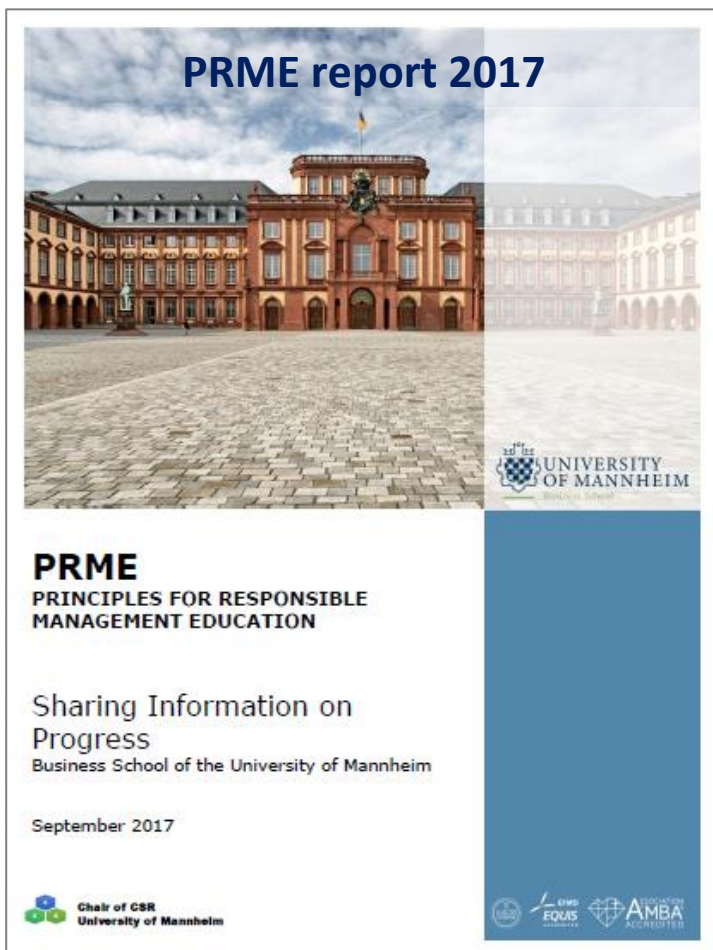
# PRME

## Principles for Responsible Management Education

PRME (Principles for Responsible Management Education) is a United Nations-supported initiative founded in 2007. Their mission is to develop responsible decision-makers of tomorrow aligned with the Sustainable Development Goals (SDGs) of the United Nations. Through working out purpose, values, methods, research, partnerships, and dialogues, all 800 participating institutions equip future managers with the skills needed to balance economic and sustainability goals. For more information please visit: <https://www.unprme.org/>.

## PRME at the University of Mannheim

The University of Mannheim has been a member of the international PRME network since September 2014. Member institutions provide a report informing about current activities, related to sustainability every 2 years. This PRME report is the third report of the University of Mannheim. While the previous reports focused solely on the Business School of the University of Mannheim, this report is the first one to include all schools. Please find our previous reports here: <https://www.unprme.org/university-of-mannheim>.



## The six PRME principles

As institutions of higher education involved in the development of current and future managers, we declare our willingness to progress in the implementation, within our institution, of the six principles. This page provides an overview of the six PRME principles that are presented in more detail on the following pages. For more information please visit:

<https://www.unprme.org/what-we-do>.



### 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, curricula, and organisational practices 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, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.



# University of Mannheim

Our mission is to educate future leaders in business, academia, and society. It is in these fields that the university has repeatedly been ranked as one of the top 20 European research institutions.

# UNIVERSITY OF MANNHEIM

Germany



The University of Mannheim is in **Germany**, in the state of **Baden-Württemberg**.

About **12,000 students** study at **six schools** and **departments** at the University of Mannheim.

We invite you to learn more about the University of Mannheim and its community on the following pages.



School of Social Sciences



School of Humanities



Business School



Department of Economics



School of Business Informatics and Mathematics



Department of Law

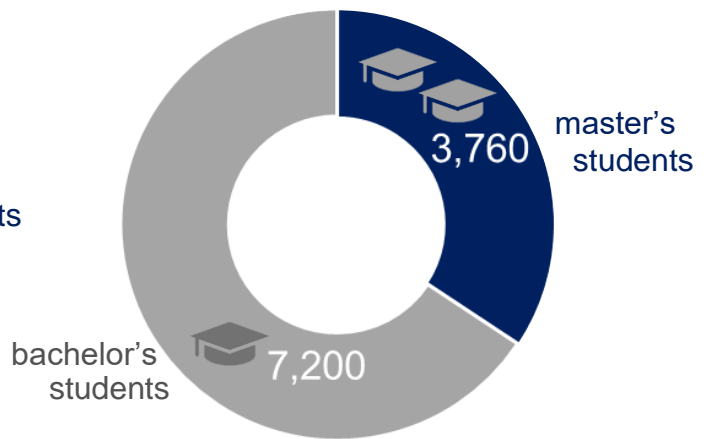
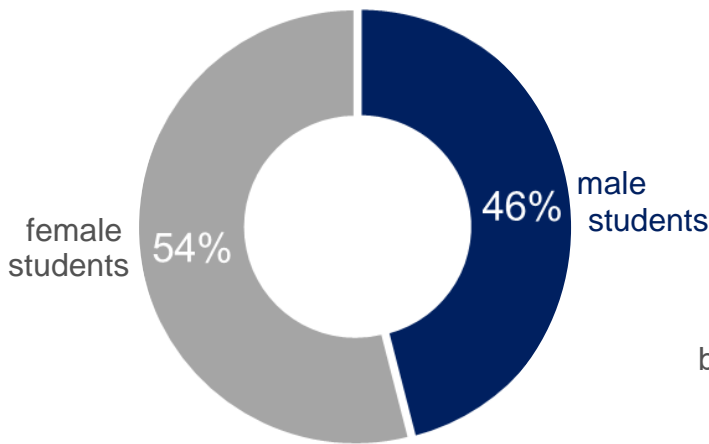




# Fact sheet



- ✓ more than 80 programs of study
- ✓ international MBA and master's programs available at Mannheim Business School, Germany's No. 1 business school
  - ✓ interdisciplinary programs
- ✓ first class doctoral programs taught at the Graduate School of Economic and Social Sciences (GESS)



Reference date: 1 November 2020

|  |   |   |  |  |
|--|---|---|--|--|
|  <p>Economics and Political Science</p> <p><b>#1</b><br/>in Germany<br/>CHE Ranking<br/>2020 and 2021</p> |  <p>Accounting &amp; Finance, Business &amp; Management Studies and Economics</p> <p><b>#1</b><br/>in Germany<br/>QS World University<br/>Ranking 2021</p> |  <p>Economic and Social Sciences</p> <p><b>#1</b><br/>in Germany<br/>THE World University<br/>Ranking 2021</p> |  <p>Business Administration Graduates</p> <p><b>#1</b><br/>in Germany<br/>Wirtschaftswoche<br/>Ranking 2021</p> |  <p>Finance and Business Administration</p> <p><b>#1</b><br/>in Germany<br/>Shanghai<br/>Ranking 2021</p> |
|--|---|---|--|--|

For more information please visit: <https://www.uni-mannheim.de/en/>.

## Weighing up business schools' work on sustainability

New study of academic publications raises questions about how to assess schools' research



Students, faculty and employers are seeking greater emphasis on social purpose in academic research © Bloomberg

## The European SDG top 10 (ranked by ratio of SDG-related publications)

|   | Total publications | SDG publications | Ratio | Rank |
|---|--------------------|------------------|-------|------|
| University of Glasgow, Adam Smith Business School | 22                 | 20               | 91%   | 1    |
| University of Leeds                               | 36                 | 32               | 89%   | 2    |
| University of St Gallen                           | 70                 | 61               | 87%   | 3    |
| ESCP Business School                              | 36                 | 31               | 86%   | 4    |
| Grenoble Ecole de Management                      | 51                 | 43               | 84%   | 5    |
| ESSCA   | 111                | 92               | 83%   | 6    |
| The University of Amsterdam                       | 70                 | 58               | 83%   | 7    |
| IESE Business School                              | 108                | 89               | 82%   | 8    |
| Frankfurt School of Finance & Management          | 34                 | 28               | 83%   | 9    |
| Mannheim Business School                          | 76                 | 62               | 82%   | 10   |

According to the Financial Times, the University of Mannheim is amongst the Top Ten European Business Schools when it comes to SDG-related publications. For more information please visit: <https://www.ft.com/content/6b499b5b-76fc-4fee-9684-f8055e52c46e?shareType=nongift&s=08>.

**14** double and joint degree programs

**numerous buddy programs** for incoming exchange students

international students from **100** countries




more than **450** partner universities worldwide

**9** English-taught master's programs

**international academic calendar** spring and fall semester





## The University of Mannheim builds on a strong historical tradition when it comes to sustainability

In October 2021, the University of Mannheim celebrated the 75th anniversary of re-establishing the “Wirtschaftshochschule”. For this purpose, a commemorative publication called „Eine Universität für die Gesellschaft – 75 Jahre Neugründung Wirtschaftshochschule und Universität Mannheim“ was published. As part of the commemorative publication, Prof. Dr. Annette Kehnel and Prof. Dr. Laura Marie Edinger-Schons reviewed the history of sustainability at the University of Mannheim by highlighting some special events.

Nowadays, the University of Mannheim presents an impressive record in terms of sustainability: The Mannheim Institute for Sustainable Energy Studies (MISES, Prof. Stefan Reichelstein Ph.D.), Environmental and Resource Economics (Quantitative Economics, Prof. Ulrich J. Wagner Ph.D.), the Chair of Sustainable Business (Prof. Dr. Laura Marie Edinger-Schons), the “Mannheim Master in Sustainability and Impact Management” at the Mannheim Business School, the Sustainability Working Group initiated under the leadership of Executive Vice President Barbara Windscheid, the local group of Scientists for Future, etc. However, the fact that sustainability at the University of Mannheim has a tradition going back to the days of the “Wirtschaftshochschule” is one of the great surprises revealed by the treasures of the Mannheim University archives. The following are three brief spotlights:

Mannheim was a co-author of the first report of the Club of Rome, 1972. Two Mannheim professors were involved: Gert von Kortzfleisch and his student Peter Milling. Their co-authorship of “Limits to Growth”, and its urgent warning to mankind to stop working toward its own demise and to respect the earth's limits to growth emerged from a research collaboration with MIT.

Von Kortzfleisch became known in Germany as a pioneer of system dynamics, working on technical innovation planning, energy for transport, or international problem areas in business administration. In their memoirs, the German Society for System Dynamics endowed the Gert von Kortzfleisch Prize. (excerpt)

If you look through the university reports, you will notice the students' pioneering role in driving sustainability. In May 1985, the AStA organized its first environment week under the motto "economy and ecology". Since 1991, the “Green Alternative University Group” has been campaigning for the "introduction of ecology at the university chairs and in the administration".

Also among the early initiatives was SICoR, the Student Initiative Club of Rome e.V., founded in 1994, and the Initiative Wirtschaft und Umwelt e. V., founded in 1989, WUM (according to the current state of research, the oldest ecological initiative in Mannheim). (excerpt)

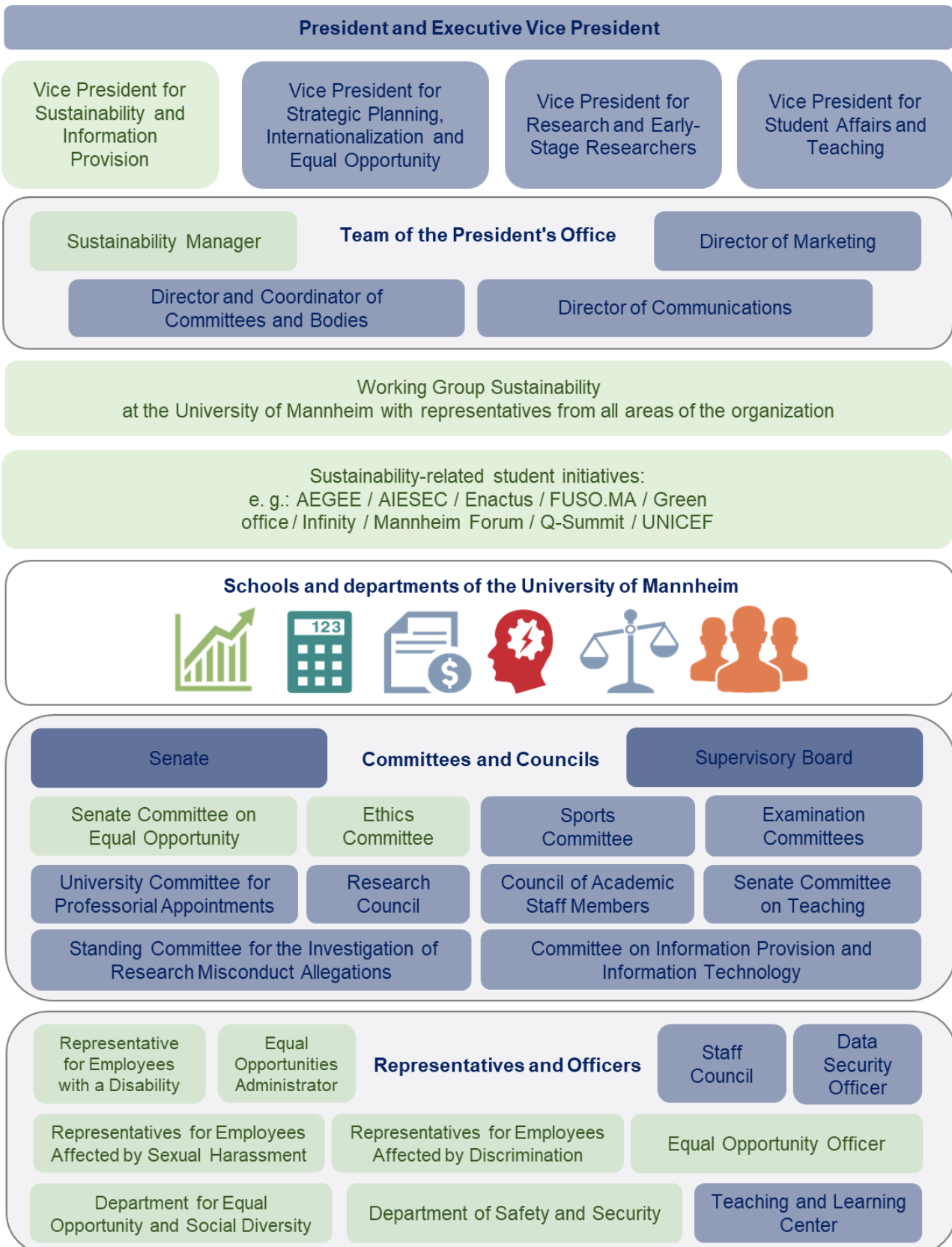
As early as 1996, the subject of ecology was introduced at the University of Mannheim. Prof. Dr. Klaus Conrad, Chair of Microeconomics, was in charge. The decisive innovation was interdisciplinarity: whether environmental economics, environmental policy, environmental law or geography. Conrad, who had been working in the field of environmental and resource economics since the 1970s, was president of the Association of European Environmental and Resource Economists and spokesman for Research Training Group Environmental and Resource Economics and led the first Economics Research Training Group in Germany. (excerpt)

We want to continue to build on this tradition in the coming years and actively shape the transformation toward a more sustainable economy and society.

An understanding of our roots can motivate and inspire us in this process.

# Governance

Sustainability is incorporated across the institution at the University of Mannheim. To ensure a whole institution approach and to facilitate stakeholder empowerment and engagement, sustainability is embedded in all divisions of the different university bodies. The following organizational chart illustrates this.



## Faces of sustainability at the University of Mannheim

At the University of Mannheim, many individuals are involved in the strategic and operational implementation of a university-wide sustainability strategy. This page introduces some of the faces of sustainability. It is important to us to get everyone on board and to establish a culture of sustainability



Executive Vice President  
Barbara Windscheid



Vice President Sustainability and Information Provision  
Prof. Dr. Laura Marie Edinger-Schons



Office for Sustainability  
Lutz Spitzner



Advisor for Sustainable Management  
Dr. Stefanie Reustlen



Head of the Facility Management Division  
Matthias Heitz



Speaker of the Sustainability Working Group "Governance and Social"  
Lisa Bracher



Speaker of the Sustainability Working Group "Research and Teaching"  
Dr. Sonja Klingert



Speaker of the Sustainability Working Group "University Operations"  
Betty Kübe



# How we implement our Cultural Standards

## Ethical Guidelines

To underline the importance of upholding the university's values and to give practical recommendations for university members, we developed specific ethical guidelines. They can be found in the Code of Conduct of the University of Mannheim. Apart from these guidelines for general behavior, we are also committed to following the rules for Safeguarding Good Scientific Practice of the German Research Foundation (DFG) to ensure high quality, ethical research practices at the University.

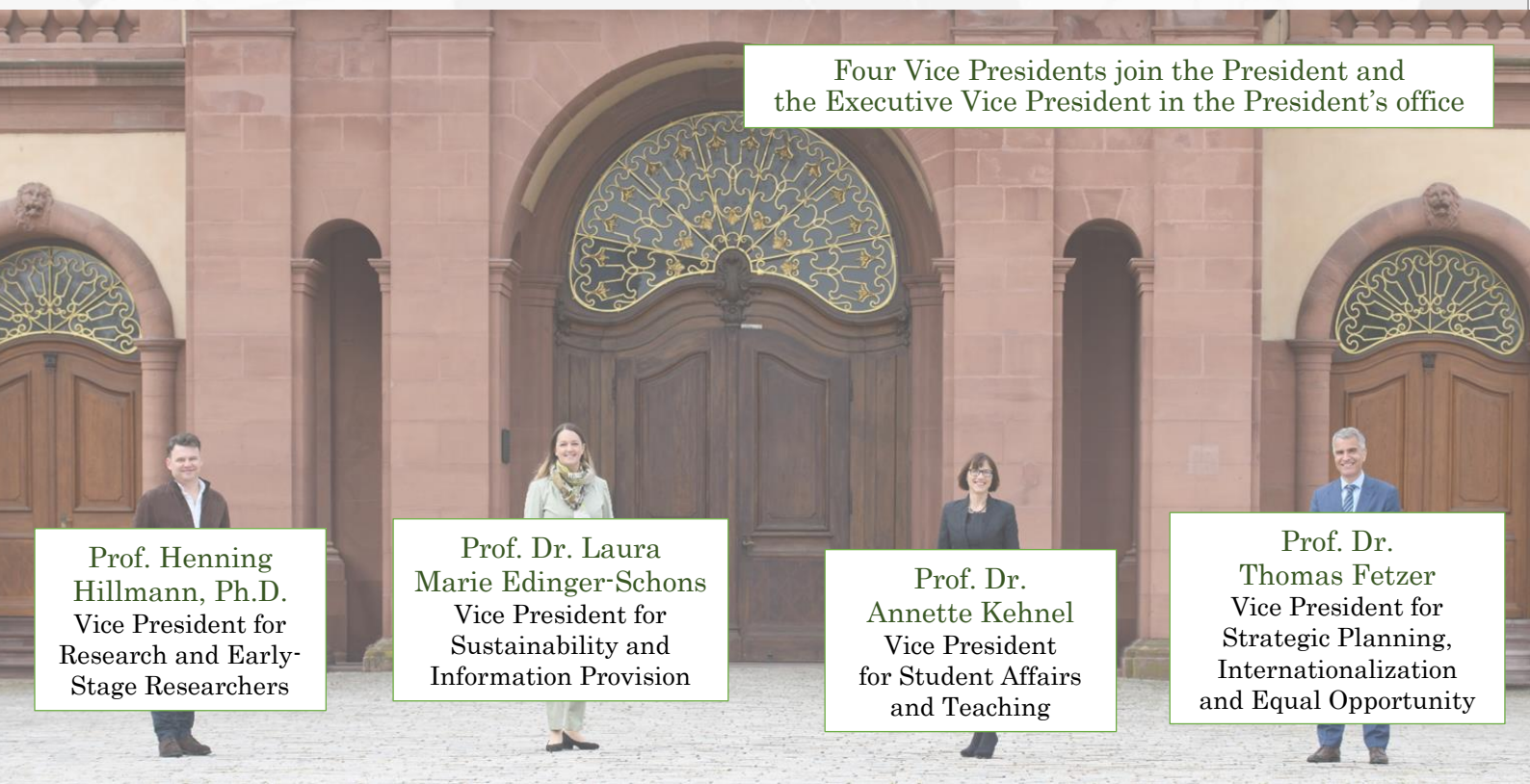
## Commissions

Regulations do not have an impact if there is no institution to enforce it. Therefore, the University of Mannheim has created a system of commissions dedicated to the development and implementation of ethical rules. These responsibilities primarily lie with the Ethics Committee of the University, supported by the Senate Committee on Equal Opportunity and the Equal Opportunities Commissioners of each school.

## Institutions and services

At the University of Mannheim, we commit ourselves to offering the best possible support to ensure an effortless implementation of the values we stand for. There are various supporting institutions and services for students, staff, and faculty to resolve issues regarding equality, work-life balance, or other problems that might occur.

The Staff Council is elected by the employees of the university. Its main objective is to improve working conditions for all members of the university, to negotiate binding workplace regulations between the university and its employees, and to serve as a point of contact for all workplace-related initiatives, suggestions, and challenges. It is complemented by the Equal Opportunities Administrator, who serves as contact person for all potential problems regarding an unfair treatment in studies and/or work. More specific issues can be brought to the Representative for Employees with a Disability or the Committee against Sexual Harassment. In addition, the Department of Gender Equality and Social Diversity provides comprehensive consultation offers on various subjects, such as gender equality, work-life balance, study-life balance, antidiscrimination, or concerns of the LGBTQ community.



Four Vice Presidents join the President and the Executive Vice President in the President's office

Prof. Henning Hillmann, Ph.D.  
Vice President for Research and Early-Stage Researchers

Prof. Dr. Laura Marie Edinger-Schons  
Vice President for Sustainability and Information Provision

Prof. Dr. Annette Kehnel  
Vice President for Student Affairs and Teaching

Prof. Dr. Thomas Fetzer  
Vice President for Strategic Planning, Internationalization and Equal Opportunity

## Materiality analysis and Stakeholder Participation

At the beginning of our journey to develop a sustainability strategy, we asked ourselves the question that many organizations ask at this stage: which sustainability topics are most material for us? And how can we prioritize our activities in line with our stakeholders' preferences?

To find answers to these questions, we conducted a materiality analysis in 2020, inviting students as well as employees of the University of Mannheim to answer an online questionnaire. The analysis was conducted as a part of a master thesis by Franziska Beile. In the questionnaire, we asked them for their perceptions of the sustainability of the University of Mannheim, their preferences with regard to various sustainability topics, and their ideas for developing the sustainability strategy of the university. 345 members of the university responded and shared their ideas with us.

The data reveals that there are no major differences with regard to students and employees in their perceptions and expectations. All sustainability topics are regarded as important, and our members made very specific suggestions of how they can be improved. We used this input as a To Do list for our work.

Further, the responses indicated that students as well as employees felt the need to receive more information on sustainability at the university and would like to have more opportunities for involvement. As a reaction to this, we set up a new website on sustainability at the University of Mannheim and an open plenary session on sustainability which is now held every semester and various other formats for students as well as employees to get involved.



Please find the website on sustainability at the University of Mannheim here: <https://www.uni-mannheim.de/universitaet/profil/nachhaltigkeit/>.



Please find a recording of our first open plenary session here: <https://www.youtube.com/watch?v=b6BEAFOPTY4>.

## Sustainability culture

At the University of Mannheim, many students and employees are shaping Mannheim's sustainability culture. Here are some examples.



Susanne Quincke thinks that her generation of “baby boomers” is responsible for a world worth living in. The President's secretary of the University of Mannheim has been working on reducing her carbon footprint for the last couple of years. “My husband and I decided to move into a smaller apartment. As convinced cyclists we have never owned a car and we also avoid air travel”. Furthermore, their food is mostly vegetarian. “Lately, we have eaten less cheese and milk products, and what can I say? It still tastes good!”

Photovoltaic systems, research, and a working group: the aim of the University of Mannheim is to permanently embed the concept sustainability on its campus. For this purpose, the Office for Sustainability, which is headed by Lutz Spitzner, was created one year ago. “It's important for us not only to replace outdated illuminates or reduce electricity consumption, but to strengthen the individual's responsibility,” he says. “Therefore, we want to integrate more of the experiences and ideas of the university's members as well as provide tips for a more sustainable office and study routine.”



Do I really need another t-shirt? Why not do my grocery shopping in the little store around the corner? Lisa Bensid from the Prospective Student Advising Center asks herself these questions regularly. She pays attention to a sustainable lifestyle and says: “Conscious consumption and a resource-conserving everyday life are important aspects for a more sustainable world. Even small changes, like not shopping online, and especially each person's actions have a noteworthy impact on our environment.”



Heating, cooling, and lighting rooms: buildings account for approximately 35% of Germany's total energy consumption. Matthias Heitz and his team of the Facility Management Division use intelligent building management to ensure that energy consumption on campus is as low as possible. The team makes sure that nationwide guidelines for energy consumption for renovations and new buildings are undercut as far as possible. “The lifespan of buildings consists of the phases planning-construction-use-demolition. That's why the most important step for me is to use sustainable building materials which regrow, are produced with little energy and are recyclable.”

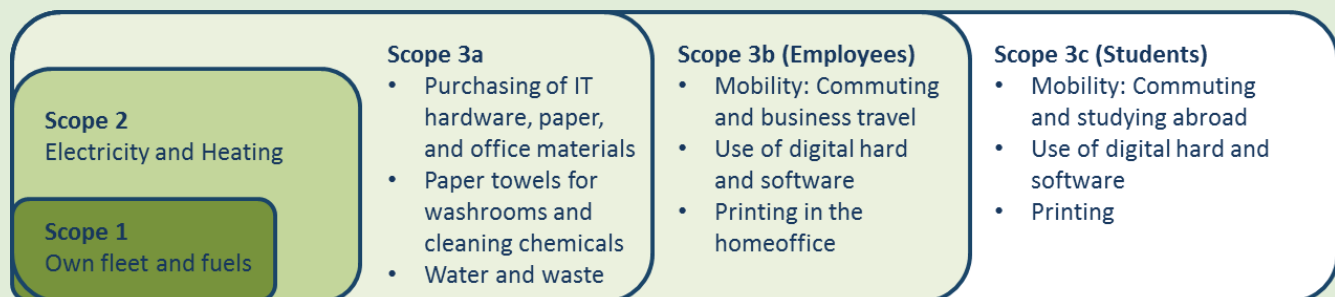


“Imagine little children on plastic trash mountains who are looking for recyclables. I cannot get this picture out of my head since taking a trip to South-East Asia. That's why I decided to commit myself to a more sustainable world with a way of life that conserves resources and thinks for the long-term. For me, living sustainably does not only mean securing my own future, but also drawing attention to long-term problems by creating greater awareness among my fellow human beings for their environment, for example.” Clemens Buhr is studying in the bachelor's program Political Science and, among other things, coordinates the project “Cup to Go” as head of the campus department of the (AStA).



## Developing a Climate Strategy

The climate crisis is an existential threat to humanity and as a university, we play a key role in contributing to solutions. This role refers to research on climate action and sustainable energy solutions as, e.g., conducted at the Mannheim Institute for Sustainable Energy Studies, but also to our activities in teaching and outreach, which help to empower current and future leaders in the sustainability transformation. However, beyond these first, second, and third mission activities, we strongly believe that we should also practice what we preach. This means, that developing a substantive climate strategy is a top priority for us. We have started this process in October 2021 when our sustainability unit was set up. As a first step in the process, we are currently determining our CO<sub>2</sub> footprint by collecting comprehensive data from various different sources. As an underlying framework, we use the Greenhouse Gas (GHG) Protocol logic to differentiate between scope 1, 2, and 3 impacts. We applied the GHG Protocol framework to our impacts as a university. The following figure summarizes the impacts according to the respective scopes. We distinguished scope 3 into scope 3a, b, and c. Scope 3a refers to all purchases for which we have bills/records. Scope 3b refers to employee-level impacts and scope 3c to student-level impacts. From scope 1 to scope 3c, impacts become less controllable and it is increasingly hard to ensure a high data quality. Nevertheless we aim to make a comprehensive effort to understand all of these impacts and develop approaches to proactively manage them.



While collecting data for scopes 1, 2, and 3a was more or less straightforward, we conducted an online survey of employees and students to gain insights into scopes 3b and 3c. We are currently in the process of analyzing the data and will be able to share the insights in the next PRME Report in 2023. What we can already say is that, based on our first analyses, the topic of mobility is highly material for us. Due to the specific focus of Mannheim on humanities, we do not have laboratories or larger technical infrastructure which would cause excessive energy consumption. As a reaction to these insights, we are currently putting together a subgroup in our working group on sustainability which will be focusing on mobility and climate impacts. It is the climate goal of the state government of Baden-Württemberg to reach climate neutrality with all their public institutions in 2030 and we are investing significant effort to make a substantive contribution to this.

Beyond our climate footprinting efforts, we are currently developing a climate model for universities together with the Frankfurt-based climate start-up [right.based on science](#). The “XDC Uni Explorer” is aimed to be made available open access after a process of piloting with several universities. The software will allow universities to calculate whether they are “Paris-aligned”, i.e., whether they are on the 1.5 degree Celsius path and what they can best do to improve their climate performance.

## Sustainable operations

Estimating the CO<sub>2</sub> footprint of the University of Mannheim: The Chair of Sustainable Business has set out to estimate the CO<sub>2</sub> footprint of the University of Mannheim. The team of the chair has the goal to understand the footprint as comprehensively as possible (scope 1-3 of the Greenhouse Gas Protocol). In their emissions accounting, they include data from university records on electricity, heating, waste, water usage, and fuel. Further, they have conducted a survey amongst employees and students in which more than 800 university members participated to understand their commuting and travel, ICT usage, and printing.



A home for bees: There is now an insect hotel at the University of Mannheim! The "Service & Marketing GmbH" has set it up in the "Rektoratshof". The occasion was its 20th anniversary last year, which the GmbH celebrated with various activities. The insect hotel usefully expands the habitat of insects and revitalizes the courtyard. Especially for wild bees – little helpers who do great things – it offers shelter and nesting aid.



Half of the university fleet is electric: The University Post Office's new electric car tours daily across the widespread campus. Division VI, responsible for logistics and organization, now uses a white Mercedes eVito to pick up university mail from city mail centers and to distribute it on campus. In addition to having lower environmental impact, an electric motor is ideal for the stop-and-go during mail tours. Moreover, the cost of running an electric car is lower than that of a gas-powered car. The van replaces an older, gas-powered transporter, which means that half of the university's vehicle fleet now consists of electric cars. A charging station which can charge two cars simultaneously has been set up and paves the way for the expansion of e-mobility at the University of Mannheim.



In addition, a cargo bike will be used in the area of university sports to enable the emission-free transport of sports equipment and gear between the individual sports facilities.



Vaccination services at the University of Mannheim: To support and protect students and employees in times of Covid-19 pandemic, the University of Mannheim provides vaccination offers. Students and employees of the University of Mannheim can get vaccinated in the "Alte Lehrbuchsammlung". First, second, and booster shots are available.



## Sustainability starts within our own walls...

We believe that sustainability should start in our own four walls. We take care to continuously improve the sustainability of our own operations. The proportion of LED lighting in all university buildings is currently at 20% and we aim to increase it continuously. In corridors, washrooms, and basements, lamps will gradually be replaced by LED lighting. Presence detectors will avoid unnecessary operating times.

Since 2012, the University of Mannheim has covered 100% of its power demand from renewable energy sources. The rooms are heated to 100% by district heating, 99% of which is obtained from cogeneration of heat and power (CHP).



Since 2011, the University of Mannheim has been continuously developing and enhancing its energy management. Energy monitoring and building management systems are used to regularly control and evaluate energy consumption on campus. Based on this, the adopted energy-saving measures have significantly reduced the energy consumption and costs of the University of Mannheim in recent years. This way, the university saves 70,000 to 100,000 kilowatt hours and, thus, 40 tons of CO<sub>2</sub> annually.

95% of paper used at the University printer's for standard prints is made from recycled fibers. Furthermore, the university has significantly reduced the number of printed circulars and replaced them by large e-mail distribution lists. Since 2012, thanks to the digital coordination of committees and bodies, documents for meetings of the university bodies have been forwarded electronically.

## Sports to promote health and wellbeing

Sport is important for body and soul. Therefore, the University of Mannheim offers a comprehensive sports program for students and employees, ranging from dancing to yoga and weight training. In addition to balancing study and work, fun and the experience of togetherness contributes to the promotion of social sustainability. For more information please visit: <https://www.uni-mannheim.de/en/sports/>.

Dance center



CrossGym



Yoga center



FitnessGym



## Sports facilities

## Sporting leisure activities



## Green-IT at the University of Mannheim

The University IT (UNIT) provides the technical infrastructure of the University of Mannheim. Particular emphasis is placed on sustainability and efficiency when selecting the technical equipment and IT services required. Corresponding guidelines were created to reflect the requirements for technical infrastructure and IT services in terms of sustainability, including IT procurement (e.g., appropriate certificates), long-term use of the equipment and necessary recycling criteria. These guidelines are continuously adapted and improved.

Furthermore, topics such as Green-IT, Green Coding, HPC systems, cloud computing, data network, digitalization of business processes, green electricity and IT Tools are subject of several projects and developments. To monitor consumption in relation to the performance of the digital solution, the necessary energy consumption metrics must be defined in the processes. The aim of the strategy is to evolve in an energy-efficient manner within the IT infrastructure.



## Open science at the University of Mannheim

UNESCO states that “open science has the potential of making the scientific process more transparent, inclusive and democratic” and therefore recognizing it as a critical accelerator for their sustainability goals. The driving factors of open science are transparent and inclusive research practices, open access to scientific findings, and the reproducibility of research results. The University of Mannheim shares these goals and sees them as part of the efforts to advance scientific progress. It has established an Open Science Office supporting its researchers at all career stages and across all disciplines. For more information please visit: <https://www.uni-mannheim.de/open-science-office/>.



Each year the University of Mannheim organizes the Open Science Day as an event for its members, other researchers from Mannheim, and anyone interested in the topic. As a follow-up of the 2019 Open Science event, a group of persons from different institutions started the Mannheim Open Science Meetup as a grassroots initiative which is now also supported by the Open Science Office. The Open Science Office fosters and supports open science approaches of researchers across all academic disciplines at the University of Mannheim. This can lead to more open, transparent, and inclusive research which also increases the societal impact. For more details please visit: <https://www.bib.uni-mannheim.de/en/about/exhibitions-and-events/open-science-day-2021/>.



Supporting and  
Training Researchers



Interconnecting Open  
Science Services at the  
University of  
Mannheim



Promoting an  
Institutionalized  
Perspective on Open  
Science



Open Science Office

## Sustainability highlights in 2020 and 2021

Since our last PRME report was published in 2019, we were able to carry out various sustainability activities in line with our sustainability mission. We strengthened our academic position through conducting research on sustainability, collaborated with stakeholders to make a noticeable impact, and consolidated our governance of sustainability at the university with a new vice president for sustainability and information provision and a new sustainability manager. Here, we would like to highlight some exemplary activities.

### Canteen survey „Falafel for Future?“

In cooperation with the “Studierendenwerk”, the Scientists for Future Mannheim and the AStA, the Chair of Health Psychology conducted a survey on the demand for plant-based offers in the canteen of the University of Mannheim



Prof. Dr. Laura Marie Edinger-Schons

### Vice Presidency for Sustainability

By instituting the vice presidency for sustainability and information provision in October 2021 and the additional establishment of a sustainability unit, the University of Mannheim has a clear goal: Intensifying our contribution to sustainable development and promoting sustainability across the university

### Student project Greenwards

Currently under development by a student team, the sustainability tracking app Greenwards offers users a transparent picture of their CO<sub>2</sub> impact, based on their daily lifestyle choices. They can gain attractive rewards from partners. The team is currently working on the prototype.

**We are  
Greenwards.  
We promote  
sustainability.**



## Project Cup to Go®

Cup to Go® is an innovative sustainability project that is based on the behavior of consumers and is to help substitute the need to grab a disposable cup. The core element of this solution is the transition to reusable cups in all gastronomic facilities of the University of Mannheim and the University of Applied Sciences. This is combined with the environmentally friendly and convenient use of being able to return the cup after use at various return points. For more details please visit: <https://www.stw-ma.de/cuptogo.html>.



## Green Office Uni Mannheim

Green Office is dedicated to making the University of Mannheim and its surrounding ecologically, socially, and economically sustainable. Every semester, the organization arranges different activities to draw attention to the use of non-renewable resources. By introducing recyclable coffee cups, the Green Office contributed to reducing the resources used by the University of Mannheim. For more details please visit: <https://greenofficeunimannheim.wordpress.com/>.

## “Essenswert” project



Worldwide, nearly one third of all food ends up being thrown away, unnecessarily wasting vital resources such as water and arable land. What can we do about it? For example, storing our food in order for it to last longer or trying out new recipes that use fruits or vegetables that are no longer entirely fresh.

Tips and tricks on how to do this are provided by the “Essenswert” project, which was launched in collaboration with the student organization @Infinity\_mannheim. For more details please visit: <https://infinity-mannheim.de/portfolio/essenswert/>.

## Mindful campus food

The former “KUBUS” cafeteria in the Mensaria “am Schloss” has been transformed both visually and in terms of content into the innovative gastronomy concept “greenes<sup>2</sup> - mindful campus food”. The new offer focuses on the use of green, authentic products in terms of sustainability and regionality. The aim for greenes<sup>2</sup> is to become a meeting point for students, university employees, and many other guests from Germany and abroad. The seasonally changing product selection is freshly prepared and is intended as a supplement to the dishes offered in the canteen. For more details please visit: <https://greenes.de/>.







# Principle 1 | Purpose

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



# PRINCIPLE 1 | PURPOSE

## Purpose and responsibility

### What we stand for

The University of Mannheim has its roots in a balanced and responsible interplay of economic, social, and environmental sustainability. The heart of our study programs is our goal “to educate students to become responsible managers and leaders”. We believe that in order to achieve a more sustainable economy, it is essential to educate future, as well as current, executives and professionals on these topics.

### What we aim to achieve

It is not only our goal to increase our students’ and participants’ professional knowledge but also to enhance their personal skills, intercultural competences, and their critical thinking. We aim to increase students’ awareness for the importance of ethical and socially responsible behavior, as well as educate them about all dimensions of sustainability. Sustainable values are firmly established in research and teaching and reflected in the syllabus of our programs.

### Equal opportunity

The university promotes social diversity and regards it as a source of innovation. In accordance with its policy to ensure equal opportunities, the university furthers the individual development of its members, regardless of their personal background. In this context, the reconciliation of academic work, professional life, and family responsibilities is encouraged by a family-friendly work environment. The University of Mannheim regards the equality of women and men in research and society as one of the major goals in higher education policy. We make every endeavour to support and promote the equality of minority groups in academia and strive to make full use of all available skills in the fields of teaching, research, and administration. We put an emphasis on the support of each researcher from their doctorate to their appointment to a professorship regardless of their gender, origin, health impairment or any other personal characteristic.

**“We are aware of our potential role in the sustainability transformation. Universities can be platforms for social innovation, where various stakeholders from academia, politics, civil society, and the business world can meet, exchange, and collaborate. This is what we aim to facilitate.”**

Prof. Dr. Laura Marie Edinger-Schons, Vice President for Sustainability and Information Provision

# Mission Statement of the University of Mannheim

The University of Mannheim is characterized by a distinctive profile in terms of its origins, development, and current structure. With its unique blend of highly renowned economics, business administration, and social sciences on the one hand, and outstanding humanities, law, mathematics, and informatics on the other hand, the University of Mannheim excels in both research and teaching. The schools' interdisciplinary approach ensures the long-term competitiveness of the university's researchers and graduates both at national and international level.

The clear-cut portfolio of academic fields is one of the strengths of the University of Mannheim, and as such, enhances its visibility in research and teaching. The university's academic profile and organizational structure build on the following strategic objectives.

- √ The University of Mannheim has set its sights on educating future executives for the business world, for society, and in academia.
- √ The University of Mannheim promotes outstanding research activities both in individual disciplines and in interdisciplinary research projects. The spectrum ranges from Collaborative Research Centers and the Graduate School to the Opus Magnum.
  - √ In addition to imparting specialized knowledge, the University of Mannheim attaches particular importance to raising the awareness for broader perspectives and encouraging future executives and researchers to assume social responsibility. Moreover, the university is increasingly embedding the topic of sustainability in research, teaching, governance, transfer, and university operations.
- √ The University of Mannheim establishes distinctive master's programs. Thus, on the one hand, the university contributes to cover society's need for highly qualified personalities in leadership positions and, on the other hand, enables the most distinguished early-stage researchers to start a career in academia.
- √ The unity of research and teaching builds the foundation of the University of Mannheim and characterizes its renowned research institutions. It is to be cultivated and strengthened.
  - √ The University of Mannheim promotes socially responsible entrepreneurship. It provides a framework for research in this field and supports students and graduates on their way to entrepreneurial independence.
- √ The University of Mannheim regards equal opportunity in both research and society as one of the major goals of higher education policy. It undertakes every possible endeavor to reduce existing disadvantages for women, particularly in academic careers, and strives to make full use of women's skills in teaching, research, and administration. The university thus puts an emphasis on supporting female early-stage researchers from their doctoral studies to their appointment to a professorship.
- √ The University of Mannheim promotes social diversity and regards it as a source of inspiration and innovation. In accordance with its policy to ensure equal opportunity, the university fosters the personal development of its members, regardless of their individual background. A family-friendly work and living environment ensures the reconciliation of studies, research, professional life, and family responsibilities.

## “We need to get everyone on board”

An interview with Executive Vice President Barbara Windscheid and Vice President for Sustainability and Information Provision Prof. Dr. Laura Marie Edinger-Schons

A lot has happened at our institution: a fourth vice president position was created in October 2021 with a focus on sustainability and information provision. In addition, we hired an advisor for sustainable management who joined us in November 2021. The Executive Vice President and the new Vice President for Sustainability and Information Provision report on what is happening at the university in terms of sustainability.



Barbara Windscheid



Prof. Dr. Laura Marie Edinger-Schons

**Question 1:** The topic of sustainability is not new at the university. How long has the university been dealing with it?

**Windscheid:** I took over this topic from my predecessor five years ago when I became chancellor. For example, the University of Mannheim has been using only green electricity since 2012. There were also awareness campaigns on waste separation or electricity consumption when I took office. Likewise, the university already had a regulation at that time about when air travel was an option, and that other means of transportation should be chosen for shorter distances.

**Edinger-Schons:** The founding of the Sustainability Working Group in June 2020, in the middle of the coronavirus pandemic, can be seen as the starting point for the specific, active participatory work on the topic of sustainability. That was the time we started a whole institution approach, i.e. we tried to bring along everyone who is dedicated to the topic of sustainability.

**Question 2:** What does sustainability mean in the university context?

**Windscheid:** There are various aspects. We have subdivided our sustainability working group into three sub-groups: the governance working group, where we are working on changing the mission statement and communication. A new website on the subject was also set up in this context. Then we have the area of research and teaching. The university is conducting research on various aspects of sustainability. In the area of teaching, we want to anchor the topic regarding key qualifications and in individual curricula. And then we have the third major sub-group operations. There are various aspects, for example, what energy sources do we use? Are face-to-face meetings necessary or can short agreements also be made online? What do we have to look out for when procuring laptops, computers, monitors? We have already taken the first steps in all these areas.

**Question 3:** One of the tasks of the working group is to develop a sustainability strategy. Is the strategy already in place or is it still being developed?

**Edinger-Schons:** A strategy has been developed so far in the sense that we have set priorities in our work. But I believe that overall, this is a process that will never be completed, because the challenges we face will always change. In a prototypical process of strategy development, the first thing is to understand the starting position. The next steps are to formulate goals, implement them, measure them, and reflect again on where we stand. We are currently in the process of preparing the database,



and gathering data from all areas of the university. For example, the university's climate footprint. We are currently converting the data from general accounts and surveys into CO<sub>2</sub> equivalents. Based on this, we will set a target this spring. And then we will see how we can best implement the targets.

**Question 4:** Prof. Dr. Edinger-Schons, you have been Vice President for Sustainability and Information Provision since 1 October 2021. What are your plans for sustainability at the university?

**Edinger-Schons:** The calculation of the climate footprint is on the top of the agenda. And then, on this basis, I want to consider together with the working group how we position ourselves overall. As an organization, we need to determine who does what and how the issues can best be advanced.

In addition, we are currently not only calculating our climate footprint, but are also developing a climate model that will help us to classify the results. We want to know: are we on the 1.5-degree path of the Paris climate agreement? We want to pilot this climate model together with other universities. And my vision is that we build a kind of data hub in the next few years. There is something like that at Harvard, for example: a data platform where you can access "climate" data and do research and work with it. I can imagine something like that in Mannheim, too.

I also want to continue to make the topic as participatory as possible. Because without getting everyone on board, we won't make it. Behavior change is a huge topic. Universities that have already measured their climate footprint extensively say that 75% of the footprint results primarily from mobility and personal behavior. That's why, for me, the most important thing for the next few years is the participatory approach, a culture change towards sustainability, a whole institution approach. We must not forget that the issue of sustainability encompasses more dimensions than climate and ecology. There can be interactions and tradeoffs between these dimensions, for example between environmental and social sustainability. Based on the United Nations Sustainable Development Goals, our aim is to take a comprehensive understanding of sustainability as a foundation.

**Question 5:** Are there also places where it is difficult to be heard?

**Edinger-Schons:** Particularly with such topics regarding transformation of an institution, not everyone is on board right away, but that is also important! Only through the interplay of opinions does the best solution emerge. We should also promote this as a culture of debate. When it comes to sustainability, there is no such thing as THE right solution; the issue is too complex for that.

**Question 6:** What will the university of the future look like? Maybe in the year 2050?

**Windscheid:** As a university, we are part of society and will move in parallel with social change. Even if we are rather a small light in society as a whole, we can make a contribution. Many small lights make a big one.

**Edinger-Schons:** Nothing is more difficult than predicting the future. But I think we have to move away from pure knowledge transfer. As a university, we can and should offer a platform where a wide variety of stakeholders can come together and work out solutions to problems that affect society as a whole. This is something that goes beyond the topic of sustainability, but has a very high relevance for it. Because the topic of sustainability is one where we can only find a solution together.





# Principle 2 | Values

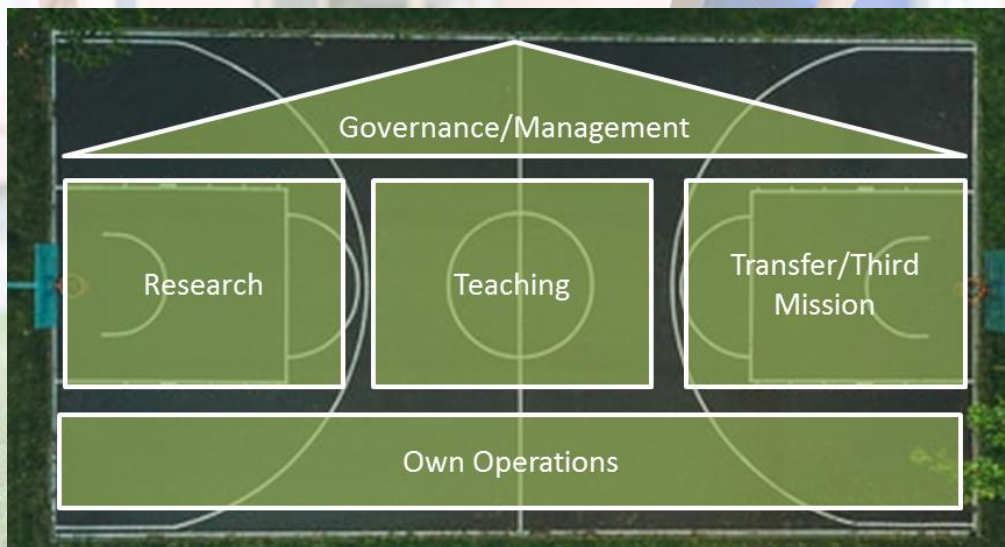
We will incorporate into our academic activities, curricula, and organizational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.



# PRINCIPLE 2 | VALUES

## Sustainability as a team sport

We understand our sustainability strategy as an all-encompassing approach, covering all university fields of action (research, teaching, transfer, governance, operations). Sustainability, to us, must be understood across all sustainability dimensions (economical, ecological, social). It is like a team sport: you can achieve more through collaboration than alone.



## Economy



The economic sustainability dimension includes, e.g.

- ✓ investigation of research misconduct allegations
- ✓ sustainable procurement practices

## Ecology



The environmental sustainability dimension includes, e.g.

- ✓ sustainable operations management
- ✓ economical and efficient use of resources

## Society



The social sustainability dimension includes, e.g.

- ✓ participation of all university members
- ✓ creating equality of opportunity

## What we value

At the University of Mannheim, awareness for our values is deeply rooted. A survey among our six schools and departments revealed that our community is motivated going forward holding up our values in their daily tasks and routines.

The core of all our research and teaching activities are our foundational values integrity and transparency in empirical research to continuously achieve the highest quality outcomes. We believe that learning should be continuous and acknowledge that in a constantly changing environment, we should always be open to new insights, ways of working or innovative technologies.

We strive to create a working and studying environment that fosters creativity and curiosity. Therefore, our processes are driven by a sense of collaboration, a focus on successful teamwork, and unreserved respect for each other's opinions. We want to create enjoyable experiences and combine the highest quality research and teaching with a large portion of humor.

In our survey, transparency, open-mindedness, fairness, team spirit, leadership, creativity, and innovation were the key values that have become increasingly important to our members and will continue to be a top priority in the future.



In addition to teaching, research, and extracurricular activities, our university's organizational structure and processes reflect our foundational values. Our survey revealed a high awareness for the various frameworks and bodies representing our values. Our members primarily mentioned fundamental principles such as diversity and equal opportunities. Respondents often referred to the university's bylaws, the university's Ethics Committee, as well as the standards of the DFG.

The survey shows that respondents know of the university's various sustainability related bodies and groups. They named the Sustainability Working Group, the Vice Presidency for Sustainability, the Ethics Committee, the Department of Equal Opportunities and Social Diversity, and student initiatives.



# 17 United Nations Sustainable Development Goals

The 17 Sustainable Development Goals (SDGs) provide a guiding framework for the people and the planet to achieve peace and prosperity. They are a call for action, and were signed and adopted by all United Nation Member States in 2015. For more information please visit: <https://sdgs.un.org/goals>. Before outlining how we implement the SDGs in our research, teaching and transfer activities, we first present an overview of the 17 goals.



The 17 Sustainable Development Goals are the world's best plan to build a better world for people and our planet by 2030.

Adopted by all United Nations member states in 2015, the SDGs are a call for action by all countries.



**Goal 1: End poverty in all its forms everywhere**

In 2015, more than 700 million people, or 10% of the world population, lived in extreme poverty, struggling to fulfil the most basic needs like health, education, and access to water and sanitation, to name a few. The Covid-19 pandemic is reversing the trend of poverty reduction with tens of millions of people in risk of being pushed back into extreme poverty -people living on less than 1.90 dollars/day- causing the first increase in global poverty in more than 20 years.



**Goal 2: Zero hunger**

Extreme hunger and malnutrition remain a barrier to sustainable development and create a trap from which people cannot easily escape. Hunger and malnutrition mean less productive individuals, who are more prone to disease and thus often unable to earn more and improve their livelihoods. 2 billion people in the world do not have regular access to safe, nutritious, and sufficient food.



**Goal 3: Ensure healthy lives and promote well-being for all at all ages**

Ensuring healthy lives and promoting well-being is important to building prosperous societies. The Covid-19 pandemic has devastated health systems globally and threatens already achieved health outcomes. Most (especially poor) countries, have insufficient health facilities, medical supplies and health care workers for the surge in demand.



**Goal 4: Quality education**

Education enables upward socio-economic mobility and is a key to escaping poverty. Education helps reduce inequalities, reach gender equality, and is crucial to fostering tolerance and more peaceful societies. Over the past decade, major progress has been made towards increasing access to education and school enrolment rates at all levels, particularly for girls. Nevertheless, about 258 million children and youth were still out of school in 2018, nearly 1/5 of the global population in that age group.



**Goal 5: Achieve gender equality and empower all women and girls**

Women/girls represent half of the world's population and therefore also half of its potential. But gender inequality persists everywhere and stagnates social progress. Women continue to be under-represented at all levels of political leadership. Across the globe, women/girls perform a disproportionate share of unpaid domestic work. Inequalities faced by girls can begin right at birth and follow them all their lives.



**Goal 6: Ensure access to water and sanitation for all**

Access to water, sanitation and hygiene is a human right. The demand for water has outpaced population growth, and half the world's population is already experiencing severe water scarcity at least one month a year. Water is essential not only to health, but also to poverty reduction, food security, peace/ human rights, ecosystems, and education.



**Goal 7: Ensure access to affordable, reliable, sustainable, and modern energy**

A well-established energy system supports all sectors: from businesses, medicine/education, to agriculture, infrastructure, communications and high technology. Access to electricity in poorer countries has begun to accelerate, energy efficiency continues to improve, and renewable energy is making impressive gains. Anyhow, it is necessary to improve access to clean/safe cooking fuels and technologies for 2.8 billion people.



**Goal 8: Promote inclusive, sustainable economic growth, employment, and decent work for all**

Sustained and inclusive economic growth can drive progress, create decent jobs for all and improve living standards. Even before the outbreak of Covid-19 pandemic, 1 in 5 countries (home to billions of people living in poverty) were likely to see per capita incomes decline in 2020.



**Goal 9: Build resilient infrastructure, promote sustainable industrialization, foster innovation**

Economic growth, social development, and climate action are heavily dependent on investments in infrastructure, sustainable industrial development, and technological progress. In the face of a rapidly changing global economic landscape and increasing inequalities, sustained growth must include industrialization that: 1) makes opportunities accessible to all people 2) is supported by innovation and resilient infrastructure.



**Goal 10: Reduce inequality within and among countries**

Access inequalities based on income, sex, age, disability, sexual orientation, race, class, ethnicity, religion, and opportunity continue to persist across the world. Inequality threatens long-term social and economic development, harms poverty reduction and destroys people's sense of fulfilment and self-worth.



**Goal 11: Make cities inclusive, safe, resilient, and sustainable**

Over 90% of Covid-19 cases are occurring in urban areas, with the 1 billion residents of the world's densely populated slums being hit the hardest. Even before the coronavirus, rapid urbanization meant that 4 billion people -over half of the global population- in the world's cities faced worsening air pollution, inadequate infrastructure/services, and unplanned urban sprawl.



**Goal 12: Responsible consumption and production**

Economic and social progress over the last century has been accompanied by environmental degradation that is endangering the very systems on which our future development and very survival depend. Covid-19 offers an opportunity to develop recovery plans that will reverse current trends and shift our consumption and production patterns to a more sustainable course.



**Goal 13: Take urgent action to combat climate change and its impacts**

The climate crisis continues unabated as the global community shies away from the full commitment required for its reversal. 2010-2019 was warmest decade ever recorded, bringing with it massive wildfires, hurricanes, droughts, floods, and other climate disasters across continents.



**Goal 14: Conserve and sustainably use the oceans, seas, and marine resources**

Oceans are our planet's life support and regulate the global climate system. They are the world's largest ecosystem, home to nearly a million known species and containing vast untapped potential for scientific discovery. Oceans and fisheries continue to support the global population's economic, social, and environmental needs. Despite the critical importance of conserving oceans, decades of irresponsible exploitation have led to an alarming level of degradation.



**Goal 15: Sustainably manage forests, combat desertification, halt/reverse land degradation, halt biodiversity loss**

Forests cover nearly 31% of our planet's land area. From the air we breathe, to the water we drink, to the food we eat—forests sustain us. Forests are home to more than 80% of all terrestrial species of animals, plants, and insects. However, biodiversity is declining faster than at any other time in human history.



**Goal 16: Promote just, peaceful and inclusive societies**

People everywhere need to be free of fear from all forms of violence and feel safe as they go about their lives whatever their ethnicity, faith, or sexual orientation. Conflict, insecurity, weak institutions, and limited access to justice remain threats to sustainable development. In 2019, the number of people fleeing war, persecution and conflict exceeded 79.5 million, the highest level ever recorded.



**Goal 17: Revitalize the global partnership for sustainable development**

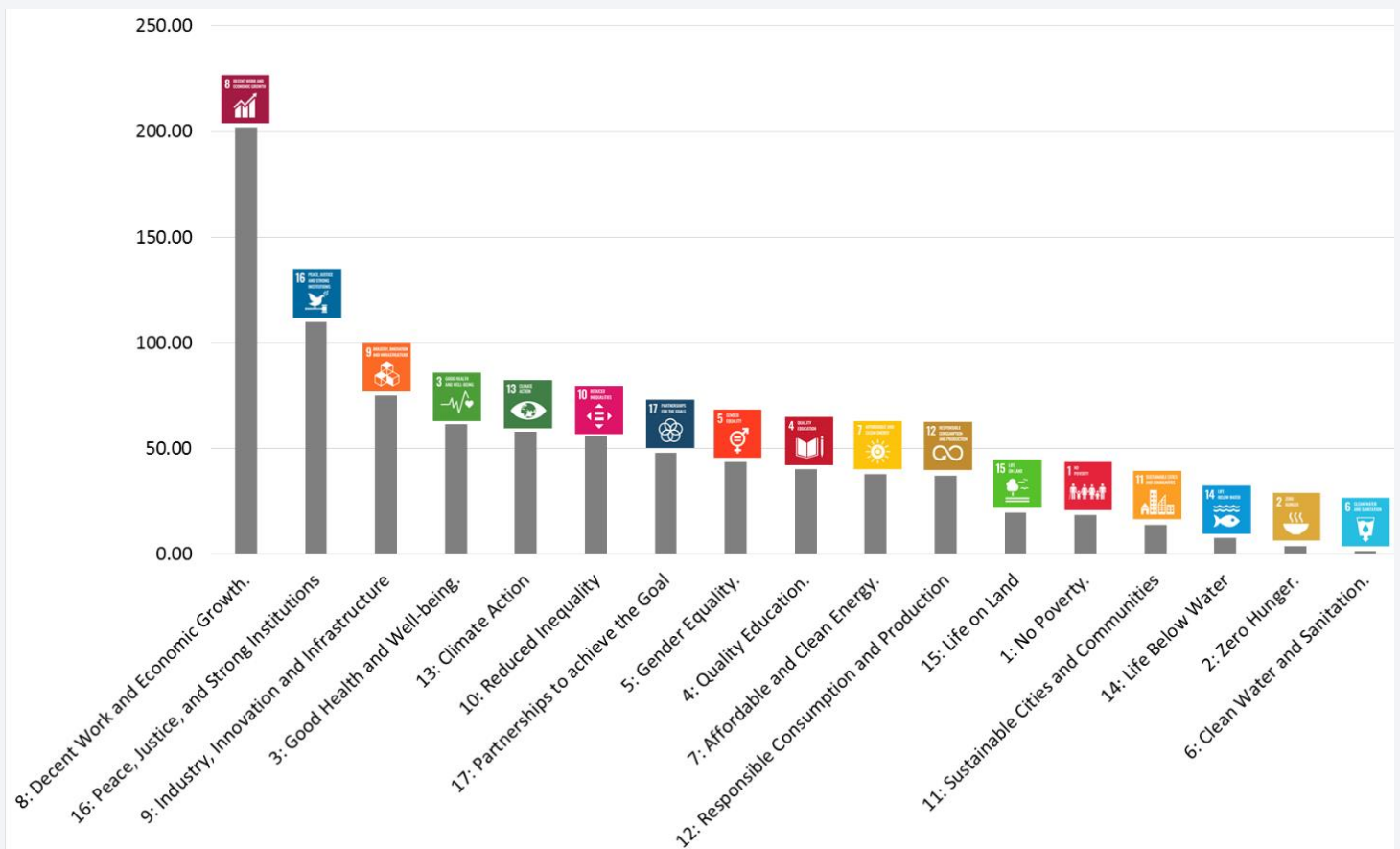
In light of the consequences of the Covid-19 pandemic, we have seen that strengthening multilateralism and global partnerships is more important than ever if we are to solve the world's problems. The SDGs remain the framework for building back better. We need everyone to come together: governments, civil society, scientists, academia, and the private sector.

We base our understanding of sustainability on the 17 UN Sustainable Development Goals, thereby acknowledging the comprehensiveness and complexity of the topic. To understand better which SDG topics are most intensively covered by our activities in research, teaching, and dialogue, we conducted a university-wide survey at all chairs and departments. We asked them which sustainability-related activities they conducted in these areas. We received comprehensive responses from 73 chairs which we then analyzed and grouped. We further had researchers label the activities with regard to the SDGs that they are most closely related to. Then, we aggregated the data by summing up the number of activities in the respective areas (e.g., papers and book publications, classes taught, or talks held) and SDGs. This gives us an interesting overview of which SDGs our academics are focusing on and contributing to with their research, teaching, and outreach.

# The SDG Profile of the University of Mannheim

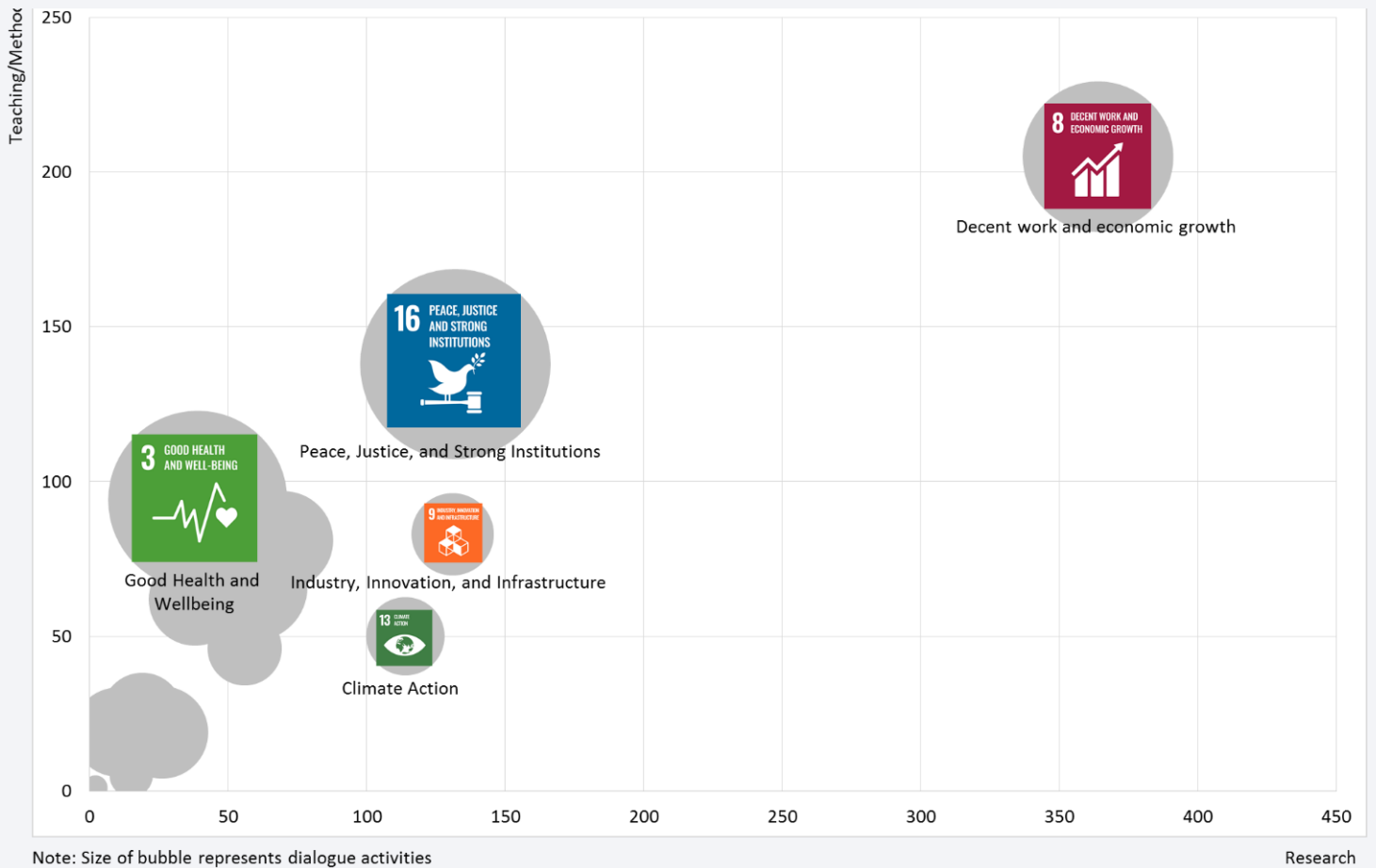
We analyzed the data collected through the survey to understand which SDGs are most characteristic for the research, teaching, and outreach activities of our Mannheim academics. Assuming an equal weighing of the types of activities (e.g., published papers, conferences contributions, books...), the data shows the following ranking of SDGs (see Figure below). Thus, the top 5 SDGs which the activities relate to are:

1. **Goal 8:** Decent Work and Economic Growth
2. **Goal 16:** Peace, Justice, and Strong Institutions
3. **Goal 9:** Industry, Innovation and Infrastructure
4. **Goal 3:** Good Health and Well-being
5. **Goal 13:** Climate Action



For more details please visit: <https://sdgs.un.org/goals>.

We further created an illustration distinguishing between the activities in research, teaching, and outreach (see Figure below). While the y axis shows the number of activities in teaching related to a specific SDG, the x axis refers to research activities and the size of the bubbles in the picture shows the number of outreach/dialogue activities. As the illustration reveals, SDG 8 is by far the most prominent one in research, teaching, and outreach. SDG 3 and 16 are most intensively covered in outreach formats, while outreach activities are relatively less pronounced for SDGs 9 and 13.





# Principle 3 | Method

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



# PRINCIPLE 3 | METHOD

## Teaching

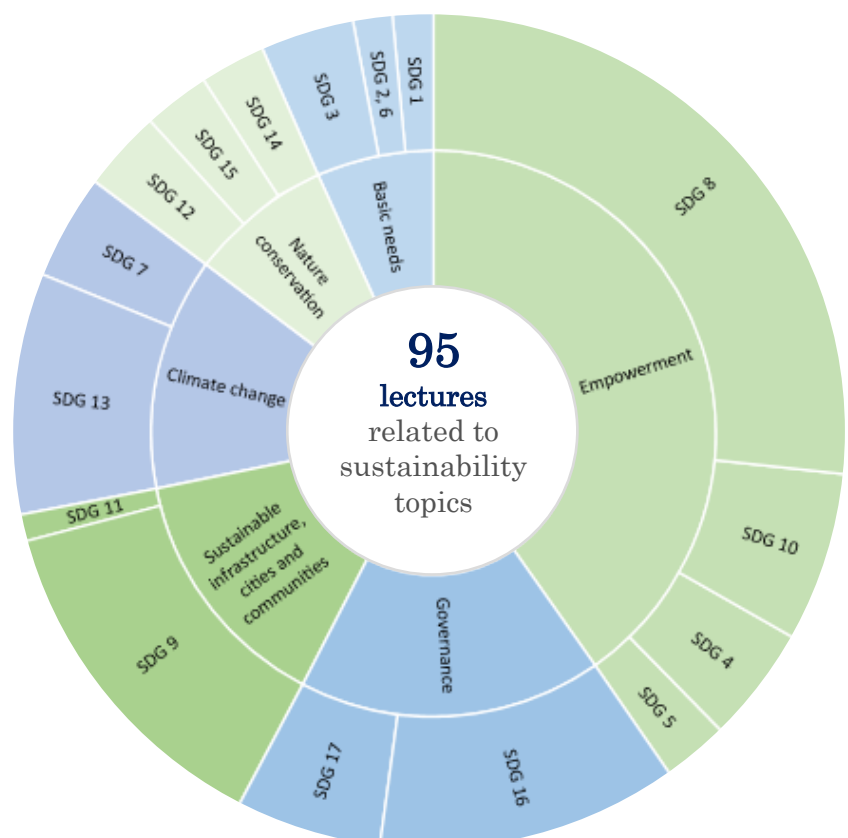
Aligned with our foundational values, to educate the responsible leaders of tomorrow, sustainability forms an integral part of our curriculum at the University of Mannheim. We believe that sustainability lives through active collaboration between academia and practice and through fostering creativity and engagement of students. In the following, we would like to give you an impression of how we integrate sustainability into our activities in teaching.

To develop a map of the sustainability-related research, teaching, and transfer activities at the University of Mannheim, we conducted a survey amongst all chairs. We received responses from 73 chairs which reported comprehensive activities. A team of student assistants then coded the responses according to which sustainable development goal the activities were most closely related to (based on the alignment, the assignment was made either to one or to several SDGs). On the following pages, you find a summary of the activities in teaching. In line with the SDG-related reporting of the University of Hamburg, the SDGs decent work and economic growth, quality education, gender equality, and reduced inequalities were classified as “**Empowerment**”. Activities regarding climate action and affordable and clean energy are clustered in the category “**Climate change**”. Industry, innovation, infrastructure and sustainable cities and communities are grouped under “**Sustainable infrastructure, cities and communities**”. Peace, justice, strong institutions, and partnerships are grouped under “**Governance**”. “**Nature conservation**” covers the SDGs of responsible consumption and production, life on land and under water. We understand the four SDGs no poverty, zero hunger, good health and well-being, and clean water and sanitation as part of humans’ basic needs, hence they are grouped under “**Basic needs**”.

In total, **95 lectures** were held related to sustainability. Most covered the topics of empowerment, sustainable infrastructure, cities and communities, governance, and climate change.

The **lectures** mostly related to the following 5 SDGs (in the following order):

1. SDG 8: Decent work and economic growth
2. SDG 9: Industry, innovation and infrastructure
3. SDG 16: Peace, justice, and strong institutions
4. SDG 13: Climate action
5. SDG 10: Reduced inequalities.



## Examples of sustainability-related lectures

Some examples of lectures on sustainability-related topics that are taught at the University of Mannheim.



**Chair** of Medieval History

**Professor:** Prof. Dr. Annette Kehnel

**Lecture:** The medieval deadly sins in the 21st century

**Topic:** The deadly sins and their perception in the middle ages are discussed here as examples for ethical questions in relation to today's behavior of people



**Chair** of Economic and Business Education: Workplace Learning

**Professor:** Prof. Dr. Andreas Rausch

**Lecture:** Professional skills development I

**Topic:** Discussion of social disparities by dealing with methods and central findings from comparative educational studies



**Heisenberg-Professor** for Cross-Cultural Social and Personality Psychology

**Professor:** Prof. Dr. Jochen E. Gebauer

**Lecture:** Advanced Social Psych

**Topic:** Cumulative Culture and Cultural Evolution, including its downsides: Humans are changing the planet and its climate



**Chair** of Practical Philosophy with A Focus on Business Ethics

**Professor:** Prof. Dr. Bernward Gesang

**Lecture:** Introduction to applied ethics

**Topic:** Sections on climate ethics and social justice



**Chair** of Economic Policy

**Professor:** Prof. Dr. Hans Peter Grüner

**Lecture:** Economic and financial market policy

**Topic:** Relation of inequality and strong institutions



**Chair** of Service Operations Management

**Professor:** Prof. Dr. Cornelia Schön

**Lecture:** Sustainable Operations Management

**Topic:** Broad analysis of sustainability from the operations and supply chain perspective: illustrates the potential of operations management to strategically contribute to the economic, environmental, and social performance of firms



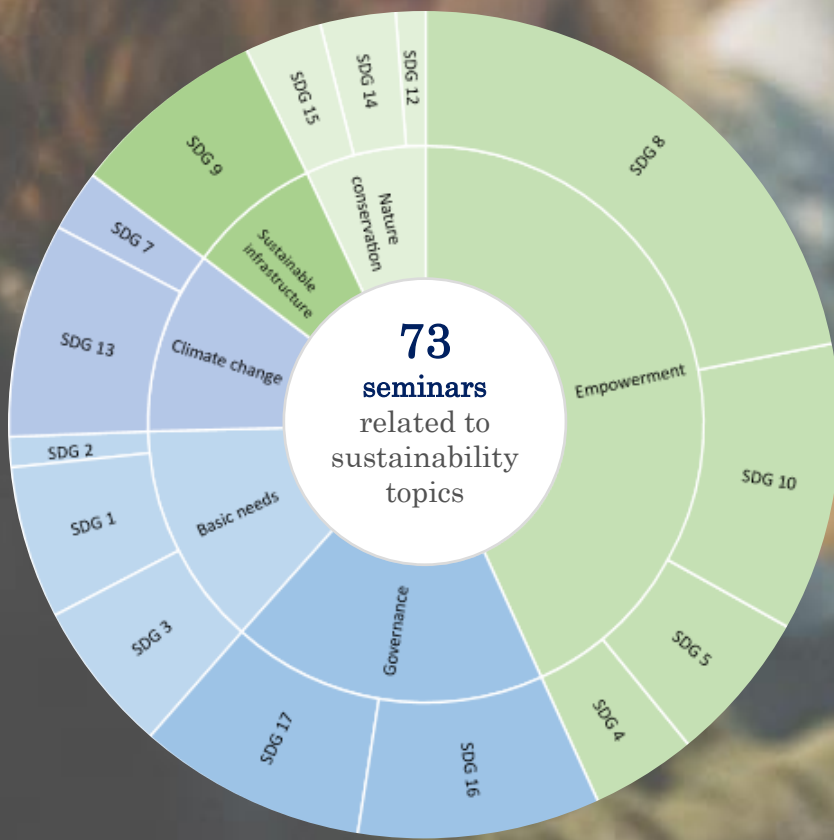
**Chair** of Information Systems V: Web-based Systems

**Professor:** Prof. Dr. Christian Bizer

**Lecture:** Web Data Integration

**Topic:** Privacy and Data Integration: note the privacy threats to the individual from the integration of data from many sources





All in all, **73 seminars** with reference to sustainability topics were held, most of them centered around the topics of empowerment, governance, and climate change.

The **seminars** mostly related to the following 5 SDGs (in the following order):

1. SDG 8: Decent work and economic growth
2. SDG 10: Reduced inequalities
3. SDG 16: Peace, justice and strong institutions
4. SDG 17: Partnerships for the goals
5. SDG 13: Climate action.

Across all chairs, **49 seminar's theses** with reference to sustainability were written, mainly around the topics of empowerment, sustainable infrastructure, cities and communities, climate change, governance, and nature conservation.

The **theses** mostly related to the following 5 SDGs (in the following order):

1. SDG 8: Decent work and economic growth
2. SDG 9: Industry, innovation, and infrastructure
3. SDG 13: Climate action
4. SDG 16: Peace, justice, and strong institutions
5. SDG 12: Responsible consumption and production.



## Examples of sustainability-related seminars

Some examples of seminars on topics related to sustainability that are taught at the University of Mannheim.



**Chair** of Information Systems III: Enterprise Data Analysis

**Professor:** Prof. Dr. Simone Paolo Ponzetto

**Seminar:** Ethics in natural language processing

**Topic:** Ethical issues of natural language processing and applications of natural language processing technologies



**Chair** of Romance Literature and Media Studies

**Professor:** Prof. Dr. Cornelia Ruhe

**Seminar:** Feminist film

**Topic:** Relation to equality, education and poverty



**Chair** of Mannheim Institute for Sustainable Energy Studies (MISES)

**Professor:** Prof. Stefan Reichelstein Ph.D.

**Seminar:** Decarbonization seminar

**Topic:** Relation to decarbonization topics



**Assistant Professorship** in Quality of instruction in heterogeneous contexts

**Professor:** Prof. Dr. Karina Karst

**Seminar:** Competent in practice: diagnostics in the classroom, service learning seminar

**Topic:** Breaking down educational barriers by dealing constructively with heterogeneity



**Chair** of Quantitative Economics

**Professor:** Prof. Ulrich J. Wagner Ph.D.

**Seminar:** Environmental economics research seminar

**Topic:** Relation to environmental economics research topics



**Chair** of Cognitive Psychology and Cognitive Aging

**Professor:** Prof. Dr. Beatrice G. Kuhlmann

**Seminar:** I2 Alter(n)sstereotype

**Topic:** Relation to social equality, avoidance of age discrimination



**Chair** of Carl-Theodor-Professorship for History of the Late Middle Ages and Early Modern Times

**Professor:** Prof. Dr. Hiram Kümper

**Seminar:** Service Learning Project Seminar

**Topic:** Relation to cultural participation and inclusion



**Chair** of Business Administration, Public and Nonprofit Management

**Professor:** Prof. Dr. Bernd Helmig

**Seminar:** Case study seminar on challenges of public and nonprofit management

**Topic:** Relation to networks to fight malaria, discussions on Stuttgart 21, educational programs in Turkey



**Chair** of Ancient History

**Professor:** Prof. Dr. Christian Mann

**Seminar:** Project seminar on the exhibition "Democracy! We Citizens of Athens" at the BLM Karlsruhe

**Topic:** Development of a digital exhibition tour



**Assistant Professor** for Management Analytics

**Professor:** Prof. Dr. Jana-Rebecca Rehse

**Seminar:** Seminar on Process and Management Analytics

**Topic:** Use of process mining for sustainability analyses



**President of ZEW** and Professor of Economics

**Professor:** Prof. Achim Wambach Ph.D.

**Seminar:** Seminar Market Design for the Energy Transition

**Topic:** Relation to energy transition



**Chair** of Finance

**Professor:** Prof. Dr. Erik Theissen

**Seminar:** Topics in Empirical Finance

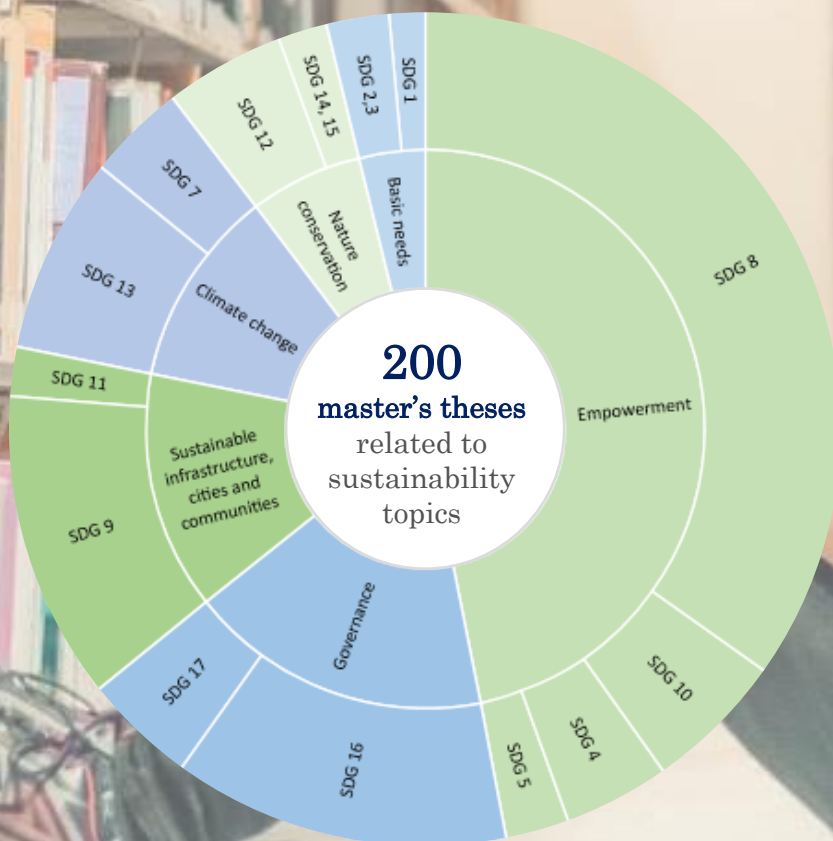
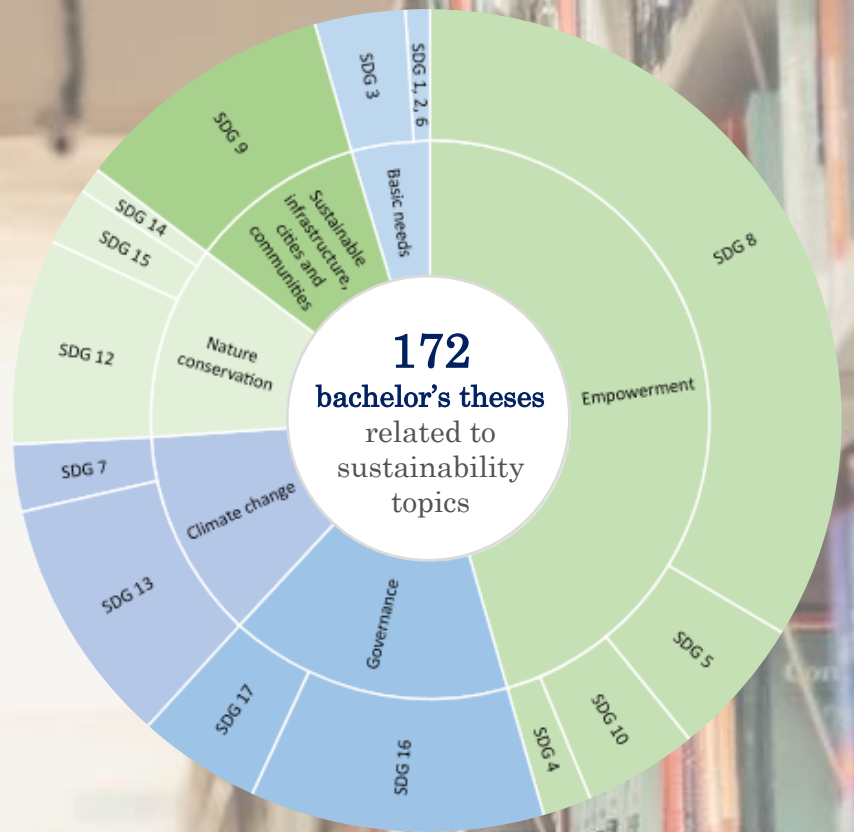
**Topic:** The last seminar was entirely devoted to the topic "climate finance"



Across all chairs, **172 bachelor's theses** on sustainability were written, mainly on empowerment, governance, sustainable infrastructure, cities and communities, climate change, and nature conservation.

The **theses** mostly relate to the following 5 SDGs (in the following order):

1. SDG 8: Decent work and economic growth
2. SDG 16: Peace, justice, and strong institutions
3. SDG 9: Industry, innovation and infrastructure
4. SDG 13: Climate action
5. SDG 12: Responsible consumption and production.



Across all chairs, **200 master's theses** were written on sustainability, mainly on empowerment, governance, sustainable infrastructure, cities and communities, and climate change.

The **theses** mostly relate to the following 5 SDGs (in the following order):

1. SDG 8: Decent work and economic growth
2. SDG 16: Peace, justice, and strong institutions
3. SDG 9: Industry, innovation and infrastructure
4. SDG 13: Climate action
5. SDG 10: Reduced inequalities.

## Examples of sustainability-related bachelor's / master's theses

Some examples of bachelor's and master's theses written at the six schools and departments.



**Chair** of Accounting and Capital Markets

**Professor:** Prof. Dr. Holger Daske

**Theses:** The power of norms and laws in influencing corporate social performance around the world



**Chair** of Media and Communication Studies and Executive Director of the Institute

**Professor:** Prof. Dr. Hartmut Wessler

**Theses:** Climate reporting in the context of the Fridays for Future protests



**Chair** of Roman Language and Media Science

**Professor:** Prof. Dr. Johannes Müller-Lancé

**Theses:** Reading and spelling weakness in multilinguals



**Chair** of Educational Psychology

**Professor:** Prof. Dr. Oliver Dickhäuser

**Theses:** The influence of gender stereotypes on grading in different school subjects



**Chair** of Corporate Governance

**Professor:** Prof. Dr. Alexandra Niessen-Ruenzi

**Theses:** The impact of gender quotas on firm performance



**Chair** of International Finance

**Professor:** Prof. Dr. Stefan Ruenzi

**Theses:** Do commonly used ESG scores capture greenhouse gas emissions?



**Chair** of Health Psychology

**Professor:** Prof. Dr. Jutta Mata

**Theses:** Veganism on social media: Content and relation to offline behaviors



**Chair** of Economic and Business Education

**Professor:** Prof. Dr. Viola Deutscher

**Theses:** Task difficulty from the perspective of trainees



**Chair** of Learning, Design and Technology

**Professor:** Prof. Dr. Dirk Ifenthaler

**Theses:** Impact of pandemic distance learning on teacher workload, chatbots to support learning processes and learning strategies, contribution of digital media to deal with growing heterogeneity in vocational schools



**Chair** of Economic and Business Education – Professional Teaching and Learning

**Professor:** Prof. Dr. Jürgen Seifried

**Theses:** Social Entrepreneurship



**Chair** of Political Science, International Relations

**Professor:** Prof. Sabine C. Carey Ph.D.

**Theses:** Delegation in the ‘final solution’: How delegation affects killing rates of order police and SS in the case of ‘operation Reinhardt’ in the general government Poland



**Chair** of Political Science, Quantitative Methods in the Social Sciences

**Professor:** Prof. Thomas Gschwend Ph.D.

**Theses:** From drought to violence? The accumulative impact of drought on communal violence



**Chair** of Financial Markets and Financial Institutions

**Professor:** Prof. Dr. Oliver Spalt

**Theses:** Do individual investors care about ESG?



**Chair** of Experimental Psychology Lab

**Professor:** Prof. Dr. Arndt Bröder

**Theses:** Cognitive factors of Conspiracy Theories



# Mannheim Business School (MBS)

## Corporate Knights Ranking 2021: MBS among the top ten European Business Schools



Since its foundation, responsibility and sustainability have been central values at MBS, which is confirmed by its repeated success in the Corporate Knights Ranking. In 2021, MBS was listed number 26 worldwide in the “Better World MBA – Top 40” ranking and is among the top ten schools in Europe. The annual ranking examines how far MBA programs are instilling holistic purpose in leaders, ensuring they have the skills, tools, and values to build a more inclusive, healthier economy that is beneficial to society and in harmony with the natural world. MBS has improved from rank 49 in the previous year to rank 26. The global ranking evaluates the integration of SDGs into research and teaching activities, such as core course integration of sustainability, research publications on sustainability, sustainability-focused research institutes and centers, faculty gender diversity and faculty racial diversity.

## Dedicated Diversity Managers at MBS

MBS has appointed two diversity managers in July 2020. Dr. Sven Stromann and Bettina Meltzer fulfill these positions in addition to their functions in Career Development and Marketing Communications. The diversity managers aim to ensure that participants, alumni faculty, and staff do not only feel included but also empowered and valued. Bettina and Sven aim at fostering an environment at Mannheim Business School in which all persons at MBS can be true to their authentic self, feel welcome to contribute, and know that they belong to MBS. Consequently, they monitor the selection of speakers for MBS network clubs and ensure greater diversity, representing a greater spectrum of voices and viewpoints. Apart from organizing events for the Diversity Club (see below), the diversity managers seek to enhance the communication on diversity at MBS. Currently, MBS is launching a series of events exploring different dimensions of diversity called Diversity@MBS, in which current participants and alumni are invited to share their experiences. The inaugural event will take place on 24<sup>th</sup> February 2022 with a panel on “Black@MBS”.

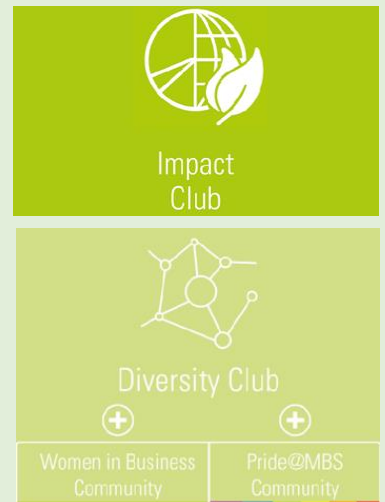


## MBS as a “Socially Responsible Organization”

MBS is regularly recognized as a "Socially Responsible Company" by receiving the LEA award for medium-sized corporations of the State of Baden-Württemberg. The prize is sponsored by the Ministry of Economic Affairs, Labor and Tourism of the State of Baden-Württemberg, and the social welfare organizations of Baden-Württemberg's churches.

## Mannheim Business School Network Clubs

The Network Clubs have proven to be a powerful platform for linking all stakeholders in the Mannheim Network – students, alumni, corporate partners, professors, and other institutions – creating benefits such as the continuous sharing of knowledge, the latest business trends, business opportunities, and job offers. The clubs are organized thematically and include an Impact Club as well as a Diversity Club, hosting a Women in Business Community and a PRIDE@MBS Community. Past events offered subject-specific insights into experiences of MBS alumni, corporate projects, skill training sessions, and many more. The diverse exchange opportunities allow the members of the Mannheim Network to share their knowledge, learn from each other and shape the future, on a personal and professional level.



## Mannheim Institute for Financial Education (MIFE)

The Mannheim Institute for Financial Education conducts basic research on financial education of all population groups in the 21st century by using state-of-the-art research methods. The research focuses on financial literacy, i.e., the knowledge and skills associated with adequate financial decision-making, as well as on the conditions and possibilities for effectively supporting the development of this knowledge and skills through appropriate educational, communication and information measures. At the same time, MIFE offers a platform for academic exchange and close contact with decision-makers in politics and practice. The Mannheim Institute for Financial Education (MIFE) thus combines relevant scientific expertise with social responsibility and evidence-based policy advice.

Against the backdrop of the challenges of demographic and societal change, the current changes in labor and financial markets and social security systems, as well as the opportunities and risks of digitalization, the Mannheim Institute for Financial Education deals with questions of personal financial management and retirement planning as well as with the systemic understanding of financial and economic issues. The aim is to identify differences in competencies, to assess the consequences of financial education gaps and to develop and evaluate interventions that can effectively promote the financial education of citizens. Currently, MIFE is focusing on the following topics in particular:

- √ Sustainable financial education across the lifespan
- √ Digitalization and financial education
- √ Long-term financial decisions and old-age provision



## Mandatory Social Class Projects in MBA and EMBA programs

The MBA and EMBA programs at MBS embrace a mandatory social class project. Through innovative and unique teaching methods, the participants' knowledge in management/ CSR is combined with real business cases in cooperation with charitable institutions, mainly from the region. Generally, diverse teams of (E)MBA participants plan these skills-based volunteering projects. Examples are presented below.

The social sustainability project of the Mannheim full-time MBA class of 2019 “**Wo ist Amir?** (Where is Amir?)” won the “2020 Business School Impact on Community and Society Award” of the Association of MBAs and Business Graduates Association. The team published a children’s book teaching kids in the Mannheim region about kindness and compassion. In the quest to find their friend Amir, kids from different cultural backgrounds become friends and learn that unity, friendship, and openness to different cultures bring them happiness along the journey.



The social project “**Zwischenraum**” (interspace) of the Mannheim part-time MBA class of 2020 won the second prize (10,000 euros) of the initiative “Mensch Miteinander” (people together) organized by the City of Mannheim. The initiative supports individuals or groups committed to improving the everyday coexistence of people of different cultures, religions and social milieus in Mannheim. “Zwischenraum” supports children and teenagers who struggle at school and are at risk of dropping out. The team of MBS participants successfully helped “Zwischenraum” to set up and execute a plan for its organizational development with regard to strategy, controlling, legal issues, marketing, and fundraising.

The ESSEC and Mannheim EMBA class of 2021 supported the German **DKMS** (Deutsche Knochenmarkspenderdatei, or German Bone Marrow Donor Centre) and the French organization **Laurette Fugain**, which both fight against blood cancer. Despite the restrictions due to the Covid-19 pandemic, the class supported both organizations. They organized funding and implemented a communication strategy to raise awareness for blood cancer and to encourage others to sign up as potential bone marrow or blood donors.



Due to the class efforts, the number of bone marrow donors and blood donors has increased.

# New Master's Program: Mannheim Master in Sustainability and Impact Management

The society at large is increasingly facing existential challenges such as the global climate crisis, a general scarcity of resources and severe biodiversity loss. Consequently, successfully managing sustainability is not only becoming a core responsibility of firms but also a key success factor, enabling companies to gain competitive advantages. The Mannheim Master in Sustainability and Impact Management enables future managers to incorporate sustainability in business models. The new part-time 24-month master's program started with its first intake in September 2021. It prepares future managers and executives to take an active role in initiating and steering corporate transformation toward sustainable business and create substantial value for them.

Students learn the basics of management with a focus on sustainability and impact. Furthermore, the new master's program allows students to gain insights into sustainability topics like climate change and methods of impact measurement. It focuses on entrepreneurial skills and enables students to become changemakers and make an impact as sustainable leaders.

NEW  
MASTER'S  
PROGRAM

STARTS  
SEPTEMBER  
2021

MANNHEIM BUSINESS SCHOOL

Mannheim Master in Sustainability and Impact Management



“We are in midst of a paradigm shift towards a resource efficient economy. It is our duty to come up with new tools and rethink the way we steer businesses, putting values at the core of every decision. This essential understanding also forms the basis of the new Mannheim Business School master's program. The curriculum emphasizes that long-term values are at the heart of sustainable corporate success.”

**Saori Dubourg**

*Member of the Executive Board BASF SE*



“Sustainability and social responsibility have become centrally important, not only in the business world but also at Mannheim Business School, an institution of high standing throughout Europe. The new Mannheim Master in Sustainability and Impact Management is a good example of this.”

**Dr. Sebastian Rudolph**

*Vice President Communications, Sustainability and Politics Porsche AG*



“The Mannheim Master in Sustainability and Impact Measurement will specifically train young managers to positively influence corporate activities in the future, not only in Mannheim and the surrounding region, but worldwide.”

**Dr. Peter Kurz**

*Mayor of Mannheim*

## Exemplary teaching formats

### Digital Social Innovation Lab (DSI Lab)

The DSI Lab is an incubator lab for teams of students who act as social entrepreneurs and develop digital solutions for social and environmental problems. This format is organized by the Chair of Sustainable Business in collaboration with the organization Social Entrepreneurship BW and the company SAP. The program is designed to provide an inspiring environment, empower students to tap on digital technologies, and shape projects that drive social impact while creating sustainable revenues. Over the course of 8 interactive workshop sessions, the students build teams of 3 to 5 people, create a first idea for a social business, and develop it further in each session.



Throughout the course, the student teams learn how to build a theory of change for their projects, get insights on business development, social impact measurement, storytelling, crowdfunding, and create a first digital prototype of their service or solution. The workshop sessions incorporate design thinking methods and are complemented by guest talks from the private and non-profit sectors. At a final event, students pitch their business ideas in front of an expert jury. The best ideas receive an award, and the teams have the possibility of starting spin-offs based on their projects. For more details please visit: <https://www.bwl.uni-mannheim.de/news/idea-factory.digital-social-innovation-lab/>.

### CSR Video Documentaries seminar



Chair of Sustainable Business Uni Mannheim  
257 Abonnenten

ÜBERSICHT VIDEOS PLAYLISTS KANÄLE KANALINFO

Uploads ▶ ALLE WIEDERGEHEN

Open Plenary Session on Sustainability at the... 1:05:49

Guest Talk of Prof. Nien hē Hsieh 28:22

Guest Lecture Norbert Taubken 55:14

The CSR Video Documentaries seminar organized by the Chair of Sustainable Business is a hands-on course in which groups of students produce own video content on a corporate social responsibility related topic in the chair's video lab (supervised by the chair's video tutor). For content collection, the students closely work together with companies, associations, and NGOs. Afterwards, the final video documentaries are made available on the chair's YouTube channel. Furthermore, the videos are presented at a "film festival" at the end of the semester. In their films, students explore topics such as donations for stigmatized causes, digital social innovation, corporate democracy, and corporate activism.



## Sustainability Games

Together with Prof. Dr. Carmela Aprea of the Chair of Economic and Business Education, Prof. Dr. Laura Marie Edinger-Schons introduced the teaching format “Sustainability Games”, an innovative approach to foster student engagement in sustainability-related topics. With the aim to promote students’ ability to become sustainability change makers and involve game elements to allow them to co-create their own content, they created an interdisciplinary seminar in 2020. Global focus, the EFMD Business Magazine has published an article and a podcast about this innovative teaching concept. For more details please visit: <https://www.global-focusmagazine.com/sustainability-games/>.

## Science for Future lecture series

In spring of 2020, Prof. Dr. Annette Kehnel and Prof. Dr. Laura Marie Edinger-Schons organized the lecture series “Science for Future” together with the Scientists for Future Mannheim. This interdisciplinary lecture series aimed to raise awareness for the potential of scientific research and thus contribute to sustainable development as defined in the United Nations Sustainable Development Goals. During the lecture series, Mannheim-based researchers from different disciplines, i.e., economics, psychology, history, political science, philosophy, information systems, and business management, were invited to present their work on sustainability-related topics. In the upcoming spring of 2022, the next round of the lecture series takes place (schedule see below). For more details please visit: <https://www.bwl.uni-mannheim.de/en/schons/lehre/kursangebot/man-454-science-for-future/>.

|   |   |
|---|---|
| <br><b>Prof. Dr. Alexandra Niessen-Ruenzi</b><br>Title: Closing gender gaps – which measures are effective?<br>March 1st     | <br><b>Prof. Dr. Irena Kogan</b><br>Title: The role of non-native accent in integration of Germany's ethnic minority youth<br>April 26th |
| <br><b>Prof. Dr. Bernd Helmig</b><br>Title: Why Do Donors Donate?<br>March 8th   | <br><b>Prof. Ph.D. Stefan Reichelstein</b><br>Title: Rapid and Deep Decarbonization<br>May 3rd   |
| <br><b>Prof. Dr. Jutta Mata</b><br>Title: Eating in a modern land of plenty: how to be healthy and sustainable<br>March 15th | <br><b>Prof. Ph.D. Ulrich J. Wagner</b><br>Title: Economics of Emissions Trade<br>May 10th   |
| <br><b>Prof. Ph.D. Michelle Sovinsky</b><br>Title: Legally High? Impacts of Marijuana Legalization<br>March 22nd             | <br><b>Prof. Dr. Georg W. Alpers</b><br>Title: Psychotherapy what is it ... and will everyone need it in the future?<br>May 17th         |
| <br><b>Prof. Ph.D. Michèle Tertilt</b><br>Title: Covid19 and Gender Equality in the Workplace<br>March 29th                  | <br><b>Prof. Dr. Carmela Aprea</b><br>Title: Psychological effects of financial worries and poverty<br>May 24th                          |
| <br><b>Prof. Dr. Heiner Stuckenschmidt</b><br>Title: Fairness in Algorithmic Decision Making<br>April 5th                    | <br><b>Prof. Dr. Hiram Kümper</b><br>Title: Back to the Future: Revisiting Historical Innovation Research<br>May 31st                    |



## Science for Future Lecture Series

- Open for students from all Bachelor programs and interested external guests
- February 15th – May 31st, 2022
- Tuesday, 12:00 (noon) – 1:30pm
- Held via zoom

Photo: [www.unsplash.com](http://www.unsplash.com), Josh Hild

### Organizers:

  
**Prof. Dr. Annette Kehnel**  
 Title: History of Sustainability  
 Febr. 15th

  
**Prof. Dr. Laura Maire Edinger-Schons**  
 Title: Introduction to Sustainable Business  
 Febr. 22nd

## Massive Open Online Courses

Massive Open Online Courses (MOOCs) offer the possibility to make content available to our own students as well as to external parties who are interested. Over the last years, several MOOCs have been produced at the University of Mannheim and Mannheim Business School. In the following, we will present some examples.

### MOOC “On the Path to Sustainability”

Together with Vaude, the Mannheim Business School (MBS) offers the open-education format “On the Path to Sustainability”, accessible via the MBSx platform. Several speakers from Vaude are featured, in addition to Prof. Dr. Laura Marie Edinger-Schons, the academic instructor. In the MOOC, participants learn about the pressing challenges of sustainability, the underlying sustainability concepts, as well as the learnings that Vaude has been able to gain while engaging in sustainable efforts.



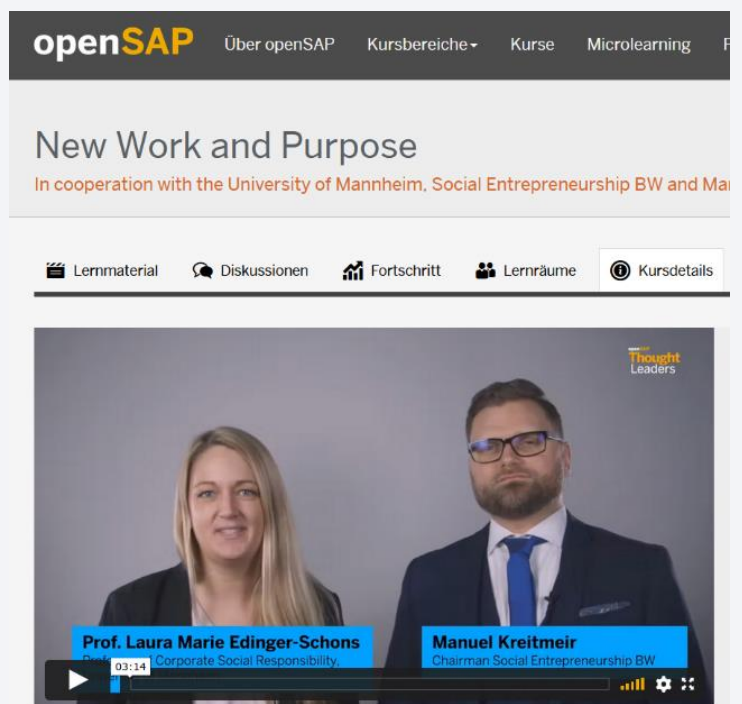
Insights from Vaude’s procurement, product development, human resources, operations, accounting, and management departments are shared with learners and offer them valuable perspectives on innovative and inspiring sustainability approaches in business. For more information please visit: <https://www.mbsx.education/courses/course-v1:MBS+CSR1+2021/about>.

### MOOC “New Work and Purpose”

In collaboration with Manuel Kreitmeir of SocEntBW, Mannheim Business School, and OpenSAP, the Chair of Sustainable Business offers an open education course on “New Work and Purpose”.

Learners can broaden their knowledge on changing working environments, digital value creation, the purpose of work, and implications for intra- and entrepreneurship.

The online course features various experts from business, politics, and academia, such as professors and founders. For more information please visit: <https://open.sap.com/courses/nw1-tl>.

A screenshot of the OpenSAP course page for "New Work and Purpose". The page has a dark header with the "openSAP" logo and navigation links: "Über openSAP", "Kursbereiche", "Kurse", and "Microlearning". The main content area is white and features the course title "New Work and Purpose" in a large, dark font. Below the title, it says "In cooperation with the University of Mannheim, Social Entrepreneurship BW and Ma". A navigation bar below the title contains icons and labels for "Lernmaterial", "Diskussionen", "Fortschritt", "Lernräume", and "Kursdetails". The main content area is a video player showing two speakers: Prof. Laura Marie Edinger-Schons and Manuel Kreitmeir. The video player has a play button, a progress bar, and a timestamp of 03:14. The video title is "Corporate Social Responsibility".

## Social Impact Seminar

An increasing number of organizations, ranging from non-profits to purpose-driven corporations, apply methods to empirically capture their social impact. In the social impact seminar organized by the Chair of Sustainable Business, students participate in a series of workshops on the topic of social impact measurement together with a group of social organizations from the Rhine-Neckar region. To apply the acquired knowledge, students help social organizations develop their impact logic and impact measurement approach. The student teams collect and analyze data to assess the impact of the social organizations empirically. The 2020 workshop series also included Covid-19 specific projects, e.g., food trucks which provided food for homeless people. To share the gained experience and best practices of this format with others, the chair participated in the [VHB's call for inspiration \(Video\)](#). The initiative collected contributions of universities that demonstrate how challenges caused by the Covid-19 pandemic could be overcome.



## Professionals' guest lectures

We believe that students should not only understand the theoretical foundations of sustainability and CSR, but also their practical application in enterprises. To this end, we regularly invite good practice examples from various companies to share their hands-on experience. The following examples provide an overview of the sustainability-related guest lectures at the University of Mannheim.

### **Südzucker**

Dr. Volker Proffen  
(Corporate Governmental Affairs)  
„Materiality and  
Sustainability Reporting”

### **SAP**

Carsten Hahn  
(Director Research and Innovation)  
“The Rise of the Sharing Economy-  
Practical Experience from SAP and the  
University of Applied Science Karlsruhe”

### **BASF**

Talke Schaffranek  
(Director Circular Economy  
Corporate Sustainability)  
“Circular Economy Business Models”

### **Senat der Wirtschaft**

Apurva Gosalia  
(Senator Nachhaltigkeit)  
“Corporate Sustainability Management”

### **Umgekrenpelt**

Isabelle Kempf  
“Do Sustainable Products  
Really Exist?”

### **Project Together**

Phillip von der Wippel  
“Sustainable is  
the new digital”

### **BASF**

Vinay Singh  
(Data Analytics Manager)  
“Data Science and Sustainability”

### **Vonovia**

Jonathan Przybylski  
“Social Business and Innovative  
Business Models”

### **Heidelberg Cement**

Patrick Liebmann / Tobias Hartmann  
(CO<sub>2</sub> Strategy Manager / CSR Manager)  
“Towards Strategic Sustainability  
Management at Heidelberg Cement”

### **Premium Cola**

Uwe Lübbermann  
(Founder of Premium Cola)  
“Consensus Democracy  
at Premium Cola”

### **Eye Witness of the Bhopal Gas Tragedy**

Venkata Pilla  
“Bhopal Gas Tragedy”

### **Bilfinger SE**

Dr. Nicola Gesing  
(Senior Manager Sustainability)  
“ESG - A Strategic Dimension”

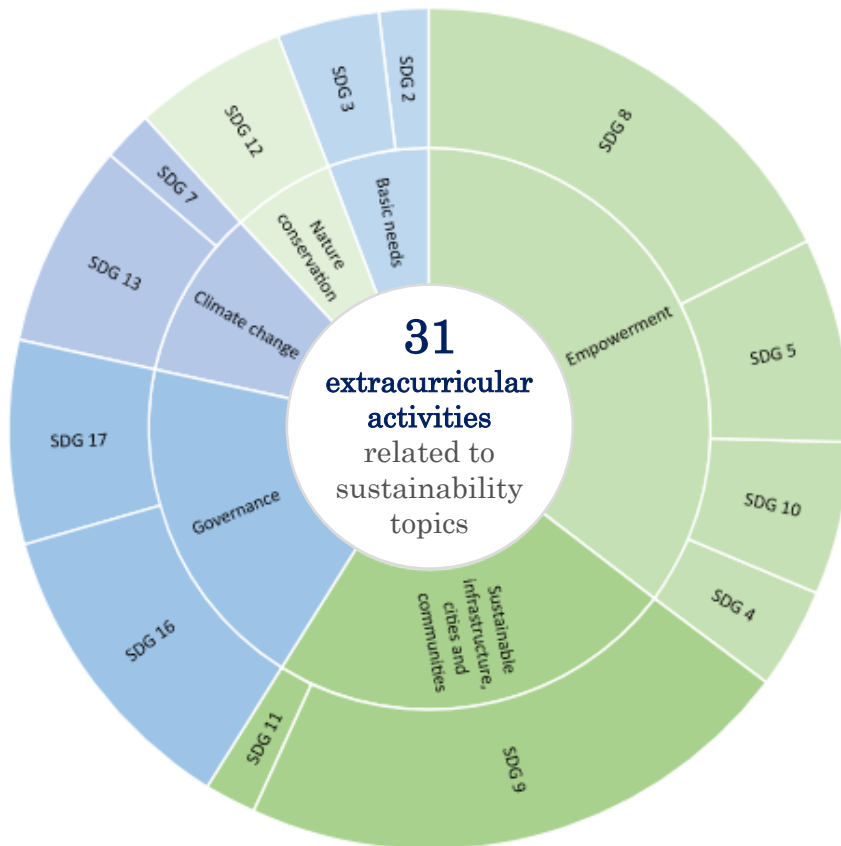
### **PETA**

Johanna Fuoss  
(Specialist in Clothing and Textile)  
“Corporate Responsibility and Animal Welfare”

### **Value Balancing Alliance**

Christian Heller (CEO)  
“Transition to a More  
Sustainable Economy”

## Extracurricular activities



Across all chairs, **31 extracurricular activities** related to sustainability took place, mainly on sustainable infrastructure, cities and communities, empowerment, and governance.

The **extracurriculars** mostly relate to the following 3 SDGs (in the following order):

1. SDG 9: Industry, innovation, and infrastructure
2. SDG 8: Decent work and economic growth
3. SDG 16: Peace, justice and strong Institutions.

## Examples of sustainability extracurricular activities

Some examples of extracurricular activities on the topic of sustainability taught at the University of Mannheim.



**Chair** of Business Administration and Accounting

**Professor:** Prof. Dr. Dirk Simons

**Activity:** Event series "fireside chats" of the Schmalenbach Society for Business Administration



**Chair** in Probability Theory

**Professor:** Prof. Dr. Leif Döring

**Activity:** Founder of the One World Seminar series: avoid flying for seminars / free access to research



**Chair** of Clinical and Biological Psychology and Psychotherapy

**Professor:** Prof. Dr. Georg W. Alpers

**Activity:** Round table of the city of Mannheim on the subject of bicycle traffic



## Go with the flow: Guided tour on drinking water along the Rhine

Where does our drinking water come from? In a nature tour offered by Universität Mannheim “Service & Marketing GmbH” in September and October of 2021, participants discovered that it can be found quite close to university, in the river Rhine. Nature and landscape guide Margarete Durand guided them along the river and elaborated its regional importance. The experience was organized as part of Universität Mannheim Service & Marketing GmbH’s 20+1 anniversary.



## Riding the bike around campus

Students of the University of Mannheim profit from a cooperation with VRN and can rent a “nextbike” for free during 30 minutes to get around town and explore Mannheim and its surroundings. Apart from the regular bike tours, there was a special event in 2021: On „European Bicycle Day“ our members could join the city cycling competition “Stadtradeln” by the Climate Alliance, riding their bikes to promote climate protection, from 14 June to 4 July of 2021.



## Volunteering fair

The “Ehrenamtsbörse” has been taking place annually since 2009 at the University of Mannheim. The aim of this event is to inspire students and members of the alumni organization “AbsolventUM e. V.” for a social commitment. Various charities from Mannheim and the surrounding area offer opportunities for volunteering. Over the years, the fair has constantly been expanded and cultural institutions from the Rhine-Neckar region have become involved.

For more information please visit:  
[https://www.absolventum.de/public/cms\\_page.aspx?pageld=47](https://www.absolventum.de/public/cms_page.aspx?pageld=47).



## WUMAN

WUMAN was founded in 2018, as a network for women in research. In monthly meetings, students, doctorates, and post-doctorates from the University of Mannheim exchange their experiences and ideas on career paths in research. In addition to supporting each other's ambitions, participants get input from professionals, for example in the "Women in Data Science Conference", organized in collaboration with GESIS – Leibniz Institute for Social Sciences.

Another event was organized in cooperation with the Association of German Women Entrepreneurs and the Rhine-Neckar Metropolitan Region: WUMAN's "Macherinnen-Tag" (Women entrepreneurs day) took place on 15 October, shining light on women who have courageously gone their way despite social barriers. Participants exchanged information on the careers of successful female academics and entrepreneurs and had the opportunity to talk to speakers to get motivation for their own careers.



## Doctoral workshop "Theoretical perspectives on corporate social responsibility"

In April 2021, Prof. Dr. Laura Maire Edinger-Schons co-taught a doctoral workshop together with Prof. Dr. Christopher Wickert from VU Amsterdam on the topic of "Theoretical perspectives on corporate social responsibility". The course was a part of the ProDok series of the German Academic Association for Business Research (VHB).

The content of the 4-day workshop was to discuss and develop a common understanding of fundamental theoretical approaches in CSR research. The goal was not only to help

the participants gain a sound understanding of this research field, but also to link the state-of-the-art of literature and emerging hot topics with relevant research questions. The workshop included various thematic discussions as well as first-hand practical advice by the workshop leaders, such as publication processes in CSR research, career planning, and involvement of professionals from the business world in research.

The ProDok CSR course is primarily aimed at early-stage researchers in business administration whose research focuses on the areas of CSR, corporate sustainability, and the fundamental relationships between business and society. For more details please visit: <https://vhbonline.org/veranstaltungen/prodok/kurse-2019/1904mg02/>.

## Scientists for Future

Scientists for Future (S4F, Scientists4Future) is a movement driven by the engagement of scientists and researchers across Germany who are jointly working towards a more sustainable future. In response to the global climate crisis, they evaluate climate-related developments, promote knowledge sharing, and make the interdisciplinary "voice of science" heard in public discussions and dialogues. For example, in 2021, S4F shared their perspectives on climate challenges for businesses during the "Hochschultage Nachhaltigkeit" at the University of Mannheim.



## Uni-Cleverlinge2

As education opportunities largely depend on the educational path of a child's family, it is important to support children as early as in elementary school. To this end, the "Kinderhelden gGmbH" and the "Mannheim Mozart School" have been working together with the University of Mannheim, on a special project: A group of 40 pupils from third and fourth grade are being tutored by personal mentors before they attend secondary school. For more information please visit:

<https://www.kinderhelden.info/portfolio/uni-cleverlinge/>.



## Schule macht stark – SchuMaS

The socio-economic status of children and young people in Germany is still a determining factor for their individual educational trajectories. "Schule macht stark" is a joint federal and state initiative with the aim to support schools in socially challenging situations. 13 academic institutions have joined the initiative, including the Mannheim Prof. Dr. Karina Karst. Until 2025, Prof. Dr. Karst and her team will set up one of four regional centres, which will look after around 50 schools from the south of Germany. With the objective to transfer scientific concepts and strategies for the schools and establish measures for the teaching development, the project serves as a co-constructive cooperation between schools and science.



## Kid's University

University is just for grown-ups? No matter whether history, family politics or mathematical optimization – at the Kid's University, children can experience the fun and exciting sides of science. This program allows children to study various topics and familiarizes them with university studies from a young age.

For more details please visit:  
<https://www.uni-mannheim.de/en/academics/careers-and-further-education/kids-university/>.



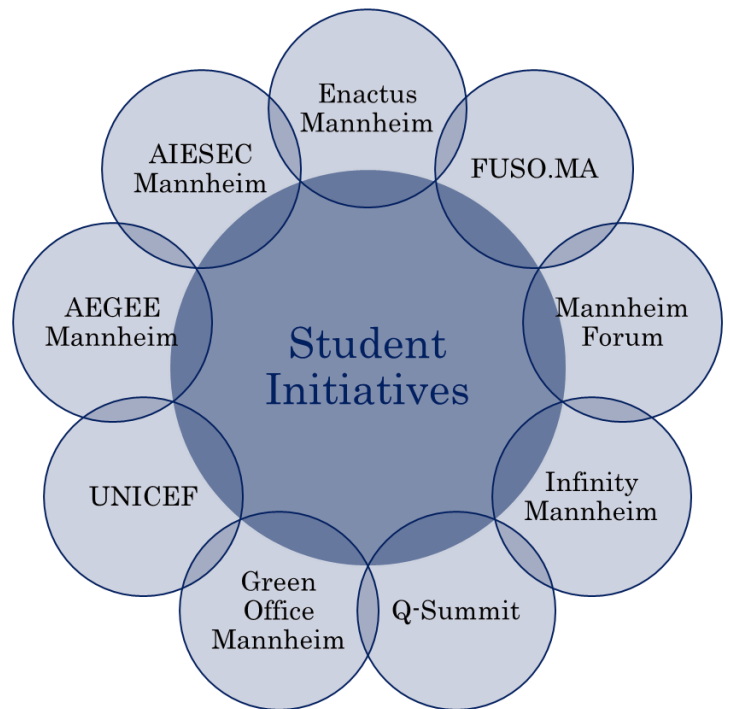
# Student initiatives

## Overview

We are proud of the diverse and active student body at the University of Mannheim. Many of the student organizations are centered around topics of sustainability, social responsibility, and sustainable innovation.

These associations of volunteers form an integral part of student life and foster curiosity around the topic of sustainability. The following pages provide an overview of the variety of student initiatives at the University of Mannheim.

If you want to learn more about the initiatives at the university, please visit: <https://www.uni-mannheim.de/en/campus/student-organizations-and-departmental-student-committees/student-organizations/>.



## Enactus Mannheim

With more than 100 members, Enactus is one of the largest student organizations at the University of Mannheim. By employing entrepreneurial methods and innovation, members tackle social, economic, and ecological challenges in the Rhine-Neckar Region, Germany, and around the world. The student organization aims to enable progress by allowing people to sustainably help themselves.



Throughout its long history, the group has empowered over 1,800 individuals and has reached millions of people in the process. The students are supported by over 30 regional and global corporations, and several professors and faculty members of the University of Mannheim.

For more information please visit:

<https://www.bwl.uni-mannheim.de/en/programs/campus-life/enactus/>.

## FUSO.MA

Following the theme “Rhine-Neckar – One Region – One Vision”, the student organization FUSO.MA strives to ensure a better connection between companies and the non-profit sector in the Rhine-Neckar metropolitan region to develop sustainable collaborations for tackling social issues. The initiative’s specific goals are:

- ✓ encouraging companies and non-profit organizations to meet on a level playing field
- ✓ establishing exchange in a “mutual language”
- ✓ promoting innovative intra- and intersectoral collaborations
- ✓ connecting science and experience in a profitable way
- ✓ and by all that strengthening the Rhine-Neckar metropolitan region

The students implement these objectives by organizing two events per year where non-profit organizations, companies, scientists and representatives of the City of Mannheim or other intermediary associations can come together. Intersectoral communication is made possible in various discussions and workshops. For more information please visit: <https://www.uni-mannheim.de/en/scholarships/scholarship-ceremony/fusoma-ev-student-organization/>.



## Mannheim Forum

Students participating in this initiative are responsible for organizing an annual forum with high-profile participants from science, politics, and the corporate world to discuss pressing societal issues. The Mannheim Forum as a platform offers its participants an open dialogue to broaden their horizons and to get to know fellow students from other disciplines. The Forum offers various opportunities to exchange ideas with fascinating speakers, amongst others, Annegret Kramp-Karrenbauer (politician, CDU), Kevin Kühnert (politician, SPD), Barbara Hendricks (former Federal Minister of the Environment), Tianling Wang (chinese Consul General) and Peter Kurz (Mayor of Mannheim). In addition, the Forum includes in-depth workshops, corporate events, and a gala evening. Apart from being a platform for discussing pressing societal issues, the Mannheim Forum also aims to pioneer a more sustainable conference concept. For instance, the congress emphasizes the reduction of plastic waste in such events and partners with initiatives as well as municipal organizations to make the forum as plastic-free as possible. For more information please visit: <https://mannheim-forum.org/>.

### Speakers of the last years



CHRISTIAN LINDNER



ANNEGRET KRAMP-  
KARRENBAUER



JOACHIM GAUCK



CHRISTIAN WULFF



NORBERT LAMMERT

## Infinity Mannheim

Infinity Mannheim fosters the entrepreneurial skills of students at the University of Mannheim and encourages them to apply their knowledge to develop sustainable innovations. At Infinity, three different fields of sustainability are covered: ecological, social, and economic sustainability. Not only the concept of sustainability, but also the underlying success formula of Infinity is built on three pillars. The initiative empowers students in three steps through lectures, workshops, and practical projects. In the lectures, Infinity raises awareness for sustainable challenges and existing solutions among students.



In the workshops, practical problem-solving skills are taught. In practical entrepreneurial projects, the members of Infinity get to apply their knowledge and skills, and develop hands-on solutions for social issues, thereby leaving a sustainable impact. Infinity plays an important supportive role for students in becoming responsible members of society by providing knowledge to act sustainably in daily life, and by fostering entrepreneurial skills to put ideas into practice. For more information please visit: <https://infinity-mannheim.de/>.

## Q-Summit

Like the Mannheim Forum, the initiative Q-Summit is responsible for the organization of an annual conference. With over 1,000 participants, it is the largest event of its kind in Germany solely organized by students. Founders, investors, corporate partners, and students attended speeches, workshops, and enjoyed other activities that were held at Schloss Mannheim.



## Green Office Mannheim

Green Office is a student initiative promoting sustainability on campus and in the university's environment in general. It is especially devoted to establishing connections between existing efforts to create a more sustainable university by coordinating different projects and providing an overview over sustainability on campus. The office aims to be a contact point for creating projects to further sustainability. More concrete efforts will be undertaken through the integration of sustainability into research and education by including the issue even further in lectures and seminars and by providing on-the-job trainings for staff. Moreover, the Green Office wants to promote sustainability in everyday life on campus by improving waste reduction and separation and furthering the transition to green water and power supply. For more information please visit: <https://greenofficeunimannheim.wordpress.com/>.

## UNICEF

The UNICEF initiative at the University of Mannheim is a group of approximately 45 students from various programs and backgrounds aiming to collect donations and raise awareness for UNICEF projects all over the world. To achieve this, several smaller sub-groups focus on organizing events, preparing, and spreading information material and creating media content, among other activities, for example, charity runs. During this event, local partners make donations based on how many laps are run by, on average, roughly 400 participants on a route close to the university. Apart from the charity run, members of the group invite guest speakers to the university who provide insights into UNICEF-related subjects in several lectures each year. For more information please visit: <https://www.unicef.de/mitmachen/ehrenamtlich-aktiv/-/hochschulgruppe-mannheim>.



## AEGEE Mannheim

The student initiative AEGEE Mannheim is part of one of the biggest international student organizations in Europe. Its vision is to make Europe diverse, politically, and socially interconnected without visible borders, and to boost the active participation and contribution of young people to a well-functioning, peaceful Europe. In cooperation with Europe on Track (a project by AEGEE Europe), the student initiative regularly organizes workshops and discussions, for example on sustainability, and invites sustainably operating local companies to share their experiences.



One focus of the initiative is the empowerment of young people to become active European citizens. To reach this goal, the students organize information sessions, for instance, about the EU institutions or the EU elections, and personal trainings, for instance about persuasiveness, and excursions, for instance to the European Central Bank or to the EU institutions in Brussels. For more information please visit: <https://www.aegEE-mannheim.de/de/>.

## AIESEC Mannheim

AIESEC in Mannheim is one chapter of AIESEC which is the world's largest youth-run organization. It is an international non-governmental and not-for-profit organization that provides young people with leadership skills, cross-cultural global internships, and volunteer exchange experiences across the globe. The volunteering projects are aimed at tackling the 17 SDGs of the UN, the internships are more generally targeted at fostering economic growth.



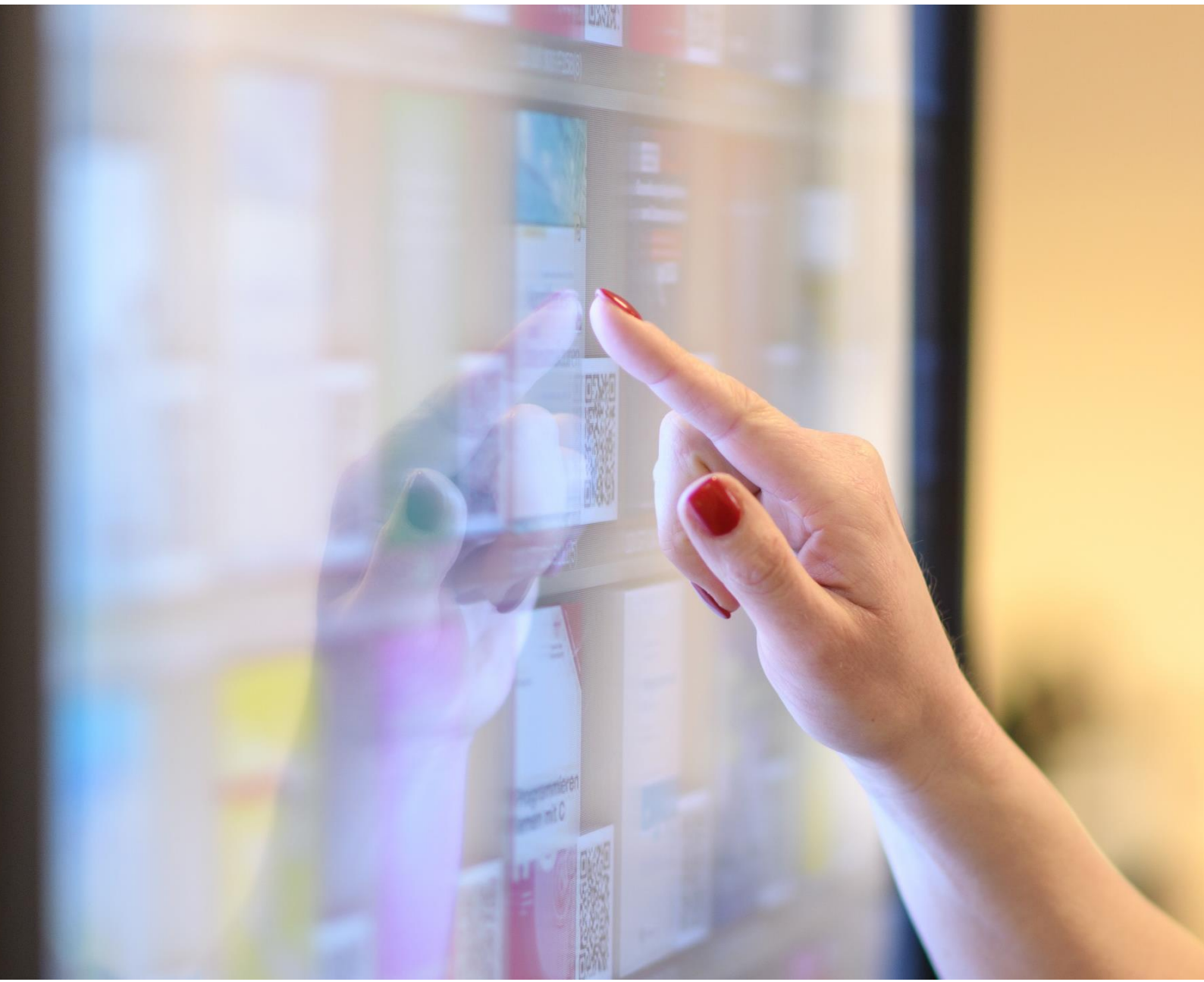
The organization focuses on empowering young people to make a positive impact on society. The AIESEC network includes approximately more than 44,000 members in 127 countries. At the University of Mannheim, the student organization offers opportunities for volunteering, start-up internships, and professional internships for young people between the age of 18 and 30. For more information please visit: <https://www.aiesec.de/lcs/mannheim>.





# 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 4 | RESEARCH

## Research

In the last decade, as the University of Mannheim we have been ranking among the top 20 European higher education institutions thanks to our profound commitment to excellent research. With our research, we aim to contribute to the body of knowledge about sustainability in our core research areas, economics, business, and social sciences. Through our research collaborations, publications, and reports, we are able to gain insights in various aspects of sustainability. The following is an overview of the many research activities related to sustainability and SDGs.



Our researchers published **171 papers** related to sustainability topics, mainly on empowerment, governance, basic needs, sustainable infrastructure, cities, and communities.

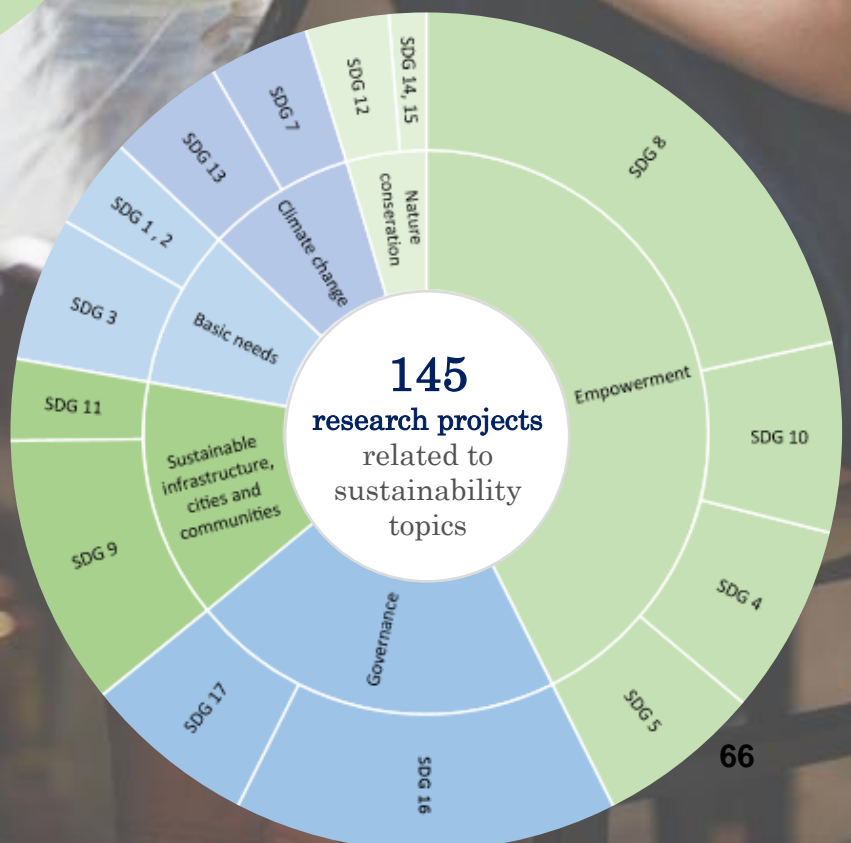
The **papers** mostly relate to the following 5 SDGs (in the following order):

1. SDG 8: Decent work and economic growth
2. SDG 16: Peace, justice, and strong institutions
3. SDG 3: Good health and well-being
4. SDG 9: Industry, innovation and infrastructure
5. SDG 4: Quality education, and SDG 10: Reduced inequalities.

**145 research projects** related to sustainability topics have been conducted by our researchers, mainly in the areas of empowerment, governance, and sustainable infrastructure, cities, and communities.

The **projects** mostly relate to the following 5 SDGs (in the following order):

1. SDG 8: Decent work and economic growth
2. SDG 16: Peace, justice, and strong institutions
3. SDG 9: Industry, innovation, and infrastructure
4. SDG 4: Quality education  
SDG 10: Reduced inequalities
5. SDG 17: Partnerships for the goals.



## Examples of sustainability-related papers

Here are some examples of scientific papers on topics related to sustainability which professors of the University of Mannheim or staff members of their chairs have co-authored.



**Chair** of Sociology, Migration and Integration

**Professor:** Prof. Dr. Marc Helbling

**Paper:** Helbling, M./Simon, S./Schmid, S. D.: (2020): Restricting immigration to foster migrant integration? A comparative study across 22 European countries, in: Journal of Ethnic and Migration Studies (<https://doi.org/10.1080/1369183X.2020.1727316>)



**Chair** of Political Science, Political Psychology

**Professor:** Prof. Dr. Harald Schoen

**Paper:** Gärtner, L./Schoen, H. (2021): Experiencing climate change. Revisiting the role of local weather in affecting climate change awareness and related policy preferences, in: Climatic Change (<https://doi.org/10.1007/s10584-021-03176-z>)



**Chair** of Public Law, Law of Economic Regulation and Media

**Professor:** Prof. Dr. Ralf Müller-Terpitz

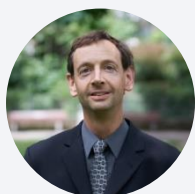
**Paper:** Müller-Terpitz, R. (2021): Genforschung und Gentherapie im Zeitalter der Genom- und Epigenom-Editierung – Welche rechtlichen Grenzen sind (noch) haltbar?, in: Wissenschaftsrecht (DOI: [10.1628/wissr-2021-0016](https://doi.org/10.1628/wissr-2021-0016))



**Senior Professor** for English Linguistics

**Professor:** Prof. Dr. Rosemarie Tracy

**Paper:** Hopp, H./Thoma, D. (2020): Foreign language development during temporary school closures in the 2020 Covid-19 pandemic, in: Frontiers in Education (<https://doi.org/10.3389/educ.2020.601017>)



**Chair** of Econometrics

**Professor:** Prof. Dr. Markus Frölich

**Paper:** Bernard, T./Dänzer, P./Frölich, M./Landmann, A./Viceisza, A./Wouterse, F. (2021): Building trust in rural producer organizations. Results from a randomized controlled trial, in: Agricultural and Resource Economics Review (<https://doi.org/10.1017/age.2021.17>)



**Chair** of Scientific Computing

**Professor:** Prof. Dr. Simone Göttlich

**Paper:** Fokken, E./Göttlich, S./Kolb, O. (2019): Modeling and simulation of gas networks coupled to power grids, in: Journal of Engineering Mathematics (<https://doi.org/10.1007/s10665-019-10026-6>)



**Chair** of Corporate Finance

**Professor:** Prof. Ernst Maug Ph.D.

**Paper:** Antoni, M./Maug, E./Oberberger, S. (2019): Private Equity and Human Capital Risk, in: Journal of Financial Economics (<https://doi.org/10.1016/j.jfineco.2019.04.010>)



**Chair** of Educational Psychology

**Professor:** Prof. Dr. Oliver Dickhäuser

**Paper:** Rudert, S. C./Janke, S. (2021): Following the crowd in times of crisis. Descriptive norms predict physical distancing, stockpiling, and prosocial behavior during the Covid-19 pandemic, in: Group Processes & Intergroup Relations (<https://doi.org/10.1177/13684302211023562>)



**Assistant Professor** of Political Philosophy

**Professor:** Prof. Dr. Andreas Cassee

**Paper:** Cassee, A. (2019): International tax competition and justice: The case for global minimum tax rates, in: Politics, Philosophy & Economics (<https://doi.org/10.1177/1470594X19848074>)



**Assistant Professor** for Sustainable Entrepreneurship

**Professor:** Prof. Dr. Dominika Wruk

**Paper:** Wruk, D./Oberg, A./Klutt, J./Maurer, I. (2019): The presentation of self as good and right: How value propositions and business model features are linked in the sharing economy, in: Journal of Business Ethics (<https://doi.org/10.1007/s10551-019-04209-5>)



**Chair** of German Medieval Studies

**Professor:** Prof. Dr. Astrid Lembke

**Paper:** Lembke, A. (2020): Freundliche Übernahme? Interventionsdiskurse und Überlegenheitsfantasien in vormodernen Fassungen und modernen Bearbeitungen des „Herzog Ernst“, in: Zeitschrift für deutsche Philologie (<https://doi.org/10.37307/j.1868-7806.2020.03>)



**Assistant Professorship** for Technological Innovation and Management Science

**Professor:** Prof. Dr. Marc Lerchenmüller

**Paper:** Lerchenmüller, C./Schmallenbach, L./Jena, A. B./Lerchenmueller, M. (2021): Longitudinal analyses of gender differences in first authorship publications related to Covid-19, in: BMJ Open (<https://doi.org/10.1136/bmjopen-2020-045176>)



**Assistant Professor** of Public Law

**Professor:** Prof. Dr. Nils Schaks

**Paper:** Schaks, N. (2019): Democracy and (the essential content of) fundamental rights: Marching in line or precarious balancing act? in: Law, Democracy & Development (<http://dx.doi.org/10.17159/2077-4907/2019/idd.v23b12>)





Our researchers published **42 books** related to sustainability topics, mainly on empowerment, basic needs, and governance.

- The **books** mostly relate to the following 5 SDGs (in the following order):
1. SDG 10: Reduced inequalities
  2. SDG 3: Good health and well-being
  3. SDG 8: Decent work and economic growth
  4. SDG 16: Peace, justice, and strong institutions
  5. SDG 4: Quality education.

**167 conferences** have been published by our researchers related to sustainability topics, mainly on empowerment, governance, climate change, and basic needs.

- The **conference** papers are mostly related to the following 5 SDGs (in the following order):
1. SDG 8: Decent work and economic growth
  2. SDG 16: Peace, justice, and strong institutions
  3. SDG 5: Gender equality
  4. SDG 7: Affordable and clean energy
  5. SDG 3: Good health and well-being
- SDG 13: Climate action.



## Examples of sustainability-related conference papers

Here, you will find some examples of contributions to conferences on sustainability-related topics which professors of the University of Mannheim have presented.



**Chair** of Strategic and International Management

**Professor:** Prof. Dr. Matthias Brauer

**Conference:** Academy of Management Annual Meeting

**Topic of Presentation:** "Doing well" despite "doing bad"? Investor response to repeated illegal behavior



**Chair** of Public Law, Regulatory Law and Tax Law

**Professor:** Prof. Dr. Thomas Fetzer

**Conference:** European Social Economy Summit

**Topic of Presentation:** Digitalization in dialogue: Making Europe fit for the digital age



**Chair** of International Finance

**Professor:** Prof. Dr. Stefan Ruenzi

**Conference:** Global Research Alliance for Sustainable Finance and Investment

**Topic of Presentation:** Do climate conscious investors target firms with high or low carbon emissions?



**Chair** of Medieval History

**Professor:** Prof. Dr. Annette Kehnel

**Conference:** IMC Leeds

**Topic of Presentation:** Find creditors, make friends! Medieval crowdfunding



**Chair** of Marketing and Innovation

**Professor:** Prof. Dr. Sabine Kuester

**Conference:** Association for Consumer Research Conference 2020

**Topic of Presentation:** Perceived social presence of anthropomorphized chatbots



**Chair** of Health Psychology

**Professor:** Prof. Dr. Jutta Mata

**Conference:** 33. Conference of the European Health Psychology Society (EHPS)

**Topic of Presentation:** The relation between overweight, weight-stigma and well-being: A meta-analysis



**Chair** of Economics (Innovation and Competition)

**Professor:** Prof. Dr. Bernhard Ganglmair

**Conference:** EPIP 2021 Conference "IP and the Future of Innovation"

**Topic of Presentation:** Visibility of technology and cumulative innovation: Evidence from trade secrets laws

## Exemplary research activities

### Mannheim Institute for Sustainable Energy Studies (MISES)

The MISES was founded by Prof. Stefan Reichelstein Ph.D., who has been the chair of this institute since July 2018. The institute's research focus lies on the transition to a decarbonized energy economy, the associated challenges (such as cost dynamics, profitability of developments, implications of energy storage), and innovation opportunities. Current projects revolve around the energy, transport, and industry sectors. The researchers of MISES continuously engage in knowledge exchange with experts from external research institutions, business, and politics. For more details please visit:

<https://www.uni-mannheim.de/en/mises/>.



### Institute for Enterprise Systems (InES)

As a central institution of University of Mannheim, the Institute for Enterprise Systems (InES) engages in the exchange between science and practice in the area of enterprise systems. In order to drive digital transformation, the institute strives to uphold its high-quality and interdisciplinary research, to provide knowledge transfer into the practice of middle-sized and large enterprises with foci on both designers and users), and to further quality young scientists. InES thereby builds bridges between companies, scholars, and students, and is part of an international cooperation network with partners from science and industry. For more details please visit: <https://www.institute-for-enterprise-systems.de/>.

### Chair of Sustainable Business

There is a huge discrepancy between climate urgency and action: Sustainability efforts must be conducted in communication with all societal stakeholders. With a vision to foster teaching and research to contribute to sustainable development, the Chair of Sustainable Business was implemented in 2015. Since then, Prof. Dr. Laura Marie Edinger-Schons and her team encourage stakeholder dialogues with students, researchers, and professionals towards more socially responsible business practices. For more details please visit: <https://www.bwl.uni-mannheim.de/en/schons/>.





**Dr. Irmela Koch-Bayram, researcher at the Chair of Business Administration, Human Resource Management and Leadership**

At Prof. Dr. Thorsten Biemann's Chair of Business Administration, Human Resource Management and Leadership, Dr. Irmela Koch-Bayram dedicates her research to subjects such as the responsibility of companies in human resource management, employees' perceptions of fairness when artificial intelligence is employed in HR, and the relationship of gender and successful leadership.



**Prof. Dr. Dominika Wruk, Assistant Professor for Sustainable Entrepreneurship**

As Assistant Professor for Sustainable Entrepreneurship, Prof. Dr. Dominika Wruk has been leading the BMPF-funded interdisciplinary junior research group platforms2share since June 2017, investigating cooperative models, new technologies, and how they contribute to the Platform Economy. As part of the i-share network, she studies organizational models in the Sharing Economy and their social, ecological, and economic effects. Her research also focuses on the emergence and the diffusion of modern management concepts and practices.



**Prof. Sabine C. Carey Ph.D., Chair of Political Science, International Relations**

At the Chair of Political Science, International Relations, Prof. Sabine C. Carey Ph.D. engages in the empirical analysis of various aspects of violent conflict, human rights violations, terrorism, and counterinsurgencies. Her research project RATE (repression and the escalation of violence), funded by the European Research Council (ERC) from 2013 to 2017, investigates how different human rights violations lead to escalation or non-escalation of repression and intra-state armed conflict. Her research interest lies in the role of actors, such as pro-government militias, and the link between governance and repression.



**Prof. Dr. Marc Lerchenmüller, Assistant Professor for Technological Innovation and Management Science**

Prof. Dr. Marc Lerchenmüller is Assistant Professor for Technological Innovation and Management Science at the University of Mannheim. Gender gaps play an important role within his main fields of research: economics of innovation, technology and innovation management, and science policy and translational science. In his publications, he investigates gender disparities in academia, in particular around life science and in the context of the Covid-19 pandemic.



**Prof. Dr. Oliver Spalt, Chair of Financial Markets and Financial Institutions.**

As the chairholder of the Chair of Financial Markets and Financial Institutions, Prof. Dr. Oliver Spalt and his team offer the course "Sustainable Finance and Impact Investing" for master students and the RES bridge course "New Perspectives on Economics and Politics" to spark debates on how the economic and political world should be organized to best serve society.



### **Prof. Dr. Eva Eckkrammer, Chair of Romanic Language and Media Science**



During the first Franco-German dialogue on sustainability that took place on 28 and 29 October 2021 at University of Bonn's Centre Ernst Robert Curtius, Prof. Dr. Eva Eckkrammer from the University of Mannheim was the moderator of a Franco-German expert panel and participated in organizing a workshop on health. The event was organized by "Deutsch-Französische Hochschule" (DFH) and "ASKO-Europastiftung" and focused on both French and German perspectives on a fair transformation in the energy sector, sustainable mobility, issues surrounding global health, climate change, and biodiversity. Innovative solutions and potential levers for promoting the UN's Sustainable Development Goals were discussed, covering questions of political and judicial nature, as well as ideas on communication and knowledge transfer.

### **Prof. Dr. Edgar Erdfelder, Chair of Cognitive Psychology and Individual Differences**



Prof. Dr. Edgar Erdfelder, Vice President of Research and Early-Career Researchers as well as chairholder of the Cognitive Psychology and Individual Differences Chair, has introduced the Open Science Days at the University of Mannheim. During the Open Science Days 2020 and 2021, various researchers talked about introducing open science at institutions or creating research programs on reproducibility.

### **Prof. Dr. Jana-Rebecca Rehse, Assistant Professor for Management Analytics**



Prof. Dr. Jana-Rebecca Rehse has introduced sustainability into her course "Seminar on Process and Management Analytics, teaching about process mining for sustainability-related topics". She would like to further integrate those issues into her research and teaching to uncover inadequacies in sustainable implementation through data analyses and to show her students the responsibility and possibilities that come along with data mining.

### **Motivations for leading a more plant-based diet**

At the Chair of Health Psychology, Philipp Kadel is writing his dissertation about motivational factors for maintaining a meat-reduced diet, as well as factors that may impede people from having such a diet. In addition to this socially relevant topic, he is involved with Scientists for future. In 2021, the initiative conducted a survey on the demand for plant-based food in the Mensa in cooperation with the AStA and the management of the Mensa and faced an increasing demand: More than 90% of the respondents expressed their desire to buy plant-based meal options. In collaboration with the Mensa's management, Scientists for Future is trying to implement these options for the customers.



## Third-Party funded projects

The page provides an overview of third-party funded projects in the field of sustainability.

### **TRR 266: Accounting, Taxes and Corporate Transparency** **Prof. Dr. Dirk Simons, Chair of Business Administration and Accounting**

The DFG-funded project "Accounting for Transparency" focuses on accounting, taxes, and corporate transparency. A total of eight institutions are involved in the Transregional Collaborative Research Center (TRR 266), with the University of Mannheim providing the largest number of subprojects and researchers. TRR 266 investigates how accounting and taxation influence corporate transparency and how regulations and corporate transparency affect the economy and society.



The largest sub-project within TRR 266 is the German Business Panel (GBP) under the academic leadership of Accounting and Taxation professors Dirk Simons, Jannis Bischof, and Johannes Voget. The panel is designed to systematically and representatively survey how companies – from DAX corporations to solo self-employed professionals – assess questions on current issues regarding increasing regulation in the areas of accounting and taxation. Due to the Covid-19 pandemic, a large-scale survey is currently being carried out within the GBP to provide information on how well targeted and how effective the government aid measures for companies are. The exciting results are accessible at [www.gbpanel.org](http://www.gbpanel.org).

### **ERC: Partnership formation in the context of recent refugee migration (PARFORM)** **Prof. Dr. Irena Kogan, Chair of Sociology, Societal Comparisons**



In 2015/16 Germany welcomed large numbers of young unmarried male refugees arriving from countries without co-ethnic community ties. This situation is likely to complicate the process of refugees' partnership formation. Against this background the project seeks to answer three research questions: (1) To what extent is the partnership formation of newly arrived refugees in Germany determined by the demographic situation, and how does the process compare to patterns observed among the established German population (both majority and minority ethnic groups)? (2) How do social media and online dating affect partnership formation among recent refugee immigrants? And (3) how do established members of the German society react to refugees' attempts to form partnerships, and how is this reflected in immigrants' partnership patterns? Whereas the first research question is largely descriptive, the others seek to advance the field's theoretical and analytic frameworks by extending our understanding of opportunity structures in the age of the internet and social media, and conceptualizing partnership formation as a genuinely two-sided interactive process.

## ERC: Health, employment, and environmental regulations in post-industrial EU (HEAL) Prof. Ulrich J. Wagner Ph.D., Professor of Quantitative Economics



Health, Labor and Environmental Regulation in Post-Industrial Europe (HEAL) is a research project in environmental economics based at the University of Mannheim. HEAL runs from 2020 until 2025 and has a total budget of 1.4 million euros. It is funded by the European Research Council under its ERC Consolidator Grant scheme. The researchers examine the European trading scheme (ETS) as the world's largest cap-and-trade system implemented to regulate the emission of CO<sub>2</sub>, in particular focusing on co-pollutants that are neglected in the ETS.

## EU Horizon 2020: Community-empowered Sustainable Multi-Vector Energy Islands (RENERgetic) Dr. Sonja Klingert, Senior Researcher, Chair of Information Systems II



The EU research project REnergetic aims at creating so-called urban energy islands, i.e. geographically delineated areas in cities with a high level of energetic self-sufficiency provided by local renewable energy. This endeavor requires a fully trans-disciplinary approach of the 12 European partner organizations because technical measures need to be aligned with psychologically incantation and business models as well as the regulative framework. The projects runs from 2020 until 2024, and the University of Mannheim's share at funding is 830,000 euros.

## Digital Report 2020 Non-Profits & IT

Together with Haus des Stiftens and Correlaid, the Chair of Sustainable Business conducted a large-scale survey on digitization in the non-profit sector. The results were published in the "Digital Report 2020: Non-Profits & IT", which is based on the "IT Report for Non-Profits 2015". The Digital Report 2020 was funded by the Federal Ministry of the Interior.



The survey was developed and conducted from August to November 2020. The study aims to make the developments and trends regarding the digitization of civil society visible and empirically measurable. In this way, the study provides food for thought and impulses for both public discourse and internal discussion within non-profit organizations. In addition, the data has been used to create an interactive online platform that allows organizations to compare their degree of digitization with other organizations. For more details please visit: <https://www.digital-report.org/report>.

## Gemeinsam Neues Schaffen

Civil society organizations are critical for creating a social support system in urban areas. Chemical company BASF supports projects of such organizations in the Rhine-Neckar metropolitan region through their 'Gemeinsam Neues Schaffen' (GNS) program. GNS is a project competition in which the winners receive financial support to put their ideas into practice within one year. Projects that either improve the participation and integration of different groups in society or strengthen the spirit of research and discovery in the region are supposed to benefit. Since 2018, the Chair of Sustainable Business and BASF cooperate in the context of GNS. Each year, the winner projects of GNS are invited to participate in a workshop on social impact measurement hosted by the chair. During the workshop series, the project managers are familiarized with the topic and learn how they can measure the impact of their project. In 2020, the workshop was embedded in the social impact seminar. In the seminar, students helped the social organizations to develop their impact logic, measure their impact, and prepare an impact report.

## TSG Hoffenheim

The "TSG Hoffenheim" football club wants to position itself more strongly as an innovative role model for taking on social responsibility. This goal is to be implemented at all levels through the future strategy "TSG ist Bewegung". In sponsoring, this means linking opportunities through sustainability with an innovative sponsoring concept. To achieve this, TSG is working together with the Chair of Sustainable Business. The aim is to develop a sponsoring concept that considers economic added value for the TSG and the sponsor created through a joint commitment to a higher purpose and a shared set of values. A first lab-in-the-field experiment to collect data for the development of this concept was carried out in early 2020.



## sMart roots

The city of Mannheim's project "sMart roots", partly funded by the German Federal Ministry of the Interior and Community, started in 2020. Several institutions of the University of Mannheim support the city to develop a smart city strategy: the Institute for Enterprise Systems (InEs), guided by Prof. Dr. Heiner Stuckenschmidt, develops artificial intelligence solutions for smart mobility and environmental protection. Prof. Dr. Laura Marie Edinger-Schons' team at the Chair of Sustainable Business measures the project's impact and contributes findings regarding the acceptance of the newly developed AI solutions by relevant parties and networks. The ongoing research is aimed at integrating digital technologies into the various areas of life in Mannheim, promoting the United Nation Sustainable Development Goals on the municipal level.

## Awards

Mannheim Researchers have received various awards for their activities related to sustainability. In the following, we provide some examples.



### **Gottfried Wilhelm Leibniz Prize, awarded by the German Research Foundation 2019**

Prof. Michèle Tertilt, Ph.D. received the Leibniz Prize for her work and achievements at the interface of macroeconomics, development economics and family economics, with which she has opened up new perspectives in economic studies. Tertilt's research focuses on the influence of gender roles and family structures on economic growth, investments in human capital, and economic development. Through this approach she has integrated family economics into development economics and macroeconomics.



### **NDR Non-Fiction Book Prize 2021**

Prof. Dr. Annette Kehnel, Chair of Medieval History, wins with her book "Wir konnten auch anders - eine kurze Geschichte der Nachhaltigkeit" (We were able to do things differently. A brief history of sustainability.) the NDR Non-Fiction Book Prize 2021. In her book, she vividly describes how we can learn from sustainable lifestyles and economies of the pre-modern era.



### **Research awards**

Prof. Dr. Gunther Glenk, Assistant Professor of Accounting (Mannheim Institute for Sustainable Energy Studies (MISES)) received the following awards, among others:

Gregor Louisoder Umweltstiftung:  
Research Award in Economic Sciences, 2021

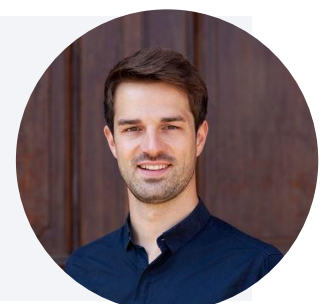
Willi-Dauberschmidt-Stiftung: Prize for  
extraordinary academic achievements, 2021

European Energy Exchange:  
Research Excellence Award, 2020

German Economic Association of Business  
Administration (GEABA): Best Paper Award, 2019

### **Prize for excellence in applied development research by KfW Development Bank and Verein für Socialpolitik**

In 2019, Prof. Dr. Valentin Lang, Assistant Professor for International Political Economy and Development was awarded with the Prize for Excellence in Applied Development.





### **Best Paper Award in Corporate Finance at the 7th International Young Finance Scholars' Conference**

Mengqiao Du, doctoral student at the Chair of Corporate Finance of the University of Mannheim was received an award for the paper "Locked-in at Home: Female Analysts' Attention at Work during the Covid-19 Pandemic".



### **Best Paper Award at the Euram Conference**

Moritz Appels, doctoral student at the Chair of Sustainable Business and Marc Kowalczick, doctoral student at the Chair of SME Research and Entrepreneurship of the University of Mannheim, were awarded with the 2020 Best Paper Award in Strategic Management for their work. In their paper entitled "Risk-Takers – What Else? CEO Hubris, Risk-Taking, and Strategic Renewal" they trace the implications of CEO hubris for firms' strategic change and, in doing so, derive evidence contrary to existing research' propositions on this association.



### **IIPF Young Economist Award**

Dr. Andreas Gerster, Chair of Quantitative Economics, of the University of Mannheim was awarded for the paper "Optimal Non-Linear Taxation of Internalities".



### **Voted into the 'Top 40 under 40' list by Capital Magazine**

Every year, the Capital Magazine selects 40 persons below the age of 40, which have shown an exceptional talent in one of four fields of expertise. In 2020, Prof. Dr. Laura Marie Edinger-Schons of the Chair of Sustainable Business was selected as one of Germany's top talents in the final category for her scientific and societal contributions.

### **Most Downloaded Paper Award from the Journal of Consumer Psychology**

With the paper "Are Two Reasons Better Than One? The Role of Appeal Type in Consumer Responses to Sustainable Products", Prof. Dr. Laura Marie Edinger-Schons and Dr. Jenni Sipilä of the Chair of Sustainable Business, together with Sankar Sen, Gina Mende, and Jan Wieseke, published one of last year's 20 most read papers in the Journal of Consumer Psychology. The paper investigates the impact of joint appeals in the marketing of sustainable products on consumers with varying personal involvement in sustainable consumption.





# 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 5 | PARTNERSHIP

## Foundations

As a university we stand for the education of responsible leaders in business, research, and society. We take pride in continuously holding top positions in Germany with respect to the quality of our education and research. This is made possible only through our strong and committed partnerships with some of Germany's most important foundations, private sponsors, or companies. This following list provides an overview over our partnerships with foundations. For more details please visit: <https://www.uni-mannheim.de/en/getting-involved/other-foundations/>.

- Barbara-Hopf-Stiftung
- Bumiller-Raab-Stiftung
- Ekkehard-Stiftung
- Emil-Kömmerling-Stiftung
- Ernst & Young Stiftung
- Heinrich-Vetter-Stiftung
- Hermann-Weber-Stiftung
- Karin-Islinger-Stiftung
- Lorenz-von-Stein-Preis
- Otto-Mann-Stiftung
- Prechel-Stiftung e. V.
- Wilhelm Müller-Stiftung
- Elisabeth Altmann-Gottheiner-Preis
- Preis für Sprache und Wissenschaft
- Stiftung Marketing (formerly Promarketing)
- Südwestmetall-Preis (formerly VMI-Preis)
- Stiftung zur Förderung der Versicherungswissenschaft
- Stiftung Kommunikations- und Medienwissenschaften
- Stiftung der Industrie- und Handelskammer Rhein-Neckar in Mannheim

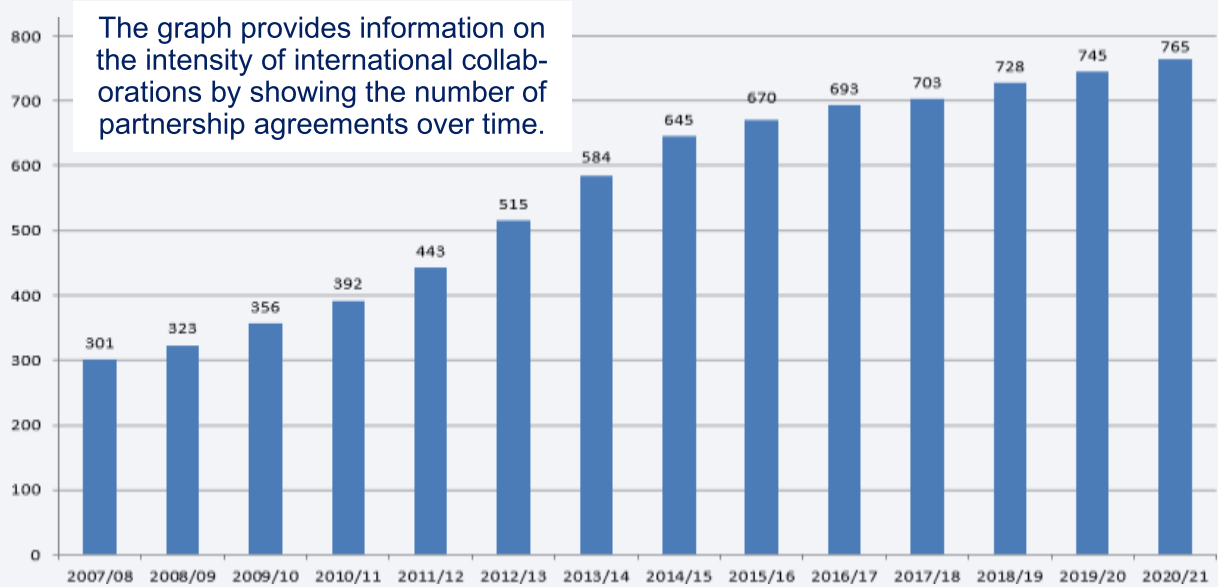




## Partner universities

Studying abroad to broaden our students' cultural, professional, and personal horizon is an integral part of educating responsible leaders of tomorrow. Through close relationships with over 450 universities in 60 countries, we are able to allow our students to study abroad without tuition fees. The map illustrates our global partnership network. For more information please visit: <https://www.uni-mannheim.de/en/academics/going-abroad/studying-abroad/partner-universities/>.





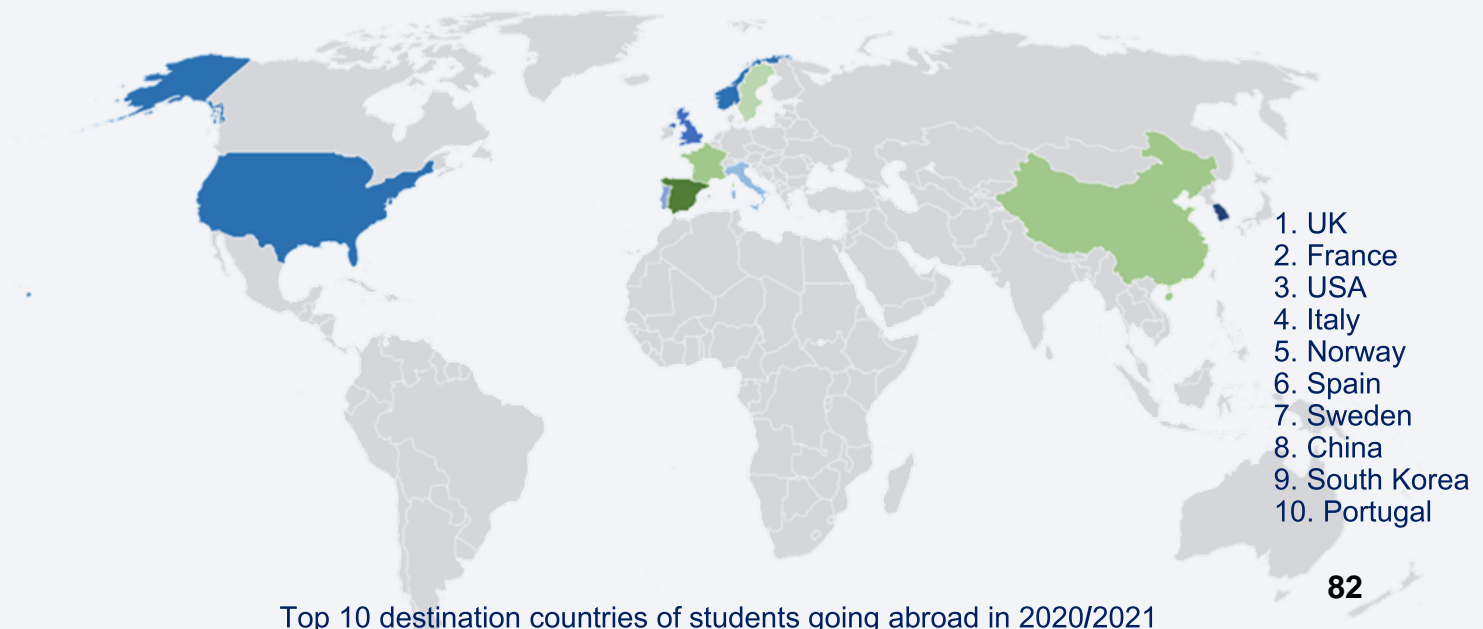
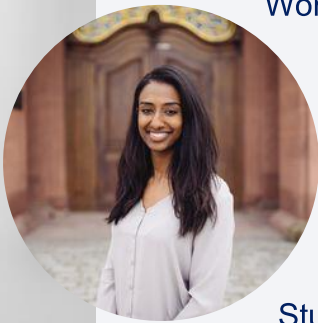
“

My semester abroad was an all-around success. Apart from the opportunity to advance academically with the help of new teaching methods, I was also able to expand my intercultural knowledge.

Working with other international students opened new perspectives for me. I was also able to expand my international network, which brings new friendships and academic advantages.

Rahel Habteab, student in the bachelor's program in Culture and Economy: English and American Studies, Maynooth University (Ireland)

”



Top 10 destination countries of students going abroad in 2020/2021

# ENGAGE.EU

ENGAGE.EU – The European University engaged in societal change is an alliance of seven leading European universities in business, economics, and social sciences with rich experience in analyzing societal change. The alliance's ambition is to enable its learners to act as socially engaged European citizens and to have impact on society at large. ENGAGE.EU partner universities located in Northern, Southern, Eastern, and Western Europe reflect the diversity of Europe. The alliance is currently the academic home to over 100,000 students, academics and staff who cooperate enthusiastically, co-create, and share their interdisciplinary and cross-cultural knowledge. The core activities of ENGAGE.EU cover the three areas: ENGAGED learning, ENGAGED research and innovation, and ENGAGED in society. For more details please visit: <https://www.uni-mannheim.de/en/about/engageeu/>.



In November 2020 seven partner universities started their ambition to build “ENGAGE.EU – the European University engaged in societal change”. After one year of implementation under the conditions of a pure digital age the first “face-to-face” meeting took place at the University of Mannheim on 21 to 22 October 2021.

It was a great and successful meeting, with around 130 participants coming from all seven partner universities. More than 100 people also joined the opening ceremony online via live stream. It was the first major event in presence of this young alliance, and everyone was happy to get to know each other and exchange ideas with colleagues from the partner universities.

The main focus was on discourse and questions about social challenges: climate change, euroscepticism, digitalization, and migration were just some of the topics that were eagerly discussed by the participants. Further, the ENGAGE.EU members met in internal meetings to consult, clarify strategic issues, and focus on the next steps of implementation of their ambitions. Especially in our role as coordinator and host university, we are grateful that the first ENGAGE.EU Annual Conference was so well received. True to our motto: ENGAGE yourself – Study. Research. Exchange TOGETHER.

## Scholarships

The University of Mannheim considers financial support for our students as key for equal opportunities and chances. In line with the social component of sustainability, we have been offering grants and support to students since 2007 through our close network of partners, sponsors, and funding organizations. The following list provides an overview over the scholarships offered. For more information please visit: <https://www.uni-mannheim.de/en/scholarships/>.



Deutschland Scholarship

Germany needs capable young people. Therefore, the Federal Government has established the “Deutschland Scholarship” in cooperation with private sponsors to support gifted and dedicated students.



Opportunity Mannheim Scholarship

The Opportunity Mannheim Scholarship of the University of Mannheim Foundation aims to open up opportunities. The scholarship is intended to enable students in a weaker financial position to take up or complete their studies.



Elite Student Athletes Scholarship Rhine-Neckar Metropolitan Region

Top athletes often face increased stresses and strains during their studies. A busy training schedule and demanding competitions do not leave much time for preparing for examinations and seminars. A “Spitzensport-Stipendium MRN” helps.



Mannheim Scholarship

The Mannheim Scholarship represents the city's close ties with its university. By funding talented students, the city of Mannheim wishes to emphasize that well-educated young people are welcome at the economic and academic hub of Mannheim.



Bronnbach Scholarship

The Association of Arts and Culture of the German Economy has established the Bronnbach Scholarship to enable future executives to develop cultural skills. Students acquire new creative techniques and skills in order to be able to take on social responsibility.

## Institutions and partners

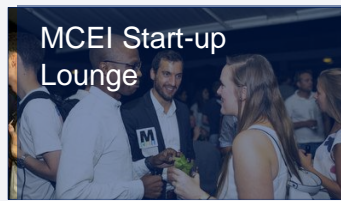
We are one stakeholder in a collaborative net of research and practice institutions and members of society. The high number of internal and associated institutions of the university allows our students to gain practical insights and explore distinct facets of sustainability. This is a list of internal institutions and partners.

- Center of Econometrics and Empirical Economics (CEEE)
- Collaborative Research Center (TR 224 EpoS)
- Collaborative Research Center (Transregio 266 Accounting for Transparency)
- Deutsches Zentrum für Integrations- und Migrationsforschung (DeZIM)
- Freudenberg Center for Law and Economics
- GESIS – Leibniz Institute for the Social Sciences
- Historisches Institut
- Institute for Enterprise Systems (InES)
- Institut für marktorientierte Unternehmensführung (IMU)
- Institute for Media and Communication Studies
- Institute for German, European and International Medical Law, Public Health Law and Bioethics (IMGB)
- Institute for SME research and entrepreneurship (IfM)
- Institute of Sports (IfS)
- Institut für Transport- und Verkehrsrecht
- Institut für Versicherungswissenschaft
- Interdisziplinäres Zentrum für Geistiges Eigentum (IZG)
- Internationales Begegnungszentrum (IBZ)
- Competence Centre “Studying Successfully in Mannheim – ErStiMA”
- Leibniz Institute for the German Language (IDS)
- Leibniz Centre for European Economic Research (ZEW)
- Mannheim Center for Entrepreneurship and Innovation (MCEI)
- Mannheim Centre for Competition and Innovation (MaCCI)
- Mannheim Institute for Financial Education (MIFE)
- Mannheim Institute for Sustainable Energy Studies (MISES)
- Mannheimer Zentrum für Empirische Mehrsprachigkeitsforschung (MAZEM)
- Mannheim Centre for European Social Research (MZES)
- Mannheimer Zentrum für Arbeit und Gesundheit (OSI)
- Research and Study Centre Dynamics of Change (RSC)
- Zentrum für Insolvenz und Sanierung (ZIS)
- Teaching and Learning Center (ZLL)
- Zentrum für Lehrerbildung und Bildungsinnovation (ZLBI)
- Zentrum für Schlüsselqualifikationen (ZfS)
- Zentrum für Unternehmensnachfolge (zentU)

## Connected to practice

Students can expand and complete their acquired entrepreneurship skills in complementary courses at several departments/institutes. Strong networking with partners and alumni in the start-up scene, the university pursues a “pay it forward” mentality spanning multiple generations. It gives our students, scientists and alumni access to the German and the international start-up scene. For more details please visit: <https://www.uni-mannheim.de/en/startups/events/>.

### Start-up Event Formats at the University



In our courses, students can refine their business models and develop their entrepreneurial ideas. In addition to courses, there are dedicated student initiatives inviting founders to exchange ideas and network with others.

### Courses for founders at bachelor's level

Entrepreneurship,  
Innovation  
and Business  
Model Design

Thinking beyond Boxes  
Advance your Start-up!  
Bachelor's Thesis  
(Inside the Venture)

### Courses for founders at master's level

Introduction to  
Entrepreneurship  
Advanced  
Entrepreneurship  
Innovations Management  
Entrepreneurial Spirit  
Social Entrepreneurship

Applied Project in  
Design Thinking and  
Lean Software  
Development

Design Thinking and Lean  
Software Development (DTLD)

Project Course  
IMP3rove – Innovation  
Management  
Master's Thesis  
(Inside the Venture)

Creativity and  
Entrepreneurship  
in Practice  
International  
Entrepreneurship  
Strategic Intellectual  
Property Management

## Sustainability Management Monitor

Jointly with the Peer School for Sustainable Development and the Bertelsmann Stiftung, Prof. Dr. Laura Marie Edinger-Schons conducted a survey among 51 sustainability managers of German enterprises. The report provides evidence regarding the transformation towards sustainability in companies. The central results of the survey, which will be conducted annually from now on, are that for more than half of the surveyed companies the issue of sustainability shifted from a niche to being under the responsibility of the board of management. Meanwhile, not only in terms of positioning, but also in terms of content, sustainability is gaining importance. With a wide range of topics and challenges, i.e., decarbonizing the economy or reduction of emissions, new managerial competencies and resources are needed.



For more details please visit: <https://www.uni-mannheim.de/newsroom/presse/pressemitteilungen/2021/november/nachhaltigkeit-in-unternehmen-wichtiger/>.

# Mannheim Alumni-Founders

Mannheim is an excellent eco-system for founders to thrive. Interestingly, when we review the Mannheim alumnis who have become successful founders of their own startups over the last years, we can observe that many of them have a clear focus on not only economic success, but just as well societal impact. Please find some examples of Mannheim-Alumni founders below:

1. **Lea-Sophie Cramer**, founder of **Amorelie**, Business Angel
2. **Markus Kressler**, founder of **Kiron Open Higher Education**
3. **Dr. Nora Baum**, founder of **Pattarina**
4. **Jonas Johé**, founder of **SurveyCircle**
5. **Christina Lang**, founder of **4Germany**
6. **Weihua Wang**, founder of **MyBuddy**





# 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.

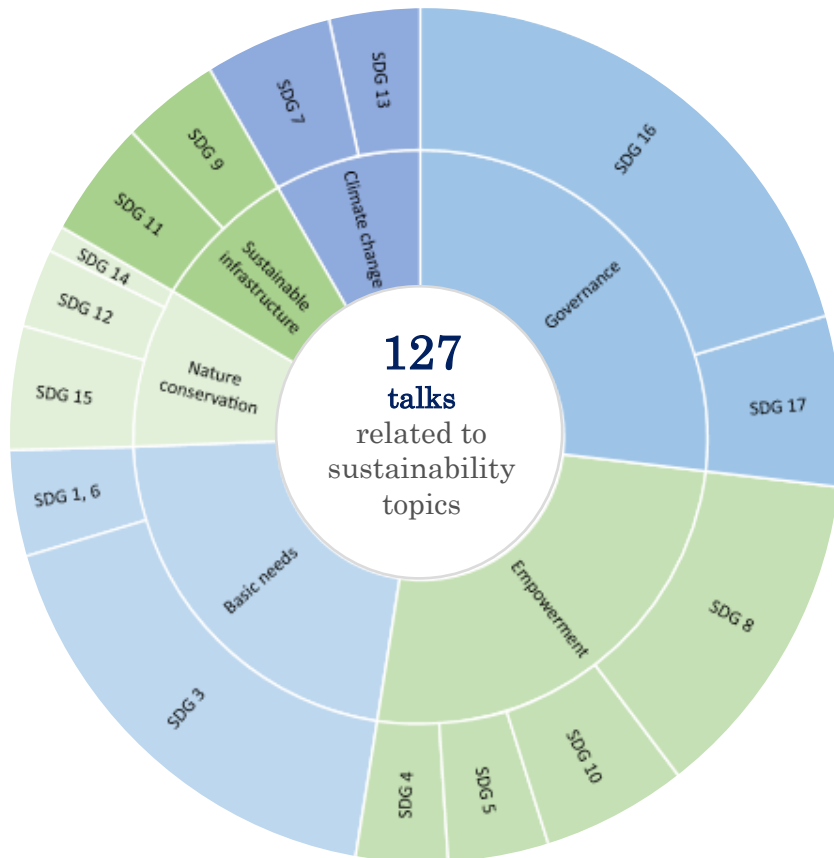




# PRINCIPLE 6 | DIALOGUE

## Talks

We encourage an active exchange of ideas and a fresh perspective through engaging in dialogue with different stakeholder groups. In order to raise awareness for sustainability-related topics and the SDGs, we have organized events with differing participant groups. Find out more on the following pages.



Our researchers gave **127 talks** related to sustainability topics, mainly on governance, basic needs, and empowerment.

The **talks** mostly related to the following 5 SDGs (in the following order):

1. SDG 16: Peace, justice, and strong institutions
2. SDG 3: Good health and well-being
3. SDG 8: Decent work and economic growth
4. SDG 17: Partnerships for the goals
5. SDG 10: Reduced inequalities.

## Examples of sustainability talks

Here are some examples of international talks on sustainability which professors from the University of Mannheim have given.



**Chair** of Business Administration and Taxation II

**Professor:** Prof. Dr. Christoph Spengel

**Event:** Public Hearing of the Subcommittee on Tax Matters, European Parliament, Brussels

**Topic of Talk:** Cum-ex/cum-cum scandal



**Mannheim Institute** for Sustainable Energy Studies (MISES)

**Professor:** Prof. Stefan Reichelstein Ph.D.

**Event:** World Hydrogen Congress

**Topic of Talk:** Sustainable Energy



**Chair** of Information Systems III: Enterprise Data Analysis

**Professor:** Prof. Dr. Simone Paolo Ponzetto

**Event:** Data and Marketing Insights - talk series Bocconi University

**Topic of Talk:** A General Framework for Implicit and Explicit Debiasing of Distributional Word Vector Spaces



**Chair** of Macro- and Development Economics

**Professor:** Prof. Michèle Tertilt Ph.D.

**Event:** ZEW Policy Discussion

**Topic of Talk:** Covid-19 and Inequality: Research Perspectives on the Worldwide Effects of the Pandemic on Economic and Social Inequality, ZEW Policy Discussion Gender equality



**Chair** of Quantitative Economics

**Professor:** Prof. Ulrich J. Wagner Ph.D.

**Event:** Seminar Waseda University Tokyo

**Topic of Talk:** Emissions Trading, Firm Behavior and the Environment



**Senior Professor** for English Linguistics

**Professor:** Prof. Dr. Rosemarie Tracy

**Event:** Zentrum für Medien und Interaktivität (ZMI) JLU Gießen

**Topic of Talk:** Podiumsdiskussion "Normal, Normalität, Norm? Sprachliche Normen auf dem Prüfstand"



**Senior Professor** for Private Law, Law of Civil Procedure, Private International Law and Comparative Law

**Professor:** Prof. Dr. Jochen Taupitz

**Event:** German Non-invasive PGTA Forum Leipzig

**Topic of Talk:** Non-invasive and minimal-invasive PGD according to German Law



**Chair** of Consumer and Economic Psychology

**Professor:** Prof. Dr. Michaela Wänke

**Event:** ESCON

**Topic of Talk:** In the eye of the beholder: Subjective perceptions of inequality determine its consequences



## Events and outreach

### Digital Changemakers Summit

The Digital Changemakers Summit is a biannual conference and hackathon series organized by the Chair of Sustainable Business. The Digital Changemakers Summit aims to raise awareness of the positive potential of digitalization to remedy social and environmental challenges and focuses on a different topic related to sustainable business every semester. In 2020, the event focused on the topic of circular economy and brought together 50 students as well as 10 professionals and researchers of various academic backgrounds. The summit started with talks given by the professionals and researchers who shared insights on circular economy. In the following workshop sessions, students worked together in groups mentored by professionals to develop digital solutions to successfully approach the transformation from a linear to a circular economy. Afterwards, the workshop results were shared and discussed with the audience. For a video from a past event, please go to: <https://www.youtube.com/watch?v=FGyZm9tD4Pw>.



### The Sustainable Business Podcast

In the Sustainable Business Podcast, Prof. Dr. Laura Marie Edinger-Schons, professor of sustainable business at the University of Mannheim, interviews experts on topics related to the sustainability transformation in business. The podcast's target group is sustainability professionals, but also students and anyone interested in sustainability management. Guests are sustainability managers, social entrepreneurs and intrapreneurs, politicians and other changemakers who co-create the management and measurement of sustainability.

Please find the Podcast here:

<https://open.spotify.com/show/2cWLnliYvbkgZrMX9yMFZ>.



## Think 17 Summit

The Think 17 Summit in April 2020 organized by the Peer School for Sustainable Development took place online. The summit's mission to develop mutual solutions to reach the United Nations Sustainable Development Goals by bringing together experts from sustainability management, academia, and foundations. It is organized in a bar camp-like format with parallel interactive sessions on various topics in sustainability management and with time for networking. Prof. Dr. Laura Marie Edinger-Schons and Manuel Reppmann from the Chair of Sustainable Business hosted a session to discuss the consequences of the coronavirus crisis for sustainability management together with 27 other sustainability experts such as Astrid Piskora (CSR at Walt Disney Germany), Judith Trüper (Corporate Citizenship at BASF), Katharina Strohmeier (Corporate Citizenship at Samsung), and Marieke Patyna (CSR at HSV). For more information please visit: <https://www.peerschool.de/>. For a video of the event, please go to: <https://www.youtube.com/watch?v=F2NQ1kSuXQ8>.

## Digital Social Summit

In May 2020, this year's Digital Social Summit took place. The format brings together people of the non-profit sector who are interested in digitalization. Participants range from volunteers to managers. They learn about trends in digital change, plan next steps, and network. Initially, this community event was planned as a conference for about 350 participants. However, due to the Covid-19 pandemic, the team behind the summit and their partners managed to transform the event into an online conference within weeks. More than 1,000 people registered for the event. Prof. Dr. Laura Marie Edinger-Schons and Manuel Reppmann from the Chair of Sustainable Business were happy to share insights about the Digital-Report 2020 which they co-authored with "Haus des Stiftens gGmbH", a social business providing IT solutions for non-profits, and the data science network "CorrelAid e. V." In the session, the main findings of the report on the status quo of digitalization of non-profits in Germany were shared and discussed with the audience. For more information please visit: <https://www.hausdesstiftens.org/non-profits/digital-report-2020/>.



## Interview with Mette Morsing, Head of UN PRME

In December 2021, Prof. Dr. Laura Marie Edinger-Schons had the honor to welcome Mette Morsing, Head of UN PRME in New York, as a guest in her Sustainable Business Podcast. Please find the full interview with Mette here:

<https://open.spotify.com/show/2cWLMnliYvbkgZrMX9yMFZ>.

On this page, we would like to share some of the most inspiring insights from the interview with Mette with you.

“Ten years ago, we were thinking: The more sustainable development courses, the better. I think this is not where we are today. We are at another stage where we ask what kind of sustainable development. We don't have a lot of time, as we know, this is the decade of delivery, the decade of action, as the UN secretary general has labelled it. And our colleagues from the natural sciences are telling us we have ten more years to actually redirect the world.”



In her role as the Head of PRME, Mette oversees the strategic development and implementation of the PRME initiative and its entire programmatic work and operations

“As business schools we are, after all, the supply chain to business on sustainable development. If we do not bring these items into the classroom, the likelihood that they will be introduced into businesses may be a bit slower. So, I think we have a huge responsibility to actually influence the world in that direction. I think sometimes we don't realize how big an opportunity that actually is.”

“We need to put society at the center of our stakeholder model. Maybe you have also been taught the stakeholder model, chapter one in some strategy book, and there, you know, in the old school thinking, you sort of have to put the company at the center of the stakeholder model. And then there are all these other actors out there who contribute to benefiting and helping that corporation be good. But what happens if we actually put the society at the center of that stakeholder model? This requires a system thinking - it requires another type of curriculum for many schools.”

**PRME** Principles for Responsible Management Education

*an initiative of the*



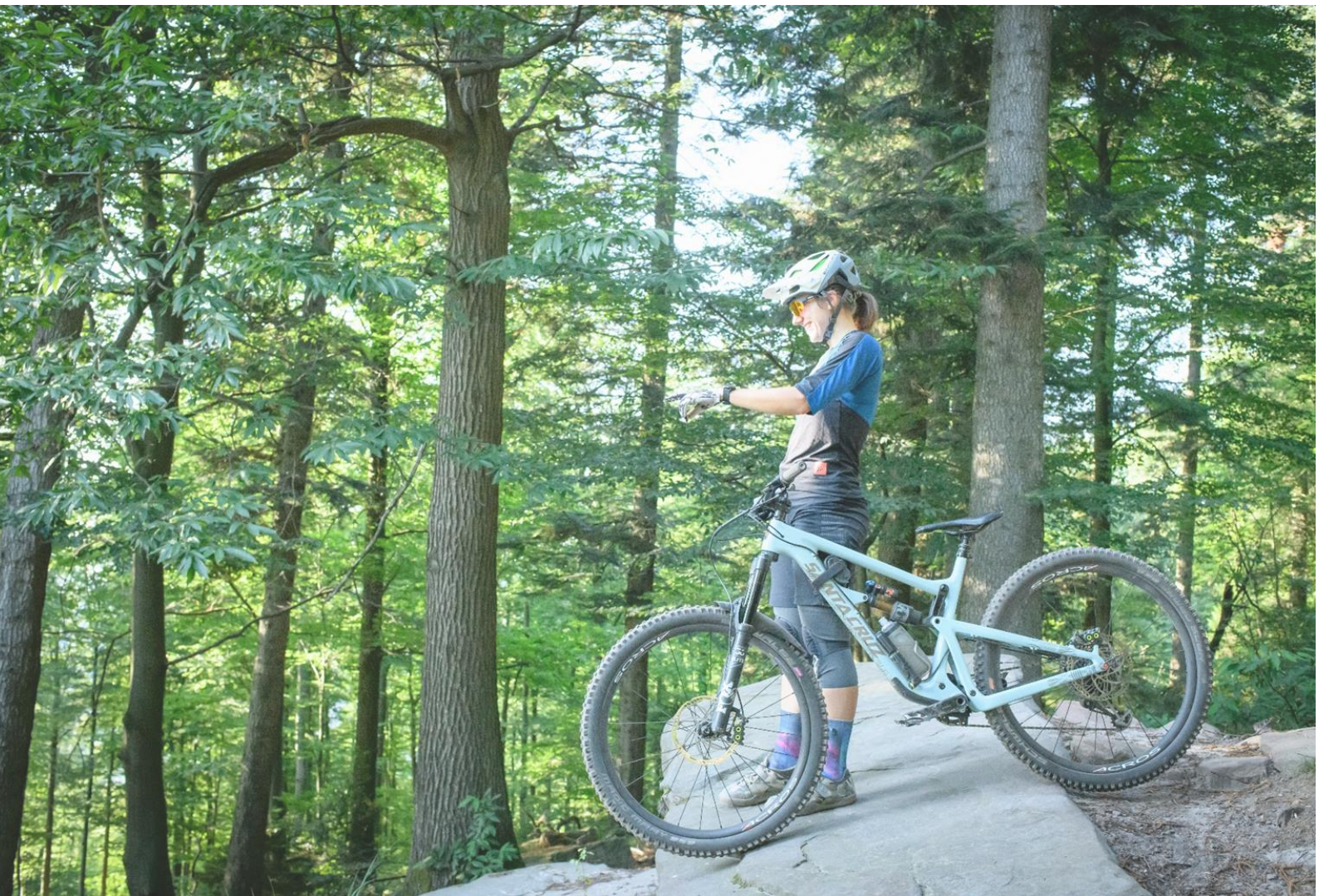


## Future Goals

We will work hard to deeply embed sustainability in research, teaching, and knowledge transfer. To this end, we aim to further develop our sustainability culture and empower students, researchers, as well as partner organizations to contribute to the sustainability transformation.

# FUTURE GOALS

The University of Mannheim seeks to further the activities concerning all aspects of responsible management education and research in the upcoming years. This includes an extension of the existing teaching formats, especially by broadening the digital and open access offers. The University of Mannheim will make a concerted effort to anchor the topics in all suitable ongoing curricular as well as extracurricular activities. Furthermore, the academic staff of the University of Mannheim will continue to engage in top-level research concerning the topics of business ethics, sustainability, and corporate social responsibility. A specific focus will be put on new ways to communicate research results crossing the boundaries of both academic subjects, as well as bridging the gap between academia and business practice. With its strong focus on collaborations with businesses, the University of Mannheim will seek to extend these activities in the upcoming years and will thereby aim to further contribute to amplifying the debate around the topics of business ethics, sustainability, and corporate social responsibility in the academic world, in business practice, as well as in the wider society. We are open to partnerships and discourse with other schools and organizations who share these interests.



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