

HTW Chur

Hochschule für Technik und Wirtschaft
University of Applied Sciences

December 2016

SIP report #4



Reporting Period 2015-2016

PRME

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

Editorial

This is our 4th SIP report. Joining the PRME initiative in 2009, the University of Applied Sciences HTW Chur became part of the PRME Champions group in 2014. Our three previous reports have been structured based on the 6 PRME Principles.

This year, for the first time, we report based on the Sustainable Development Goals. Nevertheless, in order to present a smooth transition to the new structure, for each reported item we indicate which of the PRME principles it aims to meet.



Our SIP report is a collection of snapshots from our various fields of engagement. It is designed to give you an overview and an inspiration rather than being an exhaustive report of all our activities.

Three highlights from our latest reporting period are the newly established Business Integrity Action Centre at HTW Chur (see pages 20-25), the co-organization of the RME Research Conference 2016 (see page 7) as well as our students' engagement (see page 10).

We hope you enjoy reading our SIP report.

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Portrait of University of Applied Sciences HTW Chur

With around 1'600 students, we are a regionally-based university with national and international appeal. Our study courses offered include Bachelor, Master and further education courses in civil engineering/architecture, information science, business administration, multimedia production, system technology and tourism. In all these subjects, we are active in research and development and provide consultancy as well as other services.

Since we committed to PRME in 2009, our university's motivation has been to build a striving PRME community. As member of the PRME Champions group, we aim to be a pioneer amongst Swiss higher education institutions and to bring the PRME initiative to the next level through active engagement, e.g. by hosting the 2014 RME Research Conference and co-organising it in 2015 in Cairo, Egypt, 2016 in Krems Austria, and 2017 in Curitiba, Brazil.

Further, by cooperating with other progressive business schools, we follow our mission to educate responsible and high-qualified personalities.



Letter of continued commitment

As we have shown in our third Sharing Information on Progress Report in 2014, we have developed many successful implementations by including the Principles for Responsible Management Education in the contents of our University's strategy and our core values, which meanwhile has become central for our management faculty and also for all our other faculties like for example civil engineering or architecture. Since we are an interdisciplinary University of Applied Sciences we seek to implement sustainability integrated in teaching and research as well as in our university's support functions. Integrated means that we cover the sustainability themes in the different teaching and research subjects. Our understanding of sustainable development is grounded in a continuous process like the continuous improvement process in our Total Quality Management.

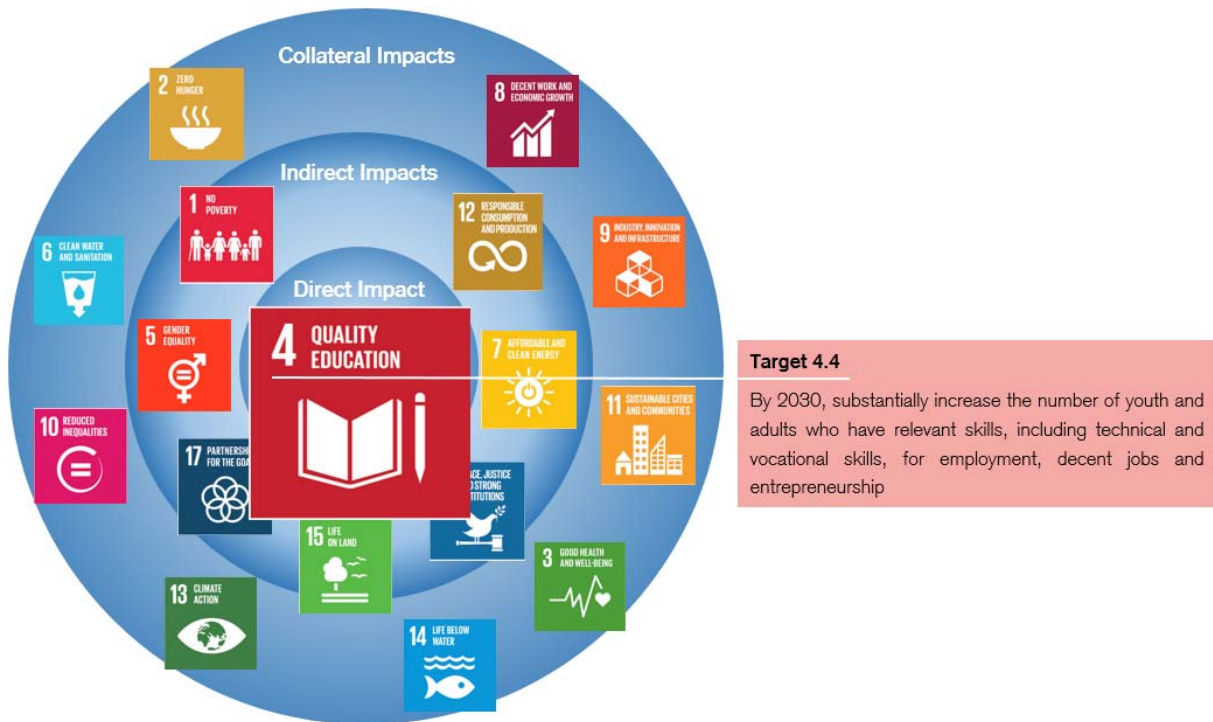
For our next strategy period, "la raison d'être" of sustainable development for HTW Chur encompasses three dimensions. The first value dimension means that in all our decisions concerning teaching and research we are led by our core values "responsibility" and "future-orientation". We take responsibility for the needs of future generations, while our actions will be driven by their requirements of sufficient available resources to be able to work and live successfully. The second value dimension is described as the behavioural dimension. By integrating aspects of sustainable development we motivate our students to think critically and be aware of societal implications their personal decisions will have. The third dimension refers to implementation and underscores that practice and applied research is prioritized.

In order to implement the six PRME Principles much more successfully and to share the same language with the United Nations Global Compact, the 17 Sustainable Development Goals will orientate our future actions. The strategic dimensions described above will be implemented in order to create societal impact and to develop the necessary transformation based on powerful experiences and practices in all our fields of activity. In this report you can find some good practices for our integrated approach in research (e.g., Integrated Sustainability Assessment in Hydropower, p. 12), teaching in tourism faculty (e.g. Agrotourism, p. 9) or support (e.g., factory master control system our university main hall). Our focus is on the practical implementations as demonstrated by the establishment of the Business Integrity Action Centre BIAC or the diverse examples presented in this report.

We are therefore happy to renew our commitment to the PRME principles and will strive to perform as an engaged member of the UN PRME Champions Group, where we have committed ourselves to supporting several working groups, like the ones on Faculty Development, Sustainability Literacy Test, and others. We aspire to convince by means of integrated responsible decisions, solutions, supplies, and performance in teaching and research. In this sense, we wish to contribute to transforming the world in a way that can protect the livelihood for future generations.



Prof Jürg Kessler, President
University of Applied Sciences HTW Chur
Contact: juerg.kessler@htwchur.ch



SDG 4: Vocational Training

Besides educating our students in our various study programmes, HTW Chur also offers vocational training for young people. Claudia Widmer, responsible for our apprentices, remembers herself: “When I took over the responsibility for our apprentices nine years ago, we had three commercial and information technology apprentices. Meanwhile our offer of vocational trainings could be enlarged with “exotic” trainings like “Information and Documentation” and “Architectural Modelling and Construction”. I am responsible for the coordination like organizing open days, the application process, the intermediate assessment and the preparation of the final degree. During the vocational training, I am the central contact person for our eight apprentices, their parents as well as their teachers.

Contact: claudia.widmer@htwchur.ch

Principles met:





Target 4.7

By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development

SDG 4: PRME Champions Project: Faculty Development

As member of the PRME Champions Group, HTW Chur is engaged in the PRME Champions project “SDGs Faculty Development” with the central question of how PRME/the SDGs can gain relevance in the different disciplines/areas at universities as well as in business practice. The HTW Chur project team has started by focusing on universities to find an answer. Hereby our major objective is to mainstream SDGs through faculty development via coordinated streams of activities.

The contemplated project deliverable will be a concept with practical ideas for implementation. So far we have developed a framework along questions like objectives and competencies to be developed during the training, potential knowledge gaps regarding the SDGs and existing partnerships to achieve our goals. Based on these questions we developed a first draft of morphological boxes to gather aspects which will define the activities. Both were discussed at the PRME Champions meeting in Limerick, Ireland, in November 2016. Our next step will be to further develop the evaluated, most promising ideas as well as to refine and/or adjust the framework.

Contact: ruth.nieffer@htwchur.ch

Principles met:





SDGs 4 & 15: Teaching Agrotourism

Studying the interface of agriculture and tourism by combining aspects of sustainable agriculture and ecological tourism, this excursion to the agrotourism destination of Bergün in the heart of Grisons is embedded within the minor “Niche Tourism”, positioned within the core subjects of Bachelor of Science FHO in Tourism. The focus is on the interaction between tourism and a sustainable family farming project, for the future of which it is vital to save the traditional cultural landscape with its high biodiversity. Students are involved in developing solutions to benefit the family farming tradition. By means of supporting small family farms and by including organic production in the region, the livelihood of sustainable land management in fragile alpine space may be protected. As compared to any kind of mass tourism, this specific form of tourism is directly supporting this regional livelihood.

Contact: frieder.voll@htwchur.ch

Principles met:





Target 1.a
 Ensure significant mobilization of resources from a variety of sources, including through enhanced development cooperation, in order to provide adequate and predictable means for developing countries, in particular least developed countries, to implement programmes and policies to end poverty in all its dimensions.

SDG 1: Student Association Cambiela

Cambiela is a student association for development cooperation consisting of around 20 active HTW students of different fields of study. In Rhaeto-Romanic Cambiela means change and this describes perfectly what the students aim for: they committed themselves to a world shaped by solidarity, justice and peace, where all humans have access to water, food, health, education and work.



Cambiela mainly works on acquiring the necessary financial resources to realize own projects or projects in cooperation with other associations. In 2015, the association was able to start a cooperation with „Des sourires pour le Togo“, and initiated several projects in Togo. Projects will continue in 2017, e.g. building a school in the village Agou Doglobo, where children have to walk several hours per day to reach a public school. In February 2016, Cambiela members travelled to Ruanda for supporting the organization CARSA, which works towards a reconciliation between the Hutu and Tutsi.

Contact: andrea.kilian@tou.htwchur.ch

Principles met:





SDG 5: Diversity and Gender Equity at HTW Chur

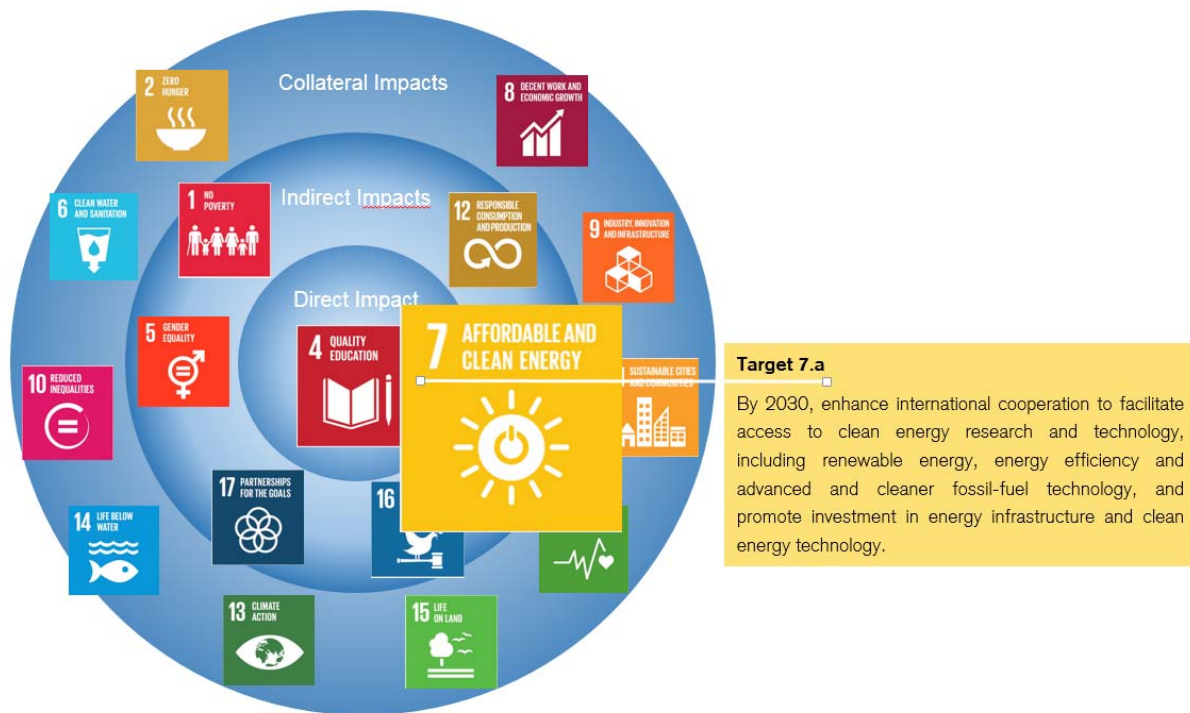
A diverse university can respond more flexibly to complex challenges. At HTW Chur, as a diversity manager Sara Dolf-Metzler is responsible for diversity and equal treatment. Her task is to promote diversity, equal opportunities and equal treatment at our university. Her mission is to link diversity to the core business of the University of Applied Science. Promoting the compatibility of family life and job life for example allows for a better gender mix in leading positions, amongst others. This topic is also taken up by projects, communication measures and offers like trainings or the HTW Chur choir, which is also one of her duties. Furthermore, she is the person of trust for employees in cases of discrimination.

An example of a current project HTW Chur is working on is called “Prenez Place, Mesdames” (French for “Ladies, please have a seat”). It is designed as a career program for female students of technical and construction planning disciplines. In collaboration with other schools pertaining to the University of Applied Sciences Eastern Switzerland (FHO), HTW Chur aims to support graduates during their transition into the working world. The first step in this project runs from October 2013 until December 2016. It will be continued in the framework of the FHO “Action Plan Gender Equity 2017-2020”, which provides many more diversity and equal treatment measures for HTW Chur and its partners.

Contact: sara.dolf-metzler@htwchur.ch

Principles met:





SDG 7: Regional Impact Analysis & Sustainability Assessment of Hydropower

Which are the regional impacts of hydropower plants according to sustainability goals? This question is focused by the research undertaken at the HTW Chur's Center for Economic Policy Research (ZWF) within the frame of the larger project «Future of Swiss Hydropower», which is part of the National Research Programme "Energy Turnaround" (NRP 70) of the Swiss National Science Foundation (SNSF) and its project cluster „HP Future“ (Future of Swiss Hydropower). Results shall be available to researchers within this project cluster as well as stakeholders involved in this project such as private and public decision-makers in order to contribute to achieving the goals of the Federal Energy Strategy 2050 and sustainable development. The aim of the project is a comprehensive assessment of the sustainability of hydropower projects, including their regional impacts in phases of construction and operation. To this end, the sustainability assessment method developed by the Federal Office for Spatial Development ARE shall be, for the first time, adapted and applied to the evaluation of hydropower projects. In addition to the assessment within the regional context, the results will be transferred to the corporate level (keyword: CSR).

All in all, the project shall contribute to revealing conflicting goals in construction and operation of hydropower plants in the short and long run, facilitate an informed stakeholder dialogue in regional actor networks and workshops, and support the optimization of projects in an early phase. In order to realize this and to achieve the main targets of the Energy Strategy 2050 and sustainable development the various elements (concerns, indicators, values) will be integrated in a coherent and methodologically sound manner, and adequately be documented.

The Future of Swiss Hydropower: Sustainability Assessment

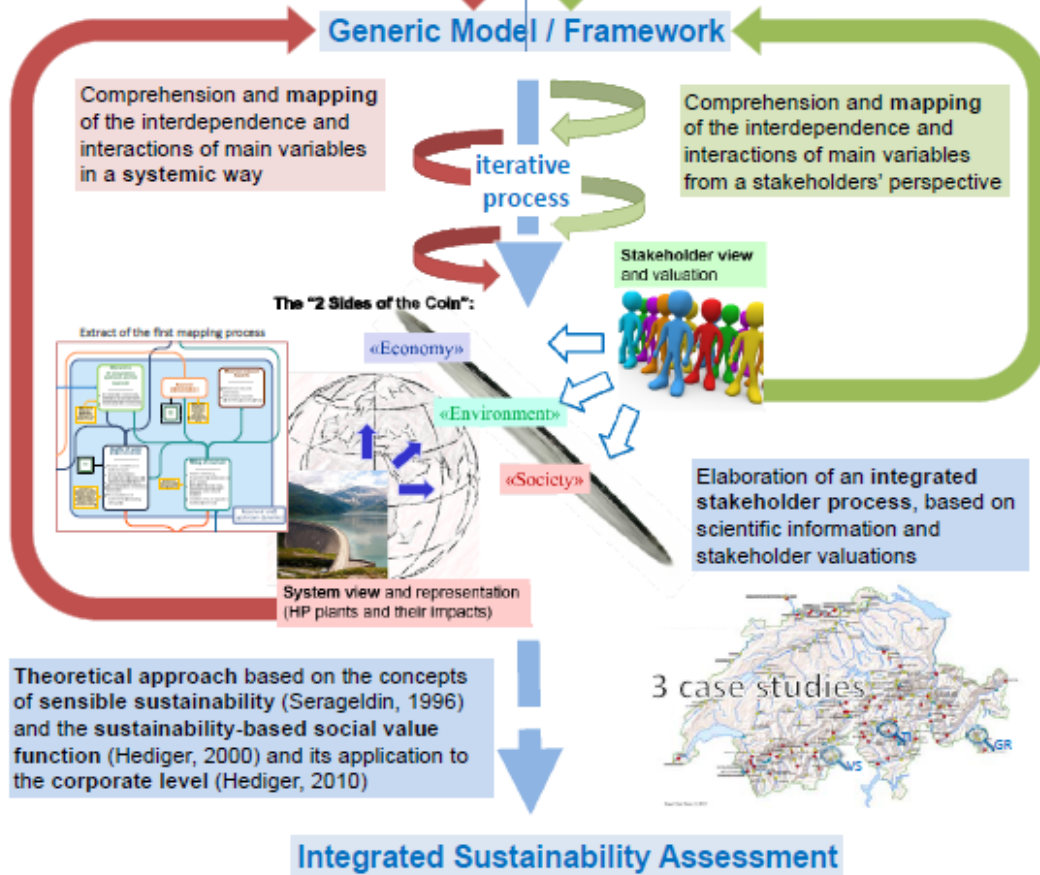
Integrated Sustainability Assessment of Hydropower Projects

Sustainability Assessment

Generic approach, based on scientific literature review, allows a first mapping of main interdependences and interactions between hydropower and its surroundings..

Stakeholder Dialogue

Generic approach, based on the identification of key stakeholders and their major concerns, leads to the identification of "community values" and specific indicators.



<p>HTW Chur Hochschule für Technik und Wirtschaft University of Applied Sciences</p>	<p>Werner Hediger Research Unit for Economic Policy, HTW Chur werner.hediger@htwchur.ch</p>	<p>Guillaume Voegeli HTW Chur – University of Geneva Guillaume.voegeli@htwchur.ch</p>	<p>UNIVERSITÉ DE GENÈVE</p>
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Contact: werner.hediger@htwchur.ch

Principles met:





SDG 10: Voluntary Work and Old-Age Policy in the Municipality

Many elderly people wish to grow older in their familiar surroundings. However, reality shows that sustaining life quality during the last period of life at home can become a great challenge. Besides support from family members, elderly people need external service providers as well. Experience shows that these are often not organized in an efficient way and hence do not support the caring family members.



The FairCare Project deals with different questions regarding the topic of caring for and supporting elderly people in the municipalities. The focus lies on improving the coordination of existing formal and informal services. In the context of an international FairCare Project we develop a person-based as well as an IT-based network solution for a joint completion of offers and demand in caring for elderly people. By setting up a platform, adjusted to each country and its regulations, we have pilot-tested how coordination of caring for elderly people may be organized more effectively and efficiently.

Contact: dominik.just@htwchur.ch

Principles met:





Target 11.3
 By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries.

SDGs 4 & 11: #ideasketch for a more liveable future city

Letting inhabitants take part in city planning leads to more liveable cities since all stakeholders are involved in the process of planning and implementing. In their teaching module Sketch&Draw around one hundred Bachelor students in Multimedia Production at HTW Chur and the University of Applied Sciences Berne travelled to Amsterdam and sketched their ideas of a future liveable city. In complex urban spaces challenges are huge and sustainable solutions in the areas of society and environment are in need. The longer we wait, the more urgent this topic will become.



All our students are experts themselves in the topic of urbanization since they live in urban spaces. Around three quarter of the Swiss live in agglomerations. Even 84% live in municipalities with an urban character, and this number will increase in the coming years. The aim of the trip to Amsterdam was to sketch humans in their surroundings by seeing the citizens as protagonists and the “liveable future city” as a film set. The trend of urban sketching is probably the opposite of the “click and post” smartphone age and communities share their sketches all around the world. Sketches are a way of individual reflection and observation. In our study trip, rather than sketching what they see, students tried to sketch what they wished for and their visions of how cities and spaces become more liveable. A rich portfolio of ideas and around 6000 sketches was created during this week. Some ideas were quite pragmatic obvious, others visionary. Noticeable is the need for cities far away from cars and traffic. The theoretical background was given to the students prior to the trip by experts in the field. After this week in Amsterdam, we all felt that we are the protagonists of future cities. Students learned that the questions of sustainable city planning are fascinating and fun at the same time.

Contact: tanja.hess@htwchur.ch

Principles met:





SDG 12: Sustainable Service Quality from a Customer's Perspective

In the area of service management and marketing, we have successfully accomplished a research project on the perceived quality of sustainable services from a customer perspective. In this project, amongst others we were partnering with Mobility, a Swiss cooperative that has established the concept of car-sharing, a regional energy utility and leader in the field of energy efficiency business, and an innovative provider of recycling services. The purpose of this research project was to assist service companies to apply a customer-centric logic when designing their service offerings for a sustainable lifestyle by untangling sustainability-related features of service quality.

Based on existing service quality conceptualizations and psychological theories explaining pro-environmental behaviour, the project delivered a conceptual model of customer perceived sustainable quality in sustainable service contexts. The model identifies a cognitive, an emotional, and a moral dimension of sustainable services quality. Its operationalization and corroboration involved data triangulation by qualitative interviews and quantitative surveys. In a multiple case-study research the project explored potential variances in customer quality perception across different service contexts. Results suggested that moral norms lie at the core of customer perceived quality of sustainable services. Further findings indicate that distinct contextual factors drive differences in customers' quality perceptions. A set of managerial implications and a toolbox for innovation and design of sustainable services complemented the applied theory-building approach taken in this project.

Contact: lutz.schlange@htwchur.ch

Principles met:





Target 12.b

Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products.

SDG 12: Political-Economic Transition in Georgia and its Implications for Tourism in the Caucasus Mountains

Private tourism entrepreneurship relies on special knowledge of the service sector with a strong focus on individual action and a general service mentality. The organization and regulation of tourism in post-socialist European countries experienced a shift from being state-driven to being determined by individual entrepreneurs. Yet in some cases, the adoption of the new entrepreneurial business principles is contested by different cultural understandings of how tourism should be ‘produced’. Our research focused entrepreneurial tourism development in Svaneti, Georgia.

Shortly after the transition to the market economy, a number of different small-scale, community-based tourism projects emerged, with individual entrepreneurship contesting the traditional values of hospitality. Further changes in the political-economic framework have now shifted the focus towards larger-scale tourism developments supported by public-private partnerships. Analysing the impacts of this political-economic transformation on the development of community-based tourism we found that this kind of tourism provides an opportunity for the local community to generate a new source of income by respecting their traditional understanding of hospitality and sustainable lifestyle with nature, which includes several protected areas. We examined frictions between collective traditions and individual entrepreneurship in the experience economy in relation with regional economic growth and rural depopulation and found that they may create barriers for developing community-based tourism.

Contact: frieder.voll@htwchur.ch; jan.mosedale@htwchur.ch

Principles met:





SDGs 4 & 15: Films for the Earth Festival 2016

For the sixth consecutive time HTW Chur hosted the annual “Films for the Earth” Festival. In Chur, 400 visitors enjoyed the films and overall, all host cities were happy to have a total of 12'800 visitors. The films were completed by an exhibition of sustainability pioneers and free pass-on DVDs were distributed to the audience so the topics that touched them could be passed on.

This year again six well-chosen and top-class films showed trendsetting aspects of sustainability. With a powerful visual language, “Power to Change” shows energy rebels in all social classes: the energy transition from below, the fight for energy and the major connectivity on the world’s stage. The second highlight was “Frightened”, which allows a look behind the scenes of the cargo ship industry. This is relevant to all of us since 99% of all the goods we consume come from overseas. Following was the film “Bike vs Cars”, which aims to answer the question of how the conflict of motorcars against bicycles can be transformed into “cars AND bikes”. Finally, “Racing Extinction” looks at extinction of species and reveals the forecast of scientists who argue that until the end of this century probably half of all animal species will have vanished from our Planet forever.

Contact: cristina.carlino@htwchur.ch

Principles met:





SDG 16: PRME Business Integrity Action Center

The PRME Business Integrity Action Centre BIAC at the University of Applied Sciences HTW Chur tackles a broad range of issues in the areas of business integrity, corruption prevention and integrity in traditional and social media. The Centre encourages the exchange of ideas and best practice. It is a capable and experienced partner for enterprises and public institutions in the areas of businesses integrity, anti-corruption and media integrity. It actively seeks to support further research in these topics and their integration into academic curriculum.

Cooperation. The BIAC works actively toward establishing dialogue and partnerships with businesses, public institutions and international organizations including the U.N. Global Compact Network Switzerland, Transparency International Switzerland, and Ethics and Compliance Switzerland. In 2016, it actively cooperated in the Expert Roundtables on Export Control as well as Compliance Switzerland.

The BIAC designs and implements ideas and programs to deepen collaboration between academia and business in order to improve the effectiveness of integrity and anti-corruption efforts through:

- Establishing platforms for the exchange of practitioner ideas and best practices (e.g., Compliance Roundtable Switzerland, Expert Roundtable on Export Control)
- Developing and launching joint research projects
- Developing trainings sessions and materials for specific business sectors, companies and their value chains
- Assisting in implementing compliance programs (e.g., for SMEs)
- Facilitating collective action and integrity pact agreements
- Organizing conferences and seminars with leading business ethics and anti-corruption experts

Research. The BIAC supports businesses and public institutions in their applied research and development projects. There are several international, national and regional funding programs available, depending on the objective and the scope of the project. It was established in the beginning of 2016 by HTW Chur's executive board's decision. It focuses on research in the areas of business integrity and corruption prevention as well as integrity in traditional and social media.

The Centre benefits from interdisciplinary inputs of scholars from the fields of management, construction and design, economics, and communication. This interdisciplinary approach is unique in Swiss academia. Due to its comprehensive experience in the application and execution of applied research and development projects the Centre is able to provide industry-specific services tailored to each individual issue and requirement.

Competencies. Expertise across industries in the area of business integrity, corruption prevention and integrity in traditional and social media, experience in the development and evaluation of measurements to prevent corruption, especially for SMEs.

Interdisciplinary cooperation between the Swiss Institute for Entrepreneurship (SIFE), the Institute for Building in Alpine Region (IBAR), the Centre for Economic Policy Research (ZWF), the Institute for Multimedia Production (IMP) and the Swiss Institute for Information Research (SII).

Service Range. The BIAC offers a wide array of services in business integrity and corruption prevention:

- General consulting concerning business integrity and corruption prevention
- Development of preventive instruments and strategies to protect companies from corruption and unethical business conduct
- Design and implementation of preventive measures for companies and public institutions
- Analysis of effectiveness of measures to prevent corruption
- Analysis of specific corruption vulnerabilities in companies and public institutions
- Recommendations for corporate activity in markets vulnerable to corruption
- Integrity related consulting services for traditional and social media
- Seminars and trainings to raise awareness of corruption prevention among executives and employees of companies and public institutions

In total, since its inception BIAC held 14 speeches on corruption prevention including:

- Active participation and presentation of research results during the meetings of the Interdepartmental Working Group on Combating Corruption (IDWG). The working group is responsible for developing a coherent Swiss strategy against corruption.
- Two events in cooperation with the Global Compact Network Switzerland in Zurich and Geneva.
- OECD 2016 Integrity Forum
- Organisation of a session at the 6th International Disaster and Risk Conference Davos 2016

Contact: christian.hauser@htwchur.ch

Principles met:





SDGs 4 & 16: Business Integrity Action Center involved in Teaching at Undergraduate and Graduate Levels

The BIAC applies its competencies to develop thematically related teaching approaches and forms. Its core faculty have been involved in the design of the PRME Anti-Corruption Toolkit. At HTW Chur, the teaching methods and materials are internally used in various study programmes, such as in our BSc FHO in Civil Engineering as well as our BSc in Business Administration within the teaching modules “Project Work”, where an anti-corruption training was conducted with students applying the business game HONEST.

For external partners, the BIAC has conducted one-day anti-corruption trainings with the business game HONEST as well as with the help of current case studies such as at the University of Lucerne, Certificate of Advanced Studies in Communication and Leadership (advanced training) in cooperation with the Compliance Office Siemens Schweiz AG, and for the State Secretariat for Economic Affairs SECO in Berne with 35 participants of the resort Financing of Infrastructure.

Contact: ruth.nieffer@htwchur.ch

Principles met:





SDG 16: Anti-corruption as part of an integrative risk management

The PRME Business Integrity Action Centre (BIAC) at HTW Chur presented its research in the non-profit, public and private sectors in the field of anti-corruption as an integrative risk management at the 6th International Disaster and Risk Conference 2016 (Davos Congress Centre). Until a few years ago, in many countries corruption payments made abroad were considered ordinary and necessary business expenses, and these expenses were therefore tax-deductible. However, in a relatively short time this perception has changed completely, and foreign bribery has become a critical concern for many governments worldwide. Consequently, they have strengthened their anti-corruption efforts by redefining and reinforcing criminal laws regarding bribery and corruption as well as by strengthening the enforcement of such laws. This paradigm change challenges organizations from the non-profit, public and private sector. If an organization does not behave in compliance with the prevailing rules and laws, it can be held criminally liable and risks, losing not only its legitimacy but also its access to essential resources provided by its environment. Thus, anti-corruption needs to be an integral part of an integrative risk management. The session discussed how organizations from the non-profit, public and private sector are dealing with the risk of corruption in their risk management process.

Contact: christian.hauser@htwchur.ch

Principles met:





SDGs 4 & 16: Anti-corruption: Learning Through Action

Economic pressure, inaccurate knowledge of the political and cultural conventions and uncertainties regarding the legal framework increase the risk for institutions, companies and their professionals to be involved in non-compliant action. Thus, raising awareness and skills training are necessary.

The computer-based business game *TOPSIM-Honest* that was co-developed at HTW Chur, is an interactive method, based on the motto: “learning business by doing business”. Embedded in the context of a seminar, the simulation creates a realistic model of the development and implementation of a project. In this project an industrial company was commissioned to construct parts of a hospital in a city of an emerging country. The goal was to achieve a good performance in the simulation based on given target figures for the virtual project while behaving with integrity within the legal framework and conformably to set values. Participants acted in day-to-day business activities and had to manage compliance-relevant situations. In consideration of prevailing conditions, the participants made decisions and had to implement them. In doing so, they had to deal with resulting consequences for themselves, their company and for the society. By means of the seminar the participants gained assurance in terms of behaving with integrity in compliance relevant situations – fast, risk-free and playful!

Contact: ruth.nieffer@htwchur.ch

Principles met:





SDG 16: Whistle-blowing in Swiss Media

The Panama Papers, the FIFA allegations of bribery or the meat deception at Carna Grischa have one thing in common: trigger of these stories and scandals revealed were so-called whistle-blowers, who forwarded confidential information and data to the media. A research project at HTW Chur has taken a closer look at the relationship between whistle-blowers and the media in Switzerland.

Findings show that whistle-blower reporting offices from the media are rather an offer for “small people” wanting to bring “small stories” to the public. Instead, “big” whistle-blower stories, which point to shortcomings at top management level in organizations and hence have a high societal impact are often made public through direct contacts of investigative journalists. Despite the quantitatively low yield of reporting offices, the responsible journalists support their continuation. A content analysis of whistle-blower reports showed a great trust of the people reporting an issue to the media since the majority of informants abstained from reporting anonymously. Recommendations based on the findings include measures like assuring access to juridical counselling for journalists. Media companies should offer their journalists technical solutions enabling them to have secure and encoded digital communication with their informants. In the chain of information from the whistle-blower to the publication in press there are several actors involved, of which the whistle-blower is the most vulnerable. Experts argue that legal protection for whistle-blowers is insufficient in Switzerland and the planned revision of law will worsen their situation. An improvement of legal protection of whistle-blowers is therefore urgently needed.

Contact: urs.dahinden@htwchur.ch

Principles met:



PRME Principles for Responsible Management Education

Supported by the United Nations, PRME is a global platform for business schools and universities worldwide to adapt their curricula, research, teaching methodologies and institutional strategies to the new business challenges and opportunities in an era of unprecedented global change. By the end of 2016, PRME has been adopted by 638 institutions.



UN PRME PRINCIPLE 1 | PURPOSE

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.



UN PRME PRINCIPLE 2 | VALUES

VALUES

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



UN PRME PRINCIPLE 3 | METHOD

METHOD

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



UN PRME PRINCIPLE 4 | RESEARCH

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.



UN PRME PRINCIPLE 5 | PARTNERSHIP

PARTNERSHIP

We will interact with managers of business corporations to expand our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.



UN PRME PRINCIPLE 6 | DIALOGUE

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.

Design by Tanja Hess

We understand that our own organizational practices should serve as examples of the values and attitudes we convey to our students.

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Dr. Jan Mosedale

Claudia Widmer

Prof. Dr. Urs Dahinden

Prof. Dr. Christian Hauser

Prof. Tanja Hess

Prof. Urs Kappeler

Ruth Nieffer, MSc Sociology

Dr. Frieder Voll

For all inquiries on this report please contact the editors:

Prof. Dr. Lutz E. Schlange
lutz.schlange@htwchur.ch

Silke Zöllner, MScBA
silke.zoellner@htwchur.ch

University of Applied Sciences
HTW Chur
Pulvermühlestrasse 57
CH-7004 Chur

fon +41 (0)81 286 24 24
fax +41 (0)81 286 24 00