



5th Chapter Meeting, Nov 06/07, 2017

(ZHAW School of Management and Law, Winterthur/Switzerland)

Minutes (Schlange/Hetze)

Participants: Adam Thomas (ZHAW School of Management and Law, Winterthur), Reinhard Altenburger (IMC Krams), Salomé Barrer (StudentHub, HTW Chur), Romana Bates (Donau-Universität Krams), Tamara Brand (StudentHub, HTW Chur), Theresa Bauer (SRH Fernhochschule, Riedlingen), Marlan Röthlisberger (StudentHub, HTW Chur), Michelle Kuster (StudentHub, HTW Chur), Marcel Engel (UNGC LN-Germany), Gerald Ernst (WHU Vallendar), Johannes Dickel (MCI Innsbruck), Jonas Haertle (PRME New York), Antonio Hautle (UNGC LN-CH, Zürich), Christian Hauser (HTW Chur), Alexander Herzner (OTH Amberg-Weiden), Katharina Hetze (ZHAW School of Management and Law, Winterthur), Winfried Huck (Ostfalia Hochschule, Wolfenbüttel), Regula Imhof (ZHAW School of Management and Law, Winterthur), Jürg Kessler (HTW Chur), Silvie Klein-Franke (Aarau), Maximilian Kohlrautz (sneep), Martin Kreeb (Hochschule Fresenius, München), Anna-Theresia Krein (Ostfalia Hochschule, Wolfenbüttel), Oana Libotte (HTW Chur), Fenja Lüders (Universität Erlangen-Nürnberg), Fred Luks (WHU Wien), Terry Lutz (HTW Chur), Petra Moltan-Hill (Nottingham Trent University), Jutta Nikel (PH Freiburg, Repräsentantin ESER-Netzwerk), Carole Parkes (Winchester University Business School), René Schmidpeter (CBS Köln), Maud Schmiedeknecht (ESB Reutlingen), Mathias Schütz (ZHAW School of Management and Law, Winterthur), Sascha Spoun (Leuphana Universität, Lüneburg), Tobias Viere (Hochschule Pforzheim), Daniela Ortiz (FH Wien), Lutz E. Schlange (HTW Chur), Livia Somerville (HTW Chur), Maria Vogt (HTW Chur), Loreen Wachsmuth (sneep), Marie-Christin Weber (ZHAW School of Management and Law, Winterthur), Alec Wersun (Glasgow School for Business and Society), Michael Wihlenda (World Citizen School, Universität Tübingen)

1. PRME global strategy (Haertle)

For the PRME initiative as a whole, Jonas Haertle resumed its current strategy 2017-2020, its standings as well as its short- and mid-term perspectives (please find presentation attached). Western Europe has seen a moderate expansion in terms of signatories; while the non-communicating quota is relatively low, 45% of members are non-paying (PRME global: 55%). In 2017, DACH region has increased by four signatories, one from Germany, and three Swiss universities. (Please find the presentation [here](#)).

2. Strategy 2017-2020 for PRME chapters (Parkes)

For PRME chapters in particular, Carole Parkes, PRME Special Advisor on Chapters and Chair of Chapter UK/Ireland, presented a review of current organizational basics for PRME Chapters, and a draft "Developmental Model for PRME Chapters". (Please find the presentation [here](#)).

3. PRME chapter DACH Strategy 2017-2018 (All)

Chapter strategy has been discussed in some depth at ESB Reutlingen, 06/07 April 2017. Its outcomes were taken up at the Winterthur meeting. Participants were asked to elaborate on five focus themes: Chapter DACH and its relations with PRME global (PRME Secretariat); its positioning regarding members of DACH Chapter; its positioning regarding non-members in the DACH region; its positioning regarding related thematic networks (eg, sustainability, ethics); and its collaboration with student initiatives.

For outcomes of the work group sessions please refer to the appendix.

4. Inputs from DACH Chapter guests

Sascha Spoun (President, Leuphana Universität Lüneburg) gave his keynote on Sustainability-driven Transformation of Leuphana University.

Jutta Nickel (PH Freiburg) gave an overview of the Environmental and Sustainability Education Research Network (ESER). She highlighted the possibility of a cooperation with PRME Chapter DACH on SDG-related research. The next ESER conference (ECER) will take place in Bozen in 2018. Jutta Nickel will share the ECER conference call in due course. For more information please contact Jutta.Nikel@ph-freiburg.de or visit [website](#).

Loreen Wachsmuth and Maximilian Kohlrantz presented the German student initiative **sneep ethics & economics** and its “Forderungspapier zur Nachhaltigkeit an Hochschulen: Veränderung der Lehre” ([presentation](#) and [more info](#)).

Salomé Barrer & Team presented the Swiss sustainability initiative **studentHUB Chur** and some of its recent and on-going projects ([more info](#)).

Petra Molthan-Hill (Nottingham Trent University, UK) introduced the [PRME working group on Climate Change and Environment](#). If you want to engage yourself in SDG 13 Climate Action, please contact petra.molthan-hill@ntu.ac.uk.

5. First SDG Roadshow in Switzerland

The first SDG Roadshow (a PRME Champions Group Project) in Switzerland with around 120 guests was a huge success. Presentations including SDG posters (in pdf format) can be downloaded from [here](#). The printed posters can be lent from ZHAW SML (please contact [Marie-Christin Weber](#)).

6. Parallel Workshops on selected issues

a) Implementing SDGs in Curricula at DACH member schools (Altenburger)

For curriculum development in DACH member schools, there is ample opportunities arising out of the SDGs, a number of which are currently being implemented. A first listing of applied and potential avenues for implementation, both “top-down” and “bottom-up”, as well as concrete measures was developed (please refer to appendix).

Daniela Ortiz and Reinhard Altenburger (IMC Krems) have volunteered to coordinate the findings and, together with all interested colleagues, to coordinate the creation of a virtual “field book” of approaches and tools.

b) SIP Reporting, Impact Metrics und Monitoring (SDG Dashboard) (Schlange)

Aim of the workshop was to check SIP reporting standards (in connection with PRME impact measurement and monitoring) in order to sustainably improve the quality of the PRME progress reports within the DACH Chapters and to propose suitable standards (for outcomes see appendix B).

c) PRME Student Hub (Wihlenda)

In this workshop participants elaborated on the idea to realize a **PRME Student Hub** involving [sneep](#), which may be one of the most relevant as well as most important student initiatives for RME in Germany.

The working group has been established and will present first results at the next working groups meeting (February 2018 in Innsbruck).

7. DACH Chapter Activities List (To-Dos)

Following are pending activities only:

#	Thema	Verantwortlich	Termin	OK
1	Beratung für PRME-Hochschulen: Entwicklung Konzept mit Business Case - Erstberatung - Mentoring - Akkreditierung - etc	Monika Kolb (CBS) Lutz Schlange Romana Bates Alexander Herzner	tbd	
2	Verständnis RME im DACH-Raum	Johannes Dickel Alexander Herzner	18/19.11.17	
3	Faculty Development: Train-the-Trainer > Pilot in Vorbereitung	Daniela Ortiz Ruth Nieffer (HTW Chur)	Frühjahr 2018	
4	Best Practice „SIP Reporting“: - Getting started - Enhancing Value - Taking Leadership	Lutz Schlange Gerald Ernst Alexander Herzner Johannes Dickel	Aug. 2018 (Bericht Nov. 2018)	
5	Neues Paradigma für die Hochschule der Zukunft - Buchprojekt - Positionspapier („Brandbrief“)	René Schmidpeter Albert Löhr	Feb. 2018	
6	«Buddy System»: PRME Botschafter in den DACH-Regionen	Tobias Viere	Feb. 2018	
7	PRME StudentHub	Michael Wihlenda Sneep, StudentHub Chur	Feb. 2018	
8	SDGs in der Lehre: Datenbank, Informationsplattform (ev DACH Chapter Webseite)	Daniela Ortiz Reinhard Altenburger Lutz Schlange	Feb. 2018	

Completed activities:

#	Thema	Verantwortlich	Termin	OK
2	SDGs Roadshow	Rudi Kurz CBS, Reutlingen, OTH-Amberg-Weiden, WHU; MCI; ZHAW, HTW Chur	Mai 2017	X
3	Netzwerk-Plattform: - Test ResearchGate - ev weitere	Alexander Herzner Tobias Viere		X
5	Newsletter PRME DACH: Vorprojekt	René Schmidpeter	Mai 2017	X
8	Präsentationsvorlage PRME DACH Statements von Testimonials	Rudi Kurz Tobias Viere	Juni 2017	X

8. DACH Chapter Events 2018 (Schlange)

a) PRME Research Conferences

The PRME Research conference event format has been initiated by the PRME chapter DACH. This event has meanwhile turned into a signature event for PRME as a whole, thereby forming an inherent part of the annual PRME global calendar of events.

- The 1st RMER conference was hosted by HTW Chur (CH) in 2014.
- The 2nd RMER conference in 2015 was co-organized by the DACH chapter, the PRME working group on “Poverty alleviation through business”, and DACH chapter MENA, while American University in Cairo, Egypt, hosted this event.
- The 3rd RMER conference in 2016 was back in the DACH region and was hosted by IMC Krems (A).

- The 4th RMER conference was hosted by PRME chapter Brazil, co-organized by PRME chapter DACH, in Curitiba, State of Paraná, Brazil, 13/14 September 2017.
- According to the established tradition, the 5th RMER conference will be held within the DACH region, while D will have its turn. We are grateful to have CBS Köln, Germany, as a host and organizer of this important event (Save-the-date below).

Future conferences will be organized bi-annually by a DACH chapter member school. In the intermitting years, this conference will be open for organization by PRME chapters from other world regions.

b) 6th PRME chapter DACH meeting

The objective for this PRME chapter DACH signature event is to strengthen partnership of DACH signatories and increase attractiveness for “newcomers”. The 2018 meeting will be organized by Cologne Business School, Köln (D), in combination with the 5th PRME Research Conference, and followed by the international Humboldt Conference on CSR (12-16 November 2018).

9. Varia

For the 2017/18 term the DACH steering group consists of the following colleagues:

Reinhard Altenburger (A-Krems), Johannes Dickel (A-Innsbruck), Lutz E. Schlange (CH-Chur, Speaker), Michael Wihlenda (D-Tübingen), Heike Brost (D-Frankfurt), Katharina Hetze (CH-Winterthur), Tobias Viere (D-Pforzheim), René Schmidpeter (CBS, D-Köln).

New PRME DACH members: We are happy to welcome Ostfalia Hochschule, SRH Fernhochschule – mobile university, Hochschule Fresenius, and SNEEP economics & ethics as new members of PRME Chapter DACH.

SAVE THE DATES:

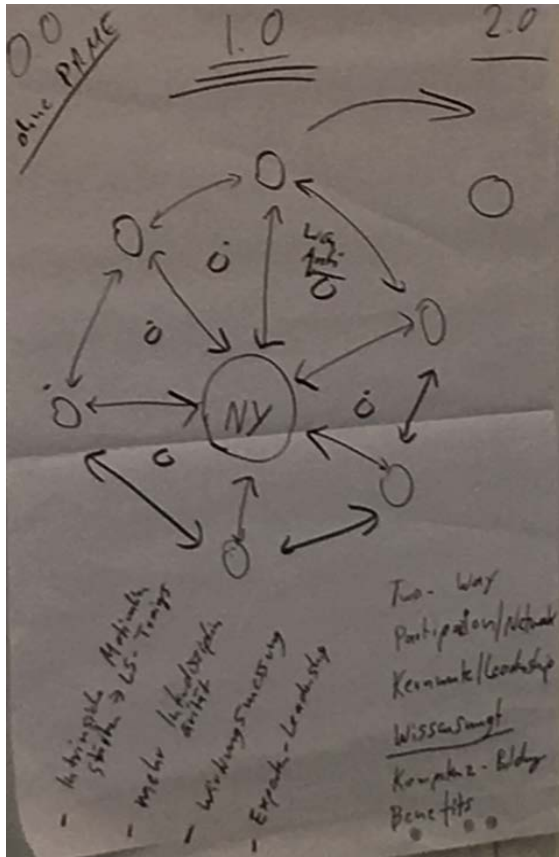
- » **February 2018:** DACH Working groups meeting, MCI Innsbruck (exact date tbc).
- » **12 November 2018:** DACH chapter meeting: Cologne Business School, Köln, Germany.
- » **13 November 2018: PRME Research Conference in Köln, Germany** (for more information please visit PRMEchapterDACH.eu).

Anhang

- A: Fokusthemen und Ergebnisse der DACH Chapter Workshops
- B: Ergebnisse der parallelen Workshops

Anhang A: Fokusthemen und Ergebnisse der DACH Chapter Workshops
(Mo 10:30-12:30 und Di 09:00-10:30)

Chapter DACH: Beziehungen zu PRME global (PRME Sekretariat)
(Verantwortlich: Schmidpeter)



Chapter DACH: Positionierung gegenüber DACH Chapter Mitgliedern
(Verantwortlich: Dickel)

Leistungen für PRME-Mitglieder

WO STEHEN WIR?

- DACH Chapter Treffen
- Arbeitsprogramm Treffen (2x pro Jahr, 2 ohne AT)
- Research Konferenzen (alle 2 Jahre in DACH Land)

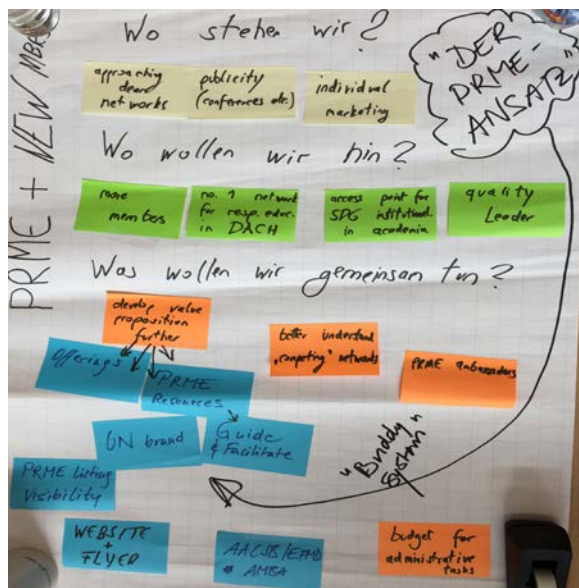
WO WOLLEN WIR HIN?

- Gelebter, regelmäßiger Erfahrungsaustausch (Best Practices)
- Nutzen stiften / Anreize schaffen für potentiell neue Mitglieder
- Beiträge auch zu PRME global leisten

WAS WOLLEN WIR GEMEINSAM TUN?

- SWI-Test für DACH-Region (spezif. Fragen)
- Vertiefter Austausch (Lehre, Forschung, Projekte)
- SIP-Reporting Eindeutigkeit
- Kommunikationstools (z.B. Folien zur PRME-DACH, Research Gate, AVs)
- SDG-Diskussion (SIP, Implikationen für Hochschulen / Fakultäten, z.B. Standard S, Einrichtung)
- Messung Wirklichkeit: Verknüpfung an Hochschulen (z.B. Indikatoren definieren)
- Best Practices für PRME-Kommunikation an andere Fakultäten in der HS (z.B. Engagement)

Chapter DACH: Positionierung gegenüber Nicht-Mitgliedern
(Verantwortlich: Schlange/Viere)



Chapter DACH; Positionierung gegenüber anderen thematischen Netzwerken
(Verantwortlich: Altenburger)

Zu viele Netzwerke?

- Mehrwert?
- Synergien
- GCE -> PRME
- SPEET
- NE in CH, D...?
- Rolle d. Wirtschaft
- Querverbindungen d. Disziplinen => PRME!
- Stiftungen, öffentl. Hand

WAS?

- Auswertung -> LAN
- Andere Fakultäten gewinnen Management-Kompetenz oder Fokus, besser?
- SDG-Partnerclubs
- GE-PRME-Initiative + Zusammenarbeit Initiativen
- NGOs mehr involvieren

Wozu?

- AACC-Prinzipien in der Hf. Arbeit
- Best Practices Anreiz
- Vernetzung in der Hochschulregion
- PRME -> SDG
- Akkreditierung
- FOKUS: PRME -> Food -> MARS -> SDG -> Impact

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Chapter DACH: Kollaboration mit Studentischen Initiativen (Verantwortlich: Wihlenda/sneep)

Where are we at?

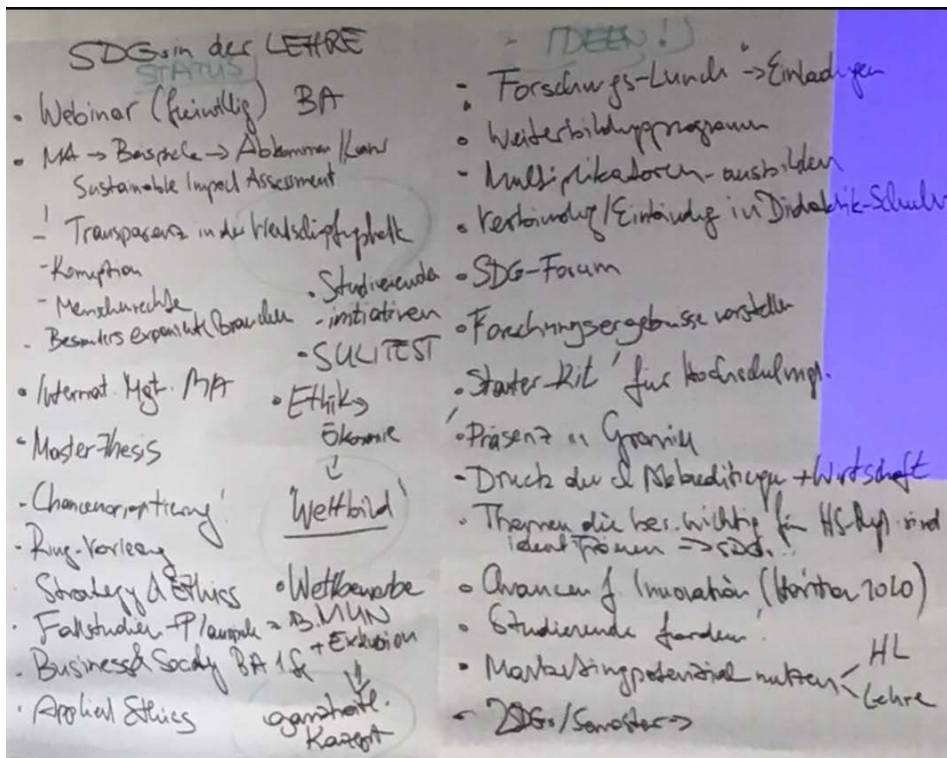
- Lüneburg: $\&$ Supplementary Studies
- on a national level Position paper Sustainability & Ethics in HEI
- Nürnberg just introduced PRME + active snep group
- HTW Chur Initiative "Student ^{HUB} support & educate students"
 - research about SDGs
 - ↳ a lot of new topics to be researched (get students involved)
- zhaw: no student initiative (yet)
 - ↳ invited students in order to get to know what kind of initiative could be implemented

Where do we want to go?

- create a community
- create a website information about sustainability at our place
- get more students involved
- change mind set
- make sustainability "fun" for the students
- work with PRME in achieving the same goals

Strong cooperation between student organization & PRME

- sharing experiences + information (for years)
- knowledge management
- PRME support students topics
 Students support PRME values
- events where students & PRME come together for exchange on a regular basis
- making it visible



2. SIP Reporting, Impact Metrics und Monitoring (SDG Dashboard) (Verantwortlich: Herzner & Team)

Diskutierte Weblinks und Ansätze:

- [PRME SIP reporting policy and guidelines](#)
- [NH-Bericht der OTH Amberg-Weiden mit integriertem PRME SIP Report \(2015\)](#)
- [4. PRME SIP Report der HTW Chur \(2016\)](#)
- [SDG Dashboard](#) (video)

Vorhandene Ansätze geben die künftige Entwicklungsrichtung im SIP reporting vor. Zugleich weisen deren Schwächen auf die hohe Komplexität der Aufgabenstellung hin: eine Verknüpfung der SDGs mit den PRME-Prinzipien, überdies im Einklang mit verbreiteten Standards der Nachhaltigkeitsberichterstattung (GRI), stellt hohe Herausforderungen im Bereich der konzeptionellen Grundlagenarbeiten.

Die Teilnehmenden am Workshop sind sich einig, dass die weiteren Entwicklungen genau beobachtet und bei nächster Gelegenheit ausgewertet werden sollen.