

2025 Sharing Information on Progress **(SIP) Report**

Leuphana University Lüneburg

September 2025

Table of Contents

1. About PRME	3
2. About SDGs	5
3. Getting Started	6
4. Purpose	10
5. Values	12
6. Teach	16
7. Research	19
8. Partner	28
9. Practice	33
10. Share	37

About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“*The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).*

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

”

Principles of PRME



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



Practice

We adopt responsible and accountable management principles in our own governance and operations.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





Getting Started

This section provides foundational information about your organization, including key details and basic institutional data. These elements serve as a starting point for your SIP report, can be copied annually, and typically require minimal updates from year to year.

1. Institutional History

1.1 Responsible Management Education at Leuphana

Subjects

- Ethical Leadership
- Corporate Social Responsibility (CSR)
- Finance
- Organization Studies
- Sustainable Supply Chain Management
- Social Entrepreneurship
- Accounting
- Business Administration

Provide supporting context

The School of Management & Technology at Leuphana University of Lüneburg is home to around 1,700 bachelor's and master's students and doctoral candidates, supported by professors and research associates across the disciplines of Accounting & Finance, Information Systems, Business Psychology, Engineering, Management, and Marketing.

Our core aspiration is to drive innovation in management and technology to foster responsible and sustainable transformations. In our research, we pioneer understandings of and solutions to the core challenges of our time, such as digitalization and sustainable production. In our teaching, we challenge conventional wisdom and inspire entrepreneurial thinking and responsible action. We contribute substantially to the sustainable development of the region of Lower Saxony, in Germany, in Europe and beyond. We value the interrelationships between disciplines, which is reflected in our interdisciplinary degree programs and collaboration in research.

In all our areas of activity, we emphasize a responsible approach in social, economic, environmental and personal dimensions and resources. We enable our students to think and act in a sustainable way and to understand the impact of their own actions and decisions. We conduct research in a responsible manner, including careful assessment of its potential impact on society. The exchange with other universities in the PRME initiative allows us to continuously deepen our understanding of responsible management and how we can contribute to it.

In **July 2019**, the University formally signed the Principles for Responsible Management Education (PRME), aligning its mission with global efforts to integrate sustainability and responsibility into management education. This moment marked another important step in institutionalizing responsible management education at Leuphana and the School of Management and Technology in particular.

Between **2021 and 2023**, Leuphana deepened its commitment by publishing its first two PRME progress reports. The first report in 2021 introduced Leuphana, and its commitment to responsible education and sustainable development to the PRME community. The second report in 2023 highlighted the School of Management and Technology, which facilitates Leuphana's PRME commitment and reports our progress. This second report reviewed Leuphana's progress in the previous years and reflected on its PRME commitment. Further, the internal reporting structures for the PRME reporting were more formally established and continue to be advanced.

As of **2025**, Leuphana's School of Management and Technology achieved **AACSB accreditation**, further strengthening its international profile and underscoring its dedication to quality, responsibility, and impact in management education.

With the launch of the new PRME Commons platform, Leuphana renewed its PRME commitment in **2025**. This new format provided an action-oriented and transparent framework for reporting, encouraging yearly progress updates and reinforcing the School of Management and Technology's proactive approach to responsibility in management education.

Looking ahead to **2026**, Leuphana will host the **13th Responsible Management Education Research Conference**, a recognition of its growing role as a hub for research, innovation, and dialogue in sustainable and responsible management education.

2. Graduates

242

3. Degrees Offered

- Bachelor of Science (B.Sc. or B.S.)
- Master of Science (M.Sc. or M.S.)
- Bachelor of Engineering (B.Eng.)

- Doctor of Philosophy (D.Phil.)
- Doctor rerum naturalium (Dr. rer. nat.)
- Doctor of Engineering (Dr. ing.)
- Doctor rerum politicarum (Dr. rer. pol.)

4. Faculty & Staff at the University

1099

5. Student Enrollment at the University

9696

6. Total Student Enrollment at the Institution

1700



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

7. Letter of Commitment

7.1 Renewal of Leuphana's commitment to PRME

Upload or select a document

250822_PRME President Spoun

[View document](#)  [Download document](#) 

8. Additional Evidence

8.1 Contact Information and Acknowledgements

Subjects

- Responsible Management Education

Provide supporting context

PRME Representative

Prof. Dr. Hannah Trittin-Ulbrich

*Professorship for Business Administration,
in Particular Business in Society*

Contact: hannah.trittin@leuphana.de

Dean of the School of Management and Technology

Prof. Dr. Paul Drews

Contact: dekanat.mt@leuphana.de

Coordination of the PRME Report

Dr. Anna Stöber & Johanne Düsterbeck

We would like to thank all parties who contributed to completing the report, including Dr. Simon Burandt, Dr. Lotte Lutz, Dr. Elena Refec, Linh Tran and Catinka Bertz, as well as all students and faculty who generously shared their experiences with us.

Contact: prme@leuphana.de



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



9. RME Lead

- Individual leader
- Centralized sustainability office
- Interdisciplinary efforts across parent organization
- Disciplinary efforts within business school
- Interdisciplinary efforts across business school
- Research or issue group, society, or club leading sustainability efforts
- Student contributor

10. Student Voices

10.1 Student Voice: Max Schwendemann

Subjects

- Social Entrepreneurship
- Entrepreneurship

Provide supporting context

Anyone who wants to combine management with responsibility is in exactly the right place at Leuphana. In my view, the University of Lüneburg does an excellent job not only of providing practice-oriented knowledge, but above all of creating inter- and transdisciplinary connections. It promotes this structurally, for example through its major-minor-complementary structure, the Leuphana semester, and numerous project-based assignments.

These collaboration skills and the consideration of diverse perspectives will, in my opinion, play a key role in agile management in the future. The fact that sustainability is embedded as a cross-cutting theme at the university is also essential in this context.

In addition, there are numerous initiatives in which students can get involved and thereby further develop their skills. For example, I was active for almost three years as a spokesperson for the Cradle to Cradle group, through which I learned a lot about team leadership, project organization, and collaboration within ecosystems.

With the Transformations::Spaces — or TRAFOS for short — a wonderful place has also been created that hosts impact-driven seminars as well as project work and co-working opportunities. I myself worked there as a student assistant for a long time. Spaces like these, which function as “living rooms,” are essential — where people come together in a cozy atmosphere or run into each other by chance — keyword: serendipity.

What I would wish for the university is that this concept is further expanded and that students are given even more opportunities to participate. My vision: a co-creative innovation hub right on campus. In my view, even more startups could emerge from the university – startups that use business as a lever for positive change and want to put management knowledge into practice.

The expertise is already there, as is the network – for example through inspiring professors like Prof. Steffen Farny, Prof. Dr. Berta Martín-López, or Prof. Michael Braungart and their teams, as well as institutions like the CSM or StartUp Port, through which I was able to participate in the HOLII incubator.

There are also many innovative research projects, such as the Transformation Communities (TriCo) or the upcoming Transformation Lab, which reflect the strong will to create change among the people at this university.

10.2 Student Voice: Oguzhan Demir

Subjects

- Responsible Management Education
- Social Entrepreneurship
- Corporate Social Responsibility (CSR)

Provide supporting context

During my studies at Leuphana, two courses in particular shaped the way I think about responsibility, sustainability, and the role of management in society. In *Cultivating Entrepreneurial Mindsets: From Personal Transformation to Collective Impact* with Dr. Theres Konrad, I learned that entrepreneurship is not only about business ideas or market strategies. Instead, it is a mindset – a way of approaching problems with creativity, initiative, and resilience. What inspired me most was the realization that changemakers are not lone heroes; they collaborate, build trust, and empower others. This helped me see entrepreneurship as a tool to foster social impact, sustainability, and innovation, while also reshaping how I think about my role as a student and future professional.

In *Responsible Research and Innovation* with Prof. Dr. Ursula Weisenfeld, the Fast Fashion Workshop broadened my perspective on business and society. At first, I assumed industry resistance was the main barrier to sustainability. However, by working with stakeholder personas and engaging in roundtable discussions, I realized that fast fashion is a complex socio-technical system shaped by regulation, consumer behavior, and cultural trends. This experience showed me that no single group can solve systemic challenges alone. Real

progress requires collaboration, compromise, and balancing economic competitiveness with sustainability goals. Together, these experiences have profoundly influenced my academic journey, teaching me that responsible management education is about developing the mindset, skills, and collective commitment needed to drive sustainable change in society.

10.3 Student Voice: Christina Wieser

Subjects

- Corporate Social Responsibility (CSR)
- Organization Studies
- Finance
- Responsible Management Education

Provide supporting context

When I first decided to study business administration, I felt really guilty about it. It wasn't so much about whether the subject was right for me, but more this feeling that I was "on the wrong side." I've always been very engaged in politics and in thinking about what the future might look like within capitalist systems. So choosing business felt, at first, like I wasn't creating value, maybe even making things worse.

That's why I'm so grateful that Leuphana helped take those worries away very quickly—actually already during the first. One of my first courses, for example, focused on sustainability in the financial sector. That immediately resonated with me, especially because I was a banking apprentice before. There, I often felt that sustainability was reduced to environmental issues. At university, I learned that sustainability can be understood much more broadly and that real change also has to happen at a systemic level.

A particularly formative moment for me was a seminar on new & alternative forms of organizing by Dr. Anna Stöber where I realized: with what I'm learning now, I could one day be in a position to actually drive positive change. Of course, it's important to be active as an individual, to join demonstrations, and to make your voice heard. But it's just as crucial to have people working within the structures who are committed to transformation. And that's where I now see my role.

What I find especially inspiring at Leuphana is that in so many of my courses, I experience again and again: change is possible. That gives me hope and shows me that studying business doesn't mean being "on the wrong side" - it can also mean gaining the tools to make a difference.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



11. Teaching Awards

11.1 AACSB 2024 Innovations That Inspire initiative

Award Granter

AACSB

Award Grantee

Leuphana School of Management and Technology

Description of Award

An exciting topic from the School of Management and Technology was featured in the Innovations That Inspire initiative by the Association to Advance Collegiate Schools of Business (AACSB). A paper submitted by Johannes Katsarov, Paul Drews and Hannah Trittin-Ulbrich explores the benefits of “CO-BOLD”, a serious game to promote the responsible use of artificial intelligence (AI) in business. Students of Management and Information Science in Lüneburg tested the moral opportunities and risks of AI. “CO-BOLD” is among several other business education innovations highlighted by AACSB's 2024 Innovations That Inspire initiative. Link to CO-BOLD blog post: <https://digital.web.leuphana.de/2023/09/07/co-bold-a-serious-game-to-promote-a-responsible-use-of-artificial-intelligence-in-business/>

[Award link](#)

12. Educator Recognition

- Annual teaching excellence awards
- Institutional recognition events
- Pedagogical innovation grants
- Professional development opportunities
- Student-nominated teaching awards

13. Fostering Innovation

To a great extent

14. Experiential Learning

To a great extent

15. Learning Mindset

A lot

16. Method of Teaching and Learning

In person



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

17. 2024 Publications

247

18. 2024 Publications on Sustainable Development and/or RME

95

19. Research Funding

- Regional
- National
- International
- Local
- Institution Specific

20. Socializing Research

- Open-access platforms
- National media
- Local media
- International media
- Industry and business networks
- Government and policy makers
- Community organizations
- Public events and lectures
- Research collaborations
- Social media and digital outreach

21. Research Projects

21.1 SinTrA: Sozial-Innovative Transformation durch inklusive Arbeitswelten

Who is involved in the project

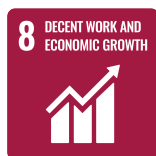
- Faculty
- Postdoc students

- PhD students

Department

- School of Management & Technology

This research project covers:



Period covering

December, 2022 - December, 2026

Describe the research project

Social-Innovative Transformation through Inclusive Workplaces

Leuphana University advances responsible research on social innovation and inclusion through the “Social-Innovative Transformation through Inclusive Workplaces” (SinTrA) project, led by [Professor Steffen Farny](#) (Social & Sustainable Entrepreneurship) and [Professor Monika Imschloss](#) (Marketing). Funded with 749,950 Euros by the European Social Fund (ESF) and the state of Lower Saxony (2023-2026), the project investigates how organizations can better integrate individuals with employment barriers, such as histories of incarceration, addiction, or mental health challenges. As social justice and equal opportunity gain increasing importance, integrating individuals with barriers to employment into the labor market is not only an ethical imperative but also an opportunity for businesses to actively contribute to a more equitable society. By systematically analyzing inclusive practices with HEYHO GmbH, a social business in the food processing industry, the research identifies success factors and barriers to sustainable labor market inclusion. Using qualitative and quantitative methods, the project explores the impact of inclusive models on both organizational practices and consumer behavior, contributing to evidence-based strategies for responsible management.

The project unfolds in three phases:

- (1) Method Development, identifying and evaluating best practices for integrating individuals with employment barriers, analyzing business adaptations and communication strategies;
- (2) Implementation & Evaluation, testing these approaches with industry partners, assessing their impact through qualitative and quantitative methods, and refining inclusive employment models;
- (3) Dissemination & Application, making findings publicly accessible through a toolkit, online platform, and workshops in collaboration with key partners.

[Additional materials](#)

21.2 Sustainably Shaping Innovation Ecosystems in Rural Areas : WIR! - Landvorteil - Verbundprojekt LIONA.

Who is involved in the project

- Faculty

Department

- School of Management & Technology

This research project covers:



Period covering

May, 2023 - May, 2025

Describe the research project

Sustainably Shaping Innovation Ecosystems in Rural Areas

Leuphana University is engaged in responsible innovation management in rural areas through the research project "Sustainably Shaping Innovation Ecosystems in Rural Areas" (*Innovationsökosysteme in ländlichen Räumen nachhaltig gestalten*), led by Professor Matthias Wenzel. Funded by the German Federal Ministry of Education and Research (BMBF) with more than 150,000 euros, the project explores rural innovation ecosystems through comparative research. Based on these insights, a framework with indicators for innovation management is developed and piloted in the Landvorteil region, applying a "Responsible Innovation Framework" to promote sustainable innovation processes. The framework generates insights to further develop rural innovation ecosystems, ensuring long-term impact and scalability. The developed framework will then be used in workshops with regional stakeholders from the Landvorteil-region to assess possibilities for action and develop first starting points to strengthen the innovation ecosystem and the sustainable development of the region. These insights will then be used in the Landvorteil-network, a cooperative network with actors from research, education, local politics, economic support organizations, culture and civil society, to further develop projects that can effectively support the Landvorteil-region in their sustainable-development.

22. Research Awards

22.1 Global Award for Entrepreneurship Research

Award Granter

Swedish Entrepreneurship Forum

Award Grantee

Michael Frese

Description of Award

Professor Dr. Michael Frese from Leuphana University's Management & Technology Faculty has been recognized for his contributions to entrepreneurship research, becoming the first German scholar to receive the Global Award for Entrepreneurship Research from the Swedish Entrepreneurship Forum in 2024. This prestigious award, established in 1998 and endowed with 100,000 euros, acknowledges groundbreaking research that advances the field of entrepreneurship. A key theme in Professor Frese's work is responsibility—both in research methodology and in fostering sustainable economic impact. His psychology-based training programs have been instrumental in supporting entrepreneurship as a means to reduce unemployment and poverty, particularly in Africa and Latin America. The Personal Initiative Training has helped low-income entrepreneurs in the informal sector increase profitability by 30%, while the STEP program has prepared BA students—who face limited formal job prospects—to successfully start their own businesses, achieving similar success rates. These interventions are rigorously tested through Randomized Controlled Trials, sometimes using waiting control groups, ensuring empirical robustness and ethical accountability. In the past, his work has been featured in *The Economist* and was honored with multiple awards—including the Emerald Africa Academy of Management Trailblazer Award (2016) and the Responsible Research in Management Award (2017)—demonstrating a deep commitment to responsible and impactful management research.

[Award link](#)

22.2 Business & Society Best Paper Award

Award Granter

Business & Society

Award Grantee

Hannah Trittin-Ulbrich

Description of Award

Professor Dr. Hannah Trittin-Ulbrich was awarded the Business & Society Best Paper Award for her research on the performativity of aspirational CSR talk, published in the renowned journal Business & Society. Her study explores how stakeholder recognition can both support and, when commodified, undermine corporate social responsibility (CSR) efforts. Her research exemplifies responsible management scholarship by critically examining how organizations can foster genuine accountability and ethical business conduct.

22.3 Joachim Herz Foundation Add-On Fellowship

Award Granter

Joachim Herz Foundation

Award Grantee

Johanne Düsterbeck & Sarah Stanske

Description of Award

In 2023 and 2024, two early-career researchers from the Faculty of Management & Technology received the prestigious Add-On Fellowships for Interdisciplinary Economics & Interdisciplinary Business Administration from the Joachim Herz Foundation. The fellowship awards €12,500 in individual support and provides networking opportunities and professional development, strengthening financial autonomy and enabling early-career researchers to shape their research profiles and advance their academic careers independently. In 2023, Johanne Düsterbeck, a PhD candidate at the Chair for Strategic Management & Entrepreneurship, was awarded the Joachim Herz Foundation's Add-On Fellowship for her research on digital-sustainable innovation. Her study explored how organizations develop digital innovations that contribute to sustainable industry transformations. Through a field study in a German DAX corporation, she examined the implementation of a digital business model, which leverages digital technologies to enhance employee and environmental safety in handling harmful substances. She investigates how visions of sustainable businesses are embedded in present organizational discourse to gain legitimacy over time. Her findings offer practical insights for facilitating sustainable innovation in traditional "brown" industries. Dr. Sarah Stanske, a postdoctoral researcher at the Chair of Organization, was awarded the Add-On Fellowship in 2024. Her research focuses on actors' construction of organizational and societal futures, as well as the implementation of actors' innovative endeavors. To do so, she collaborates with scholars from entrepreneurship and information systems. With her research on innovation and transformation processes, she aims to contribute to the SGDs of the United Nations, particularly to "Industry,

Innovation and Infrastructure”. Moreover, by studying the emergence of a rural entrepreneurial ecosystem and mentoring start-ups in these regions, she contributes the regional development and socioeconomic improvements of these areas.

23. Research Voices

23.1 Research Seminars at the Leuphana Center for Organization & Social Transformation

Subjects

- Entrepreneurship
- Ethical Leadership
- Social Entrepreneurship
- Corporate Social Responsibility (CSR)
- Organization Studies
- Organization Studies

Provide supporting context

The [Leuphana Center for Organization & Social Transformation](#) (LOST) fosters a vibrant research culture through its regular seminars and workshops. Each month, the LOST community gathers for research seminars where members and invited scholars present ongoing projects related to organizational phenomena, entrepreneurship, sustainability, and digital transformation, encouraging critical dialogue and collaborative exchange. Additionally, LOST hosts bi-annual research workshops designed to deepen theoretical and empirical insights, enable exchange with and between PhD students, and explore the societal impact of organizational research. These formats create an inclusive space for scholarly reflection and advance LOST’s mission of contributing to responsible management research.

For example, LOST hosted a three-day workshop on “Organizing and Researching Ethically in Times of Crises” in October 2024. In this workshop, participants discussed questions of responsibility and the ethical challenges scholars face within academia and beyond, particularly concerning the role of the researcher when addressing issues of inequality and social dynamics within collaborative research teams. Further, the research center encourages interdisciplinary exchange, as the workshop titled “Exploring the Organization of Societal Polarization” in March 2024 exemplifies. During this event, international scholars from media studies, political sciences, as well as management and organization studies collaboratively explored the challenges that societal polarization dynamics pose to contemporary

organization(s) and societies. LOST continues to host research seminars and other event formats to support its community in practicing high-quality, impactful, and responsible research.

By: Johanne Düsterbeck & Lena Kostuj

24. Additional Evidence

24.1 VHB conference from 6th to 8th March 2024: Sustainability, digitalization and entrepreneurship

Subjects

- Social Entrepreneurship
- Responsible Management Education
- Human Resources
- Finance
- Entrepreneurship
- Corporate Social Responsibility (CSR)
- Business Law
- Business Administration
- Ethical Leadership
- Sustainable Supply Chain Management

Provide supporting context

The annual meeting of the Association of University Professors for Business Administration will take place in Lüneburg from March 6th to 8th 2024. Together with VHB organizers, Prof. Markus Reihlen, Prof. Monika Imschloss and Prof. Matthias Wenzel from the Lüneburg School of Management and Technology organized the conference. The focal points also reflected the faculty's teaching program: sustainability, digitalization and entrepreneurship.

The good supply chain

One of the panels included internationally renowned researchers who will discuss trends and developments in **sustainability reporting**. Prof. Dr. Patrick Velte organized one in particular on the integration of **sustainability in control and reporting**. The latest studies on the circular economy and ethical consumption, which represent a powerful change towards sustainable development in business and politics, offer insights into innovation and leadership. The use of

artificial intelligence in companies will be a paradigm shift. In addition, the energy transition is the topic of another session in which representatives from three very different companies will participate: **Shell, Enpal and Ørsted**.

Digitalization as well shakes up traditional enterprises. Dr. Kourosh Bahrami, head of the Henkel Group's industrial adhesives division, uses the example of the "Loctite" brand to explain how digital technologies produce **business model innovations** - pioneering work from a key German industry.

Entrepreneurship from all sides

The President of Leuphana, Professor (HSG) **Dr. Sascha Spoun**, noted: "In the future, students will need an **interdisciplinary** model that enables the **transformation** of companies and organizations. The 2024 conference will take place in the right place, because the **School of Management and Technology** at the University of Lüneburg is already linking **business science** with the perspectives of **psychology, computer science and engineering**.

A particular focus of the faculty lies in the area of "**entrepreneurship**". An above-average number of professorships research the **area of founding and corporate management**, be it from the perspective of **organizational science** or from the **area of sustainability**. Several sessions during the VHB annual conference were dedicated to the complex challenge of **measuring and evaluating the social-ecological impact of (green) startups**, including a panel discussion with the participation of representatives from the field.

And what about impact?

The Lüneburg School of Management and Technology strives for **impact** in a goal-oriented and relentless manner. It was therefore important to the organizing committee to reflect this approach in the conference program. The new IWK formats allowed **inter- and transdisciplinary exchange**. This means that the faculty's profile topics, namely **digitalization, entrepreneurship and sustainability**, were viewed from different professional perspectives. At the **Lüneburg Business School** one thing is for sure: the contribution of German business administration to social change can only be achieved through an **interdisciplinary approach**.

For aspiring scientists

Throughout the entire conference, scientists in the qualification phase benefited from **special junior sessions**. In the panel on **science communication**, best practice presentations illustrated the relevance of **targeted communication** of business research. In addition, the next generation of business information systems specialists met at the VHB conference.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

25. Partners, Accreditation Bodies, Associations, etc.

- AACSB (Association to Advance Collegiate Schools of Business)
- Local institutions and associations

26. Student Partners

- Enactus

27. Partner Voices

27.1 Enactus Lüneburg

Subjects

- Social Entrepreneurship

Provide supporting context

Enactus Lüneburg is a student initiative at Leuphana University of Lüneburg. Enactus runs entrepreneurial projects that address challenges related to the Sustainable Development Goals (SDGs).

One example is *2nd Page*, a project that collects misprinted pages from university offices and classrooms. Although the blank sides of these pages are still usable, they often end up being thrown away. We repurpose them into new notebooks, with every other page available for writing.

The School of Management and Technology, along with the Social Change Hub at Leuphana University, supports Enactus by providing project guidance and training. This support helps students develop practical skills in sustainable entrepreneurship.

[Website](#)

28. Additional Evidence

28.1 TrICo - Transformation through Innovation and Cooperation in Communities

Subjects

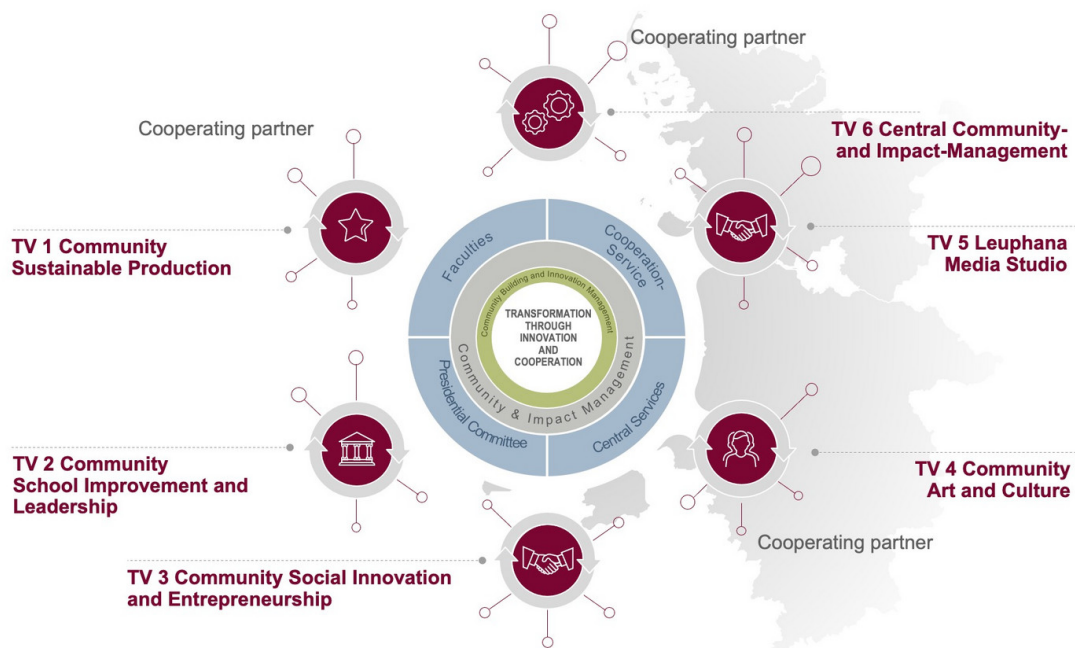
- Entrepreneurship
- Social Entrepreneurship
- Sustainable Development
- Ethical Leadership
- Responsible Management Education
- Community Cooperation

Provide supporting context

Funded by the Federal Ministry of Education and Research and the German Joint Science Conference within the programme "Innovative Hochschule", Leuphana is carrying through the project "TrICo - Transformation through Innovation and Cooperation in Communities". The objective of the project is to significantly and sustainably improving innovation and transfer activities in the Hamburg metropolitan region and in Lower Saxony.

Four Leuphana Innovation Communities center on the topics of "Sustainable Production", "School Improvement and Leadership", "Social Innovation and Entrepreneurship" as well as "Arts and Culture". Through their activities, they aim to successfully address major current and upcoming social transformation processes and foster long-term and open technological and social innovation. Focussing on socially relevant issues, the communities will bring together interdisciplinary and transdisciplinary groups of entrepreneurs, decision-makers, experts and members of academia.

The four communities are supported by the mobile "Leuphana Media Studio", which develops and implements hybrid event and media formats to increase the outreach of knowledge transfer and communication. An integrated community and impact management supports the development of impact-oriented communities and multidirectional learning processes with a wide range of partners. Based on this, a compelling and transferable cooperation model for inter- and transdisciplinary community building and open innovation for small and medium-sized universities will be developed.



Direct cooperation partners of the project are the Helmholtz Center Hereon, the Hamburg University of Applied Sciences and the Ubuntu Social Impact Lab GmbH. In the communities, cooperation takes place with numerous other partners such as art and cultural institutions, schools, non-profit organizations and institutes from the fields of education and social entrepreneurship, as well as with companies, regional business development institutions, chambers and innovation centers.

[Source: TrlCo Website](#)

28.2 STEP - Student Training for Entrepreneurial Promotion

Subjects

- Entrepreneurship
- Responsible Management Education
- Sustainable Development

Provide supporting context

Fight youth unemployment – improve future prospects: The ‘*Student Training for Entrepreneurial Promotion*’ (“STEP” in short) is a successful qualification program for setting up a business. The idea of Leuphana Psychology professor Michael Frese has been encouraging countless students in developing countries to start their own businesses. For almost two decades now it has provided the necessary tools and the right mindset.

For young people with a future

The world's population is getting younger and younger and entering the labour market. According to estimates by the United Nations in its World Youth Report (2020), there will be almost 1.3 billion people aged between 15 and 24 years in 2030. While this may sound encouraging on the one hand, it comes with a downside. The next generation needs to be given jobs. However, there is a lack of employment possibilities, especially in the Global South. What can be done?

STEP offers an answer that encourages people to take their fate into their own hands. It was developed by Prof. Dr. Michael Frese, who received the 'Global Award for Entrepreneurship Research' for it in 2024. He launched the first project in Uganda in 2006 together with Prof. Michael Gielnik, who also teaches at the Leuphana Faculty of Management and Technology.

Tailwind from strong partners

Together with African teachers from the [Makerere University Business School](#), Frese and Gielnik designed the STEP project in such a way that it enabled bachelor students in Africa to start their own businesses. Over the years, the researchers have succeeded in attracting further funding for the program, for instance from the BASF Foundation and the German UNESCO Commission. STEP not only makes a difference globally, but parts of the program are now also used in Germany to advise start-ups.

'Impact' or research that creates change

'The success in the Global South and then in Germany shows that Leuphana's scientific work has an effect, a so-called 'impact', says Professor Dr. Michael Gielnik, head of STEP and professor of psychology (especially entrepreneurship) at Leuphana University Lüneburg. Consequently, STEP has a permanent place in the Leuphana University portfolio. In the ['Start Up Port'](#), a North German joint project, the program's modules offer students a springboard into setting up their own business. Michael Gielnik summarizes the secret recipe as follows: 'Learning entrepreneurship, seizing opportunities and improving livelihoods'.

He explains further: 'Our aim is to awaken an entrepreneurial spirit and empower young people to develop new ideas, both economically and organizationally. This is a research concern and a civil society task.' He is certain that the development and expansion of entrepreneurship, particularly in developing countries, has helped to shape the future there.

[Source](#)

[More information](#)



Practice

We adopt responsible and accountable management principles in our own governance and operations.

29. RME Practices

- Accreditation body recommendation documents
- Buildings/real estate
- Carbon reduction or offset commitments
- Climate action plan
- Environmental stewardship policies
- Faculty hiring, tenure, and promotion guidelines
- Greenhouse gas emissions
- Local staff/student/faculty transportation
- Ministry of education recommendation documents
- Open-access guides
- Professional training opportunities
- Responsible procurement policies
- Sustainability strategy or strategic plan (school or university level)
- Travel guides
- Water

30. RME Policies

30.1 Sustainability Guidelines

Upload or select a document


Sustainable Guidelines

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30.2 EMAS Certificate

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EMAS_Certificate 2027

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30.3 Umwelterklärung

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2025_Leuphana_Umwelterklärung


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30.4 Diversity Concept

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2022-12-22_Diversitaetskonzept_Leuphana

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30.5 Equality Concept 2030

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2025-01-08_Equality_Concept_for_Parity_2030_Vision

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31. Practice Awards

31.1 German Sustainability Award

Award Granter

Stiftung Deutscher Nachhaltigkeitspreis e.V.

Award Grantee

Leuphana University

Description of Award

2023-11-29 Lüneburg/Düsseldorf. As part of the 16th German Sustainability Award, the "pioneers of transformation" in 100 sectors were honoured for the first time in cooperation with the Federal Ministry for the Environment, the DIHK and the WWF. The CEOs and sustainability managers of the 100 companies received their trophies in Düsseldorf. Leuphana University Lüneburg was honoured as a role model in the area of schools and universities. Vice President Christian Brei and Sustainability Officer Irmhild Brüggemann accepted the award. The jury had confirmed that Leuphana is one of the 100 pioneers of transformation in Germany and occupies the top position among German educational institutions with its transdisciplinary approach to sustainability in business and society. According to the DNP Foundation, it made it

through to the final "because it has made particularly effective, exemplary contributions to transformation, thereby setting an example and sending the right signals to its industry and beyond." "Today, we can reap the rewards of many years of work and development as a sustainable university in research, teaching and university operations," said Vice President Christian Brei when accepting the award. In this context, he recalled the special achievements of Prof. Dr Gerd Michelsen and other members of the university, who had already promoted the establishment of a Department of Environmental Sciences and the development of a corresponding degree programme in Lüneburg in the early 1990s. 1,200 CEOs and sustainability managers from the winning and finalist companies, representatives of the juries and guests from all relevant sectors came together to honour the pioneers at the 16th German Corporate Sustainability Award ceremony. Representatives of institutions that play a significant role in transformative progress in the economy were invited to the award ceremony, including Bundesbank board member Dr Sabine Mauderer, Parliamentary State Secretary in the Federal Environment Ministry Dr Bettina Hoffmann, WWF board member Heike Vesper, DIHK President Peter Adrian and the President of the German Nature Conservation Ring Prof Dr Kai Niebert. The award ceremony in Düsseldorf was preceded by a process lasting several months. A total of around 5,000 companies in all sectors were researched with the help of AI. At the same time, there was an application option; the researched companies were also able to update their sustainability profiles. The Berlin start-up score4more evaluated these profiles and compiled shortlists, on the basis of which 100 expert juries with a total of around 150 experts selected the finalists and winners. The 100 companies that the juries considered to have made particularly effective, successful and exemplary contributions to transformation in their sectors and that have become role models - or should become role models - were honoured.

Provide supporting materials...

DNP_2024_SIEGEL_Unternehmen_1-1_WINNER_Virtual_EN View document  Download document 



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.



32. Transparent Engagement

- Public events and panel discussions
- Boards and advisory committees
- Annual reports
- Community events and consultation forums
- Feedback mechanisms (e.g., surveys, suggestion boxes)
- Open faculty and student meetings and town halls
- Partnerships with local organizations
- Sustainability-focused research and collaboration Opportunities
- Publicly accessible sustainability data and dashboards

33. Audiences

- Accreditation bodies
- Boards and advisory committees
- Faculty and staff
- Government and policy makers

SIGNATORY

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