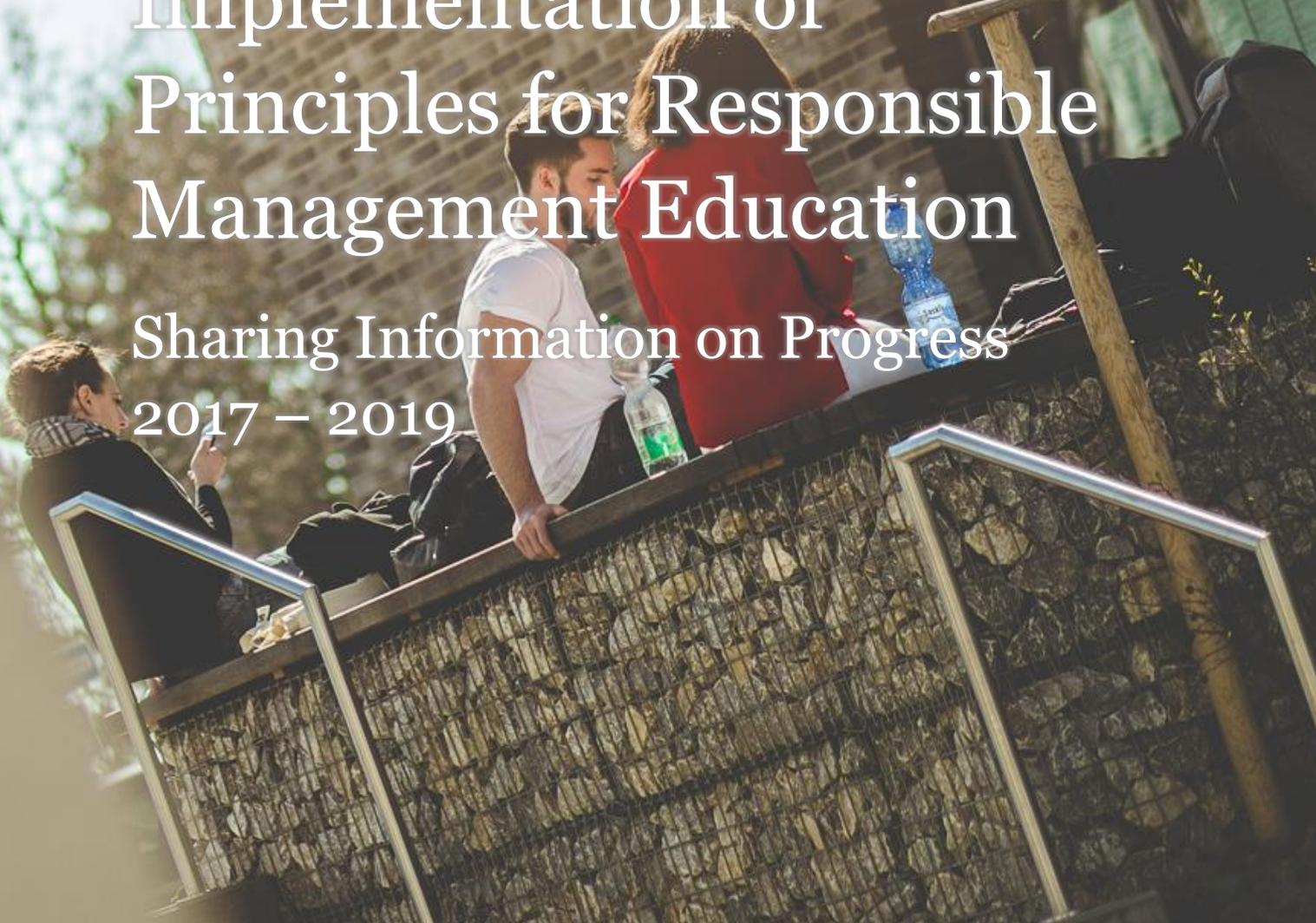




# Report on the Implementation of Principles for Responsible Management Education

Sharing Information on Progress  
2017 – 2019



1<sup>st</sup> Report on the Implementation of Principles  
for Responsible Management Education  
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Further information on this report:  
Prof. Dr. iur Winfried Huck, Dean  
Anna-Theresia Krein, M.A., Assistant to the Dean  
E-mail: a.krein@ostfalia.de

Editorial Group:  
Prof. Dr. iur. Winfried Huck  
Anna-Theresia Krein, M.A.  
Jennifer Maass, LL.M.  
Tahar Benmagnhia, LL.B.

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Ostfalia University of Applied Sciences  
Faculty of Law - Brunswick European Law School (BELS)  
Salzdahlumer Strasse 46/48  
38302 Wolfenbüttel  
Germany  
[www.bels.ostfalia.de](http://www.bels.ostfalia.de)



**PRME** Principles for Responsible  
Management Education  
an initiative of the United Nations Global Compact

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Wissenschaften

# Prologue

*"The question should not be "How can harmful things be averted by risk prevention?" Instead it should be asked: "What can be improved overall so that the number of risks melts down from the outset?" Sustainability therefore is a form of risk eradication and thus a tool for improving living conditions."*  
Winfried Huck (2014)

Since 2012 Brunswick European Law School (BELS) has been focusing on issues of sustainability and sustainable development and seeks to integrate these issues into daily university life, teaching content offered and also in its research efforts.

With the adoption of the United Nations Sustainable Development Goals (SDGs) on 25 September 2015 by the United Nations it soon became obvious that these "Global Goals" had to be included into the overall efforts of BELS. As soon as November 2015 Prof. Dr. iur. Winfried Huck, today's Dean of BELS, gave a lecture on "The role of Sustainable Development Goals of the UN in the field of the International Economic Law and vice versa" at the Law Faculty of the University of Havana de Cuba in order to explain the influence and the effects of the broad and detailed SDG agenda as a global agenda to end poverty, fight inequality and injustice and to tackle climate change by 2030.

Prof. Dr. iur. Winfried Huck further analysed how in International Economic Law specific measures should be taken to anchor the SDGs into law.

In January 2016, a delegation of BELS' professors visited the Symbiosis Law School, Pune and the Government Law College, Mumbai in India and held lectures on different topics on the role of international economic law in relation to the SDGs and to sustainable development. Two months later, in March 2017, BELS staff participated in a national conference for sustainable consumption in Berlin which was dedicated to SDG 12. In August 2017 BELS became a Member of the United Nations Association of Germany (DGVN) in order to enhance networking opportunities and to cooperate with other stakeholders in relation to the UN and the SDGs. As a platform for exchange between universities, companies and individuals, DGVN offers various workshops, conferences

and other participation opportunities relating to the UN. Invitations by DGVN are forwarded to BELS staff on a regular basis. Thus, this membership advances the intensive efforts of BELS to transform into an overall increasingly sustainable institution.

On 11 October 2017, BELS Faculty Senate decided to join the UN PRME Principles and the Global Compact. The principles, which had already been followed for some time, were officially given expression and our deep inner commitment was made clear to all stakeholders. In November 2017 Prof. Dr. iur. Winfried Huck gave a lecture on the effects of the SDGs in the Working Group on Raw Materials Law of the German Association for International Law (ILA/DVIR) as part of a workshop on the SDGs and raw materials extraction in third countries.

As main question it was posed: "What intensity and in what legal

fields interfere the UN SDGs further in respect to resource projects?" It was further outlined and explained that these are often relevant to environmental and human rights issues. Using selected extractive projects as examples, the need for effective anti-corruption measures, the requirements for financing and globally related model contracts were examined, taking historical aspects into account. The horizontal and vertical impacts of SDGs relevant to such projects were also analyzed in this context.

A delegation of BELS staff also visited the conference of PRME DACH-Chapter in Winterthur, Switzerland as preparation and first step to implement UN PRME principles at BELS. The great and intensive exchange of experience with university representatives from Germany, Switzerland and Austria further encouraged and assured BELS representatives in their decision to officially join and support the PRME Principles.



# Continuing Commitment to PRME Principles

Message from the Dean of  
Brunswick European Law School



On 21 November 2017, Brunswick European Law School (BELS) committed sincerely and with conviction itself to the Principles for Responsible Management Education (PRME) of the United Nations by approval of the Faculty Senate. Since then BELS staff constantly strived and contributed to PRME's six principles to further promote and to strongly support sustainability in all its facets, to strive for accountability and ethical standards in teaching, research and responsible corporate management as well as for further stakeholder engagement.

We are deeply convinced that today's students should be empowered and enabled to be prepared in the best possible way for their role as future leaders. Our students should be able to deal responsibly with the complex challenges of business and the economy as well as society in the 21<sup>st</sup> century. Our efforts therefore focus not only on organizational accountability, but also on delivering responsible higher education of our students and to train students to become ethically aware leaders.

In the last two years BELS improved in many different branches and disciplines to become the veritable, equal and free institution of considerate research and teaching we are today. We are very pleased and proud to present our report, which outlines our successes and progress on our ambitious ongoing path. We are still and continue to be committed to the embedding of the principles of PRME into BELS.

Fully aware of our given responsibility, we are proud and pleased to renew our promise. We are and we remain deeply committed to the six principles of PRME.

Sincerely,  
Prof. Dr. iur. Winfried Huck  
Dean of Brunswick European Law School (BELS)



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## Principle 1: Purpose



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

With the Global Agenda 2030 and the SDGs, the United Nations adopted a global framework of values - a normative model project that is directed against an increasingly unjust and unequal world. It addresses all people around the world as global community to implement the SDGs. As a universally applicable

solution the SDGs are intended to be a useful tool for advancement into a common direction. It is we who must take action. Through related research and teaching in various networks and formats, BELS is thus also helping to ensure that the Global Agenda 2030 and the SDGs are advanced into applicable legal bases.

### United Nations Interest Group (UNIG)

BELS formed a United Nations Interest Group in 2017 to give another forum to the issues raised by the UN. Thus, different

stakeholders and target groups can be addressed adequately, and new events, strategies and campaigns can be addressed

together with all interested parties in a target-group oriented manner. The exact proposal is

currently in the process of being drawn up.

### Outline of UNIG



### Cooperative PhD program

On 24 June 2019, the Dean of the Faculty of Law of the SWPS University for Social Science and Humanities, Prof. Dr. Teresa Gardocka, and Prof. Dr. iur. Winfried Huck, current Dean of BELS, signed a Memorandum of Understanding in Warsaw for a cooperation to enable BELS Master's graduates to obtain a legal doctorate. The new doctoral

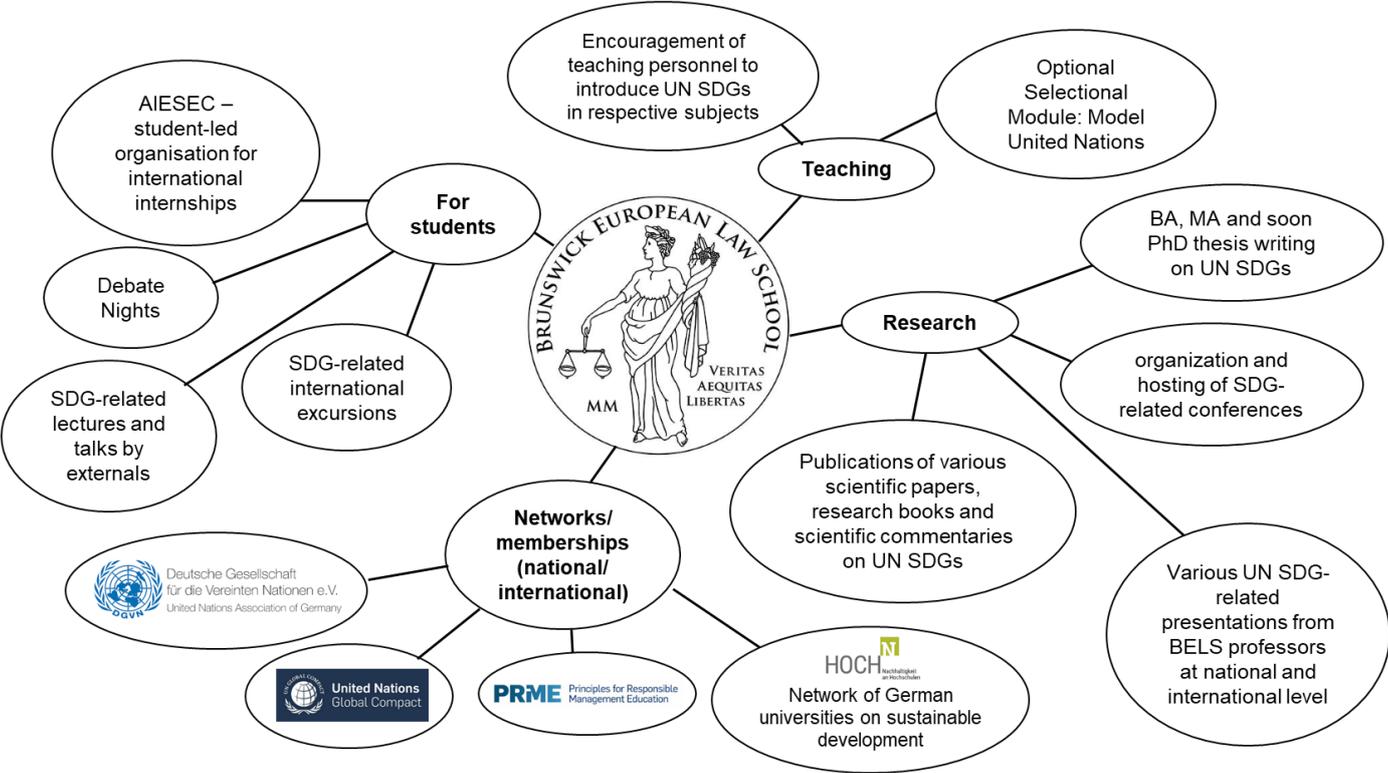
programme will also be open to BELS academic staff and outstandingly qualified external applicants.

With the Law Faculty of the SWPS University for Social Science and Humanities in Warsaw, a cooperation partner has been won who ranks 5th in the ranking of law faculties in

Poland and belongs to the largest private Polish university with branches throughout the country. BELS and SWPS Faculty of Law's cooperative doctoral programme will enable graduates and academic staff at BELS to obtain the internationally recognized title of Doctor of Law within a structured doctoral programme.

The program is designed in a way to accommodate the needs of working professionals. In addition to the professional supervision of the doctoral thesis by two supervisors - one at BELS and one at the SWPS - regularly seminars will be held in Wolfenbüttel as well as in Warsaw for doctoral students.

### BELS Network



# Principle 2: Vision and Values



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

## Veritas, Aequitas, Libertas

Brunswick European Law School (BELS) is proud since its founding in the year 2000 to have developed into the second largest faculty of Ostfalia University of Applied Sciences in Wolfenbüttel. We owe this to our continuous development and subsequent

further improvement of teaching and research. Current topics such as globalization and internationalization are integrated into research and into teaching areas of courses. We acknowledge the various and diverse demands of our modern

world by supporting and adhering to strong and positive ethical values. Thus, by conveying within BELS and also beyond the positive values set out by PRME it is hoped that some continuity can be provided to our often volatile society. It is also hoped that such an approach allows our more than 1,400 students to grow into strong and responsible personalities and leaders.

Therefore, not only as a guiding statement but also as our fundamental values our mission statement is further manifested in our mission as “Veritas, Aequitas Libertas”.

Veritas, i.e. truth - is indispensable as the basis of all knowledge, everywhere and at any time and especially in science. It thus represents an essential component of our values at BELS.

Aequitas means a fundamental legal concept of equilibrium originating from Roman antiquity, whose fundamental idea of equality leads to justice within human activity and thus makes an essential contribution to the emergence and maintenance of unremitting prosperity. Law and equity as

supporting pillars of justice are interdependent. Deeply aware of this, we also strive every day to reflect this insight in all our research and teaching content. It is our aim to actively process the resulting findings and thus hopefully to enable all our students to have the best possible starting point into their future.



Libertas is a source that needs the law as a basis for its development. Without it, there can hardly be justice. Equally at risk is Veritas, for without Libertas Veritas cannot exist either. Libertas prevents an unfree world in which justice would be absent. It therefore needs the law that comprehensively protects freedom of the individual. In balance, these values guarantee a vibrant, diversified and just society in which individuals can develop freely.

These interrelated fundamental principles of BELS support the continuous process of our

institution to act sustainably and to lead our students and all other stakeholders to intellectual and material prosperity.

It is desired that within this realm of the influence of BELS, freedom and creativity of all people connected to us should unfold. Thus, a secure and engaging space is created in which innovation, creation as well as destruction of the outdated and useless becomes possible, such as for example through disruptive processes. In doing so, BELS aims to also meet the requirements of the SDGs as well as inter- and intragenerational justice of the sustainability concepts.

Our conviction is further expressed in our decision to join the UN Global Compact to which we are officially confirmed as participating member since November 2017. As a United Nations Global Compact participant, BELS is committed to respect and support the ten UN Global Compact principles with reference to human rights, labour, environment and anti-corruption.

Our “Communication on Engagement” for the UN Global Compact has also been submitted. We can therefore proudly claim to continue to be an active member of the Global Compact for the next two years.

## Organizational Sustainability and Strategy

As part of Ostfalia University of Applied Sciences, BELS, as an institution of the state of Lower Saxony, Germany, is required to operate its buildings in a resource-saving and energy-efficient manner. The new BELS building was constructed in accordance with the current energy saving guidelines. The existing buildings will be successively modernised in order

to guarantee a resource-saving operation. The energy and resource consumption of all buildings is monitored by a continuous controlling system within the university. In addition, the buildings are compared by means of internal and external benchmarking in order to optimise their operation.

## Principle 3: Method



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

BELS steadily endeavours to attract executives and alumni from many areas as speakers, lecturers and educators as well as for being agents for progressive exchange. Our professorship also originates from various diverse international fields of business and the industry. With their specialized practical and scientific experience and the subsequent integration of their research into their offered modules and courses they stand for

outstanding and progressive quality of our teaching.

Thus, BELS is able to meet the high demands of teaching at a University for Applied Sciences in today's times. We are able to give our students realistic insights into requirements of the business world as well as the opportunity to network in their chosen field(-s). This serves to their advancement and carries the spirit of our teaching out into the realm of the world.

## Teaching

Topics regarding sustainability and the SDGs are included in a wide variety into the curriculum of BELS. Courses at BELS are presented by professors and lecturers from various perspectives in a scientific way as well as in a manner relevant to practical application. Final theses of BELS students often examine different aspects of sustainability. Students are actively encouraged to pursue Bachelor's theses, Master's theses as well as publications. Also, it is hoped to soon offer students and suited externals the option to pursue



doctoral theses on topics and areas related to sustainability.

## Lectures referring to SDGs and PRME Principles

Professors and lecturers at BELS are dealing daily with the transformation of sustainable processes and the implementation of the concepts of sustainability into teaching. For instance, the Dean of BELS is currently investigating the question of how to realise the SDGs on a practical basis and how to further their legal establishment. Globalization, human rights, and especially the rights of women and girls under

reference to the SDGs to International and European Economic Law are prominently incorporated into teaching content. Therefore, questions about the 17 SDGs and their 169 sub-goals are included in a great variety and via different methods and approaches into our courses.



Within the following lectures linkages to other fields of law such as human rights

law and environmental law are shown. The importance of different levels and approaches towards the concepts of sustainable development is emphasised. The meaning and the extent of various interlinkages of the SDGs within the special context of International Economic Law is shown. Thus, today's needs of

businesses are scientifically and practically elaborated. As a result, our lectures do not only prepare students effectively and efficiently for the needs of the global economy. They also have a lasting influence on our students to be future leaders which are aware of the concepts of sustainability.

## Mandatory Subjects

- Introduction to Law
- European Private Law
- International Sales Law
- International Construction Law
- International Investment Law
- WTO Law
- Human Rights and International Economic Law
- European Law
- Legal Sources of International Law
- International Trade and Corporate Law
- Constitutional Law
- Administrative Law II
- Commercial Law
- Public Procurement and State Aid Law

## Compulsory Elective Subjects

- Negotiating and Designing in Labour Law: "Climate Protection in the Workplace"
- Introduction to Model United Nations (MUN)
- Model United Nations (MUN) Advanced
- Doing Business in Asia incl. Competition



We at BELS also strive to regularly invite guest lecturers from Germany as

well as from abroad to our courses. In 2018, within the course “Sources of International Law” held by Prof. Dr. Huck guest lecturer Prof. Dr. Harris Beider, Coventry University, United Kingdom, Centre for Trust, Peace and Social Relations was invited to BELS and shared his deep insights with our students and staff.

On 18 October 2018 Prof. Dr. Beider spoke about “Combating poverty and inequality in the context of growing populism”. With this lecture and the subsequent discussion with the audience, the concerns of today's societies and existing necessities for the implementation of SDG 1 “No Poverty”, SDG 10 “Less



Inequalities” and “SDG 16 Peace, Justice and Strong Institutions” were addressed intensively.

Most recently, BELS welcomed Prof. Dr. Yuri Pérez Martínez, Chair of Constitutional and Administrative Law and Vice Dean of International Relations and



Development Cooperation at the Law Faculty of the University of Havana. BELS has had friendly relations with the University of Havana since 2014. During two lectures, topics on the current political situation in Cuba and in particular the existing embargo measures were delivered. Furthermore, the new constitution of the Republic of Cuba of 2019 and its internal and external impact between past, present and future were addressed. After the lecture students as well as BELS staff had the opportunity to further discuss sustainability and other issues.

## Model United Nations

*„Be a global citizen. Act with passion and compassion. Help us make this world safer and more sustainable today and for the generations that will follow us. That is our moral responsibility.“*

*Former Secretary-General Ban Ki-moon (2015)*

In 2015 students at the Faculty of Business approached Anna-Theresia Krein, M.A. with a proposal: Would she become official lecturer/Faculty Advisor so that they could turn their study group into an optional selectional module and thus harness further support for them from the university? Since then two separately designed modules – “Introduction to Model United Nations” and “Model United Nations Advanced” have been designed by, with and for students. By now the module is taught by Anna-Theresia Krein, M.A. and forms a well-established and popular part of the teaching curriculum at BELS. The module involves preparation of a “Position Paper” and a mandatory excursion to a Model United Nations conference abroad. Also, students established a “Debate Night” in order to show other students and staff at BELS how debates are conducted at Model United Nations (MUN). Model United Nations conferences are



BELS Delegation of MUN New York

conferences at high school or university level which simulate UN decision making for students. In today’s globalized world, we as global citizens increasingly face problems which transcend borders. In order to address these issues effectively, a forum for voicing them, discussing them and deciding on common actions is of utmost importance. Model

United Nations conferences create such a forum for high school or university students from all over the world in order to discuss solutions to transnational problems together.

Prior to the conference, students are required to prepare. Students do so by learning more about UN decision making, by practicing debate and by researching a position paper outlining their assigned country's position. It is important to note that the assigned country's position is not necessarily the delegate's personal one which may sometimes cause some internal



BELS Delegation of MUN New York

personal friction for the delegate when debating. Delegates are assigned a committee by the conference organization and are required to research two specific topics which are given out prior

to the conference. Topics usually include current problems in world politics and international law. The prepared "Position Paper" usually has to be handed in to the conference prior to the conference.

The ability to compromise and negotiate together for a common sustainable solution is vital to the success of individual delegates and also to the success of the committee as a whole. During debate, some form of consensus should be reached to be able to finally adopt a joint resolution. Also, at the end of each conference usually awards for individual delegates are given out. These might include awards for outstanding contributions to the debate such as for example being "Best Delegate" or for writing the "Best Position Paper".

Every conference is organized in a slightly different way and rules of debate ("Rules of Procedure") usually also differ slightly according to individual regional requirements. Participating students get to know other students from all over the world as networking is an integral part of MUN conferences. As past experience has shown, students

generally enjoy these conferences. They acquire numerous new skills: Speaking in a foreign language (usually English) in an unfamiliar setting in front of an unknown audience. Students are confronted with complex legal and political problems. They have to be capable of researching them and then in turn also for presenting a position which might not be their own – one which might be in fact in conflict with their very own beliefs and values. During debate, students have to apply complex UN-based rules for speaking and voting.

During resolution writing, writing skills as well as critical thinking and teamwork are required. Students gain experience in strategic and tactical thinking and leadership skills. BELS students can take part in conferences all around the world as a compulsory elective subject. The intensive workshops lead the students to prudence and great care in the preparation of the debates as well as to enthusiasm and an immense expansion of their rhetorical skills. Quite



BELS negotiates at MUN Rome

The students were encouraged to develop their own sustainable solutions for current ecological and humanitarian crises and to manifest these resolutions by consensus. It is felt that teaching MUN leads to a high and sustainable learning curve for students. The attractive “Model United Nations” optional selectional module has become an integral part of teaching at BELS and complements the manifold activities at the faculty in the field of supporting UN values and implementation of SDGs.

## MUN Excursions

29<sup>th</sup> October 2019 – 3<sup>rd</sup> November 2019

WFUNA International Model United Nations conference in Geneva

29<sup>th</sup> March – 31<sup>th</sup> March 2019

“Change the World” Model United Nations conference in New York City (USA)

6<sup>th</sup> November 2018 – 12<sup>th</sup> November 2018

“SMUN” Model United Nations conference in Stockholm (Sweden)

27<sup>th</sup> February 2018 – 5<sup>th</sup> March 2018

“MUN-Rome” Model United Nations conference in Rome (Italy)

10<sup>th</sup> October 2017 – 17<sup>th</sup> October 2017

“RhodesMRC” Model Regional Co-operation conference in Rhodes (Greece)

9<sup>th</sup> May 2017 – 15<sup>th</sup> May 2017

“C’MUN” Model United Nations conference in Barcelona (Spain)

15<sup>th</sup> November 2016 – 20<sup>th</sup> November 2016

“NottsMUN” Model United Nations conference in Nottingham (UK)

26<sup>th</sup> April 2016 – 1<sup>st</sup> May 2016

“MaMUN” Model United Nations conference in Mannheim (Germany)



BELS Delegation of MUN Mannheim

## Debate Night

The so-called "Debate Night" takes place regularly at BELS. This event is open to all students regardless of their semester. In a relaxed atmosphere, this event invites students to discuss current political, economic, legal and human issues with like-minded as well as with dissenting people. In free and open discussion in English or German it can be discussed and pondered. Because of the chosen free form the inhibition threshold of all participants is lowered. Participants are also encouraged to express themselves freely in front of an audience. Thus, this format encourages all participants to think freely and creatively "outside the box" and to formulate arguments concisely and forcefully.

Thus, topics with a clear reference to the SDGs are chosen. For instance, "Poverty in Germany compared to Poverty in the Rest of World" (UN SDG 1) has been debated as topic as well as "Vegetarians, Vegans, Gluten and Lactose Intolerances... First World Luxury Problems?" or "Vaccination obligation for Germany - necessary or interference in personal

freedom?" Each topic introduces students, staff and interested parties from the general public to free and critical thinking. The use of argumentation structures and negotiation techniques is encouraged. Language skills and



Brunswick European Law School (BELS)

### Poverty in Germany compared to Poverty in the Rest of the World

The flyer features a blue header with 'Wolfsbüttel' and a red 'NO POVERTY' icon with silhouettes of a family. Below is a photo of a slum with a red starburst containing the text 'DISCUSS WITH US! 13.12.2017 17:45 Room R 001'. At the bottom, there are three colored bars labeled 'Salzgitter', 'Suderberg', and 'Wolfsburg'. On the right side, there is contact information for Ostfalia Hochschule für angewandte Wissenschaften, including the address: 'Hochschule Braunschweig/Wolfsbüttel, Brunswick European Law School (BELS), Salzdahlumer Straße 40/48, 38302 Wolfsbüttel'.

rhetoical skills are also trained. In a playful way, teaching becomes tangible at the highest level and prepares students for the demands of an increasingly complex world.

Example: On 13 December 2017, BELS offered the Debate Night for the third time. Students were cordially invited to discuss the

topic "Poverty in Germany compared to Poverty in the Rest of World" with each other as well as with members of BELS in free

discussion in English. The topic falls under the UN SDG 1 "No Poverty".

## Our Debate Nights

2019	"Verschwörungstheorien und Reichsbürger - Randerscheinung oder Bedrohung?"
	"Impfpflicht für Deutschland - notwendig oder Eingriff in die persönliche Freiheit?"
2017	"Poverty in Germany compared to Poverty in the Rest of the World."
	"Vegetarians, vegans, gluten and lactose intolerances... First World Luxury Problems?"
	"Are Trump's Plans for the Eradication of Poverty and Hunger in the World Effective?"

## Joint Field Trips with Partner Universities



At BELS students are actively encouraged to participate in field trips abroad

within the framework of studies. In April 2018 a joint field trip to the United Nations Headquarter in Geneva for BELS students together with students from partner university Coventry University, UK was offered.

Thus, under leadership from Anna-Theresia Krein, M.A. from 6 – 11 April 2018, 18 BELS

students were able to participate together with English students from Coventry University, UK, in joint workshops at the UN in Geneva. English students and German students discussed all of the 17 UN SDGs together and with each other. A visit to the International Red Cross and Red Crescent Museum was also on the agenda in Geneva. One of the highlights of the excursion was a presentation given to UN staff member Kali Taylor from the UN SDG-Lab Department, in the UN Moroccan Room at the UN in Geneva.

Ms Taylor explained the importance of the UN SDGs and described parts of her international work. After the talk the participants of the excursion were able to have lunch in the UN canteen. The trip also provided an official guided tour through the UN buildings to students, deeper insight into the requirements of sustainability and into the essential, albeit not easy, work of the United Nations. This opportunity has left participants with a lasting impression and may contribute to enhance their awareness and sense of moral responsibility in their future work.



Ms Kali Taylor, UN SDG-Lab Department, Geneva

Participants were able to gain a deeper insight into the requirements of sustainability and into the essential, albeit not easy, work of the United Nations.

## Promoting and supporting AIESEC at BELS



AIESEC (Association internationale des étudiants en sciences économiques et commerciales) is the largest non-profit organization led exclusively by students for students. They offer the opportunity to get to know other students with different cultural backgrounds in an international setting by offering short-term internships to students abroad which support the implementation of SDGs.

Through their global experience AIESEC creates a positive contribution to the coexistence of societies. AIESEC aims to introduce the "Global Goals" to young people all over the world through practical projects abroad. It is AIESEC's aim to contribute towards the implementation of each of the goals. In Germany, AIESEC works at over 35 universities and has 1000 volunteer supporting student members. Since 1948, AIESEC Germany has sent

volunteers to projects in nearly 20 countries to work on topics such as education, health care and sustainability.

As part of the “Global Volunteer” programme, BELS students can take part in 6 - 8 week social projects in various countries and actively promote compliance with the SDGs. AIESEC calls on everyone to work for solutions in areas such as poverty reduction, environmental protection, education and equality in a culturally new environment and to exceed themselves. In this way, a stay abroad, social commitment and global sustainability can be combined in a unique experience. BELS actively supports and promotes AIESEC events at its own faculty as well as at the entire university. Anna-Theresia Krein, M.A., Assistant to the Dean assumes a coordinating function and supports the organizers and participants in all relevant matters. Thus, existing structures for promoting and implementing



Volunteer Rike from Braunschweig in Egypt

the SDGs to students are furthered, strengthened and expanded on the international as well as on the practical level.

Confirmed by the positive experience reports and the many contributing energetic students, we will continue to offer AIESEC our support and resources in the future.



## International Program



Each summer we offer a full-semester English program at BELS (May to July). We cover a profound selection of law courses with strong links to current economic aspects. The following courses are offered:

- International Tax and Business Law
- International Trade Law: Foreign Trade Law & Customs Law
- Intellectual Property Law
- European E-Business & IT Law
- Impact of The Global Agenda 2030 on International Economic Law
- Fundamentals of the European Union
- Development of the EU and its Single Market
- Consumer Behavior
- German Language Class

Within summer schools, BELS staff and students benefit from new insights. Mutual and common understanding is promoted. Constant and vibrant exchange with other international students, universities and colleges ensures farsightedness. This exchange also opens the door to getting to know our approach towards sustainability and the values we promote and want to convey on an international level. In this way, we can contribute towards contributing educating responsible and considerate leaders of the future.

## Principle 4: Research



*“We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.”*

### Publications

BELS professors, lecturers and scientific staff are dedicated to intensive research. Many of the topics and research areas investigated at BELS and its anchored institutes touch on the fields of sustainability, SDGs and responsible action at different economic levels or are focus of research. Thanks to its broad-based and interlinked research, BELS is able to position itself nationally and internationally for the future. Therefore, when it

comes to research, the ideas and concepts of sustainability are often taken into account. Our publications are partially available at the Social Science Research Network (SSRN) to rapidly disseminate our scholarly research. An excerpt of the latest publications in German, English and various other languages of BELS staff in the area of sustainability illustrates our efforts:



**Dr. Ruth Areli García-León, M.Sc., M.M.**

- García-León, R. A., *Twitter and Food Well-Being: Analysis of #SlowFood Postings Reflecting the Food Well-Being of Consumers*, in: *The Global Media Journal México* 2019, 91 - 112.
- Hohm, Dirk/García-León, R. A., *Social Media Marketing für Nachhaltigkeit und Wohlbefinden*, in: *BELS Report* 2019, 46 - 50.
- García-León, R. A./Hohm, Dirk, *Marketing für eine nachhaltige Entwicklung*, in: *BELS Report* 2018, 35 - 37.

**Prof. Dr. rer. pol. Dirk Hohm**



- Hohm, Dirk/García-León, R. A., *Social Media Marketing für Nachhaltigkeit und Wohlbefinden*, in: *BELS Report* 2019, 46 - 50.
- García-León, R. A./Hohm, Dirk, *Marketing für eine nachhaltige Entwicklung*, in: *BELS Report* 2018, 35 - 37.



**Prof. Dr. iur. Winfried Huck**

- Huck, Winfried, *Die EU und die*

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**BELS Publications**

- BELS Report 2019, *Handelskrieg, Digitalisierung, lus Cosmopoliticum*, 2019.
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## Bachelor's and Master's theses on SDGs and sustainability

In the course of their studies, BELS students are trained in areas of sustainability, responsible and conscious interaction with other people and resources, and last but not least, also with themselves. The course contents offer a variety of possibilities of dealing with these subject areas and to examine one's own research questions within the framework of a thesis. In particular, BELS staff often actively encourages students to

write their theses with reference to one or more SDGs or about sustainability in general. These are also and often completed together with professionals from the industry acting as secondary supervisors, therefore usually ensuring broad coverage of topics and up-to-date results. An excerpt of the theses most recently submitted at BELS illustrates our orientation and focus:

### Submitted/Completed Master's theses with reference to the UN Sustainable Development Goals

2020	Bedeutung der Nachhaltigkeitsziele (SDGs) bei der Vergabe von Garantien und Krediten (UFK) für die zum Ausbau der Elektromobilität benötigten Rohstoffe
2019	Investment Protection in International Construction Projects under Consideration of Sustainability
	Die Normativität der SDGs in den internen und externen Politiken der EU
	ASEAN und EU: an analysis of the relations, the implementation of the SDGs and the special role of China
	Entwicklung von Smart Cities im Lichte des SDG 11 der Vereinten Nationen unter besonderer Berücksichtigung des europäischen Datenschutzes auf Grundlage der DSGVO
2018	Der Beitrag transnationalen Rechts zur Anwendung der Sustainable Development Goals in der Fashion-Industrie
2017	Anforderungen an Projektverträge vor dem Hintergrund des UN-Entwicklungsziels Nr. 9: Build resilient infrastructure, promote sustainable industrialization and foster innovation
	Human Rights and International Economic Law, Schutz von Mädchen und Frauen durch die Sustainable Development Goals der UN

	Den digitalen Wandel im Vertrieb gestalten - Qualitative Analyse der Erwartungen und Empfindungen der Mitarbeiter/innen eines ausgewählten Funktionsbereiches der XXXX und Ableitung von Handlungsempfehlungen für die Gestaltung des Change-Prozesses
	Flüchtlinge als besondere Zielgruppe der dualen Ausbildung - eine kritische Betrachtung der Ausbildungsvoraussetzungen und der betrieblichen Gestaltungsmöglichkeiten für eine erfolgreiche Berufsausbildung
	Mediationsbasierte Lösungsansätze zur Bearbeitung von interkulturell geprägten Konflikten im Unternehmen
	Unterstützung der personellen Transformation in der XXXX durch ein Kompetenzmanagementsystem - Kritische Betrachtung und Gestaltungshinweise

## Submitted/Completed Bachelor Theses with reference to the UN Sustainable Development Goals

2018	Unbestimmte Rechtsbegriffe der GeoblockingVO und deren Interpretation im Lichte des europäischen Rechts und deren Einfluss auf das Verhältnis Kunde und Anbieter
	Vorbereitung auf die VUCA-Welt - Veränderungsbereitschaft der Mitarbeiter fördern: Handlungsempfehlungen für die XXXX
2017	Ökonomische und rechtliche Interessen im Lichte des europäischen Rohstoff-Rechts
	The Global Compact of the United Nations and its impact on CSR in multinational companies
	Die Rolle des Human Resources Management im digitalen Transformationsprozess
	Untersuchung der Determinanten effektiver Führung am Beispiel Scrum
	Corporate Social Responsibility als Bestandteil der Arbeitgeberattraktivität aus der Perspektive der Generation Y
	Work-Life-Blending als Antwort auf das Work-Life-Balance-Problem - Kritische Betrachtung eines alternativen Konzeptes
	Brauchen wir mehr Leader? Analyse der Anforderungen an Führungskräfte im agilen und nicht agilen Organisationsumfeld am Beispiel einer Stichprobe bei der XXX
	Supporting the management of XXX in implementing the change process of the corporate culture

# Principle 5: Partnerships



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

In recognition of the SDG’s normative concept - which should be translated into international agreements and national laws worldwide as well as consistently enforced - BELS has set itself the goal of critically accompanying approaches to finding and advancing solutions and also creating an open forum for discussion. When BELS adopted

the PRME principles, BELS as institution thus felt committed to further research and collaborations between BELS and regional companies as well as to offering companies and the general public access to the newly gathered knowledge in order to invite them to specific events.

## Operations

Conference at BELS on SDGs – paving their way to legal basis and practice –

On 23 May 2018 Prof. Dr. iur. Winfried Huck, current Dean of BELS hosted a conference on “Direct Effects of UN Sustainable Development Goals (SDGs) - Implementation and Application of the SDGs in Practice - State of the Art and Perspectives”. Guests from the scientific community, from the industry as well as staff and students from BELS participated and engaged in this interdisciplinary event. The overriding aim was to reflect on the diversity of the SDGs and to shed light on their implementation in practice. The conference was designed to be very informative and was contributing towards emphasizing the importance of the SDGs – in particular – within the professional business community.

After an introductory address by Prof. Dr. Gert Bikker, Vice President of Ostfalia University, Prof. Dr. iur. Winfried Huck analyzed the SDGs from the perspective of transnational law. Prof. Dr. iur. Huck particularly

dealt with questions of their legal liability, including international interactions between organizations such as the UN and the EU. From an economic perspective, Prof. Dr. Stefan Zeranski (ZWIRN) presented an innovative approach in respect to sustainability with regards given to the currently prevailing global banking system. From a constitutional perspective, Prof. Dr. Martin Müller (BELS) outlined the implementation of the SDGs in the federal system of Germany. Dr. Ralf Utermöhlen, (AGIMUS GmbH) highlighted the importance of the UN Global Compact from an economic as well as entrepreneurial perspective. A final round of panel discussion was moderated by Dr. Christoph-Eric Mecke (BELS). Here, individuals’ specific opportunities to take legal action in case of large companies violating against environmental and social standards, norms and already existing rights were explored. The discussion was concluded by voicing urgent demand for more action for sustainable development in general.

BELS celebrates World Girls' Day

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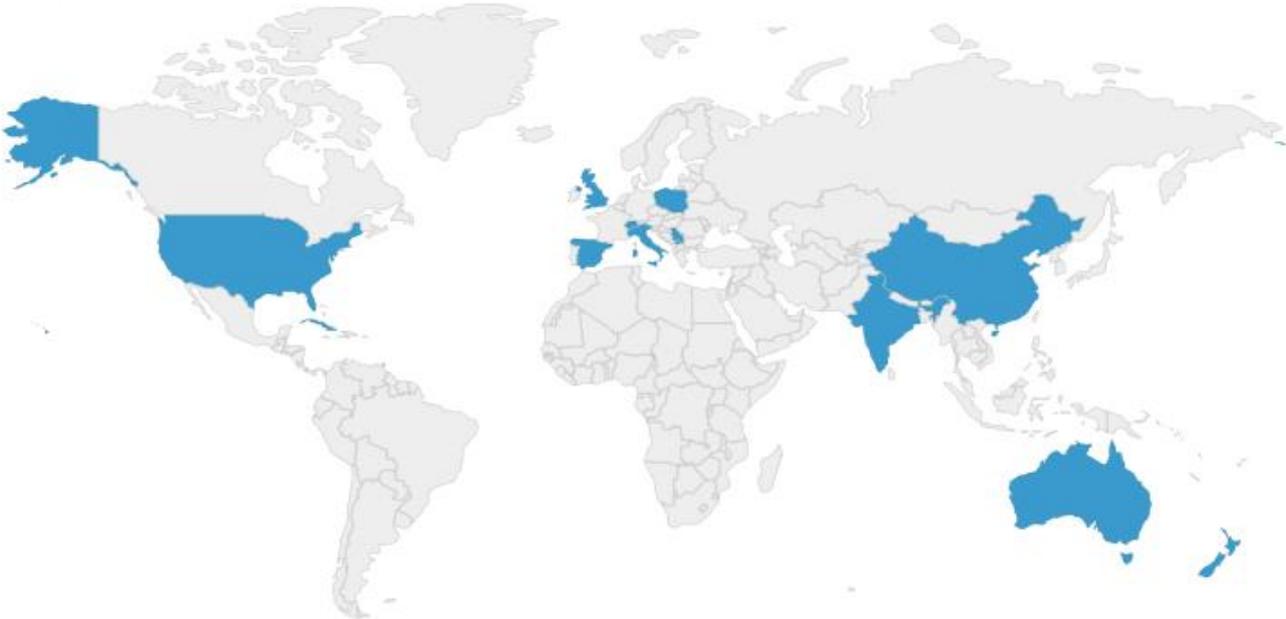
Girls all over the world struggle with obstacles and also with inequality. In many countries, girls often find it more difficult - or even impossible - to get an education or enter working life than boys. Girls worldwide have overall less access to information, communication technologies and the Internet than boys. Girls often receive little or no salary for their work, are often paid less than boys for the same work and are sometimes further exploited and - even sexually - abused. Girls are in general more likely to be vulnerable and/or disadvantaged. By organizing the event "Mutual Reflections - the International Girls' Day and the SDGs" on 24 October 2018, BELS has publicly drawn attention to the above outlined topics. After an introductory address by Dean Prof. Dr. iur. Winfried Huck, the event was enhanced by a lecture given by Prof. Dr. Godula Kosack, Chairman of the Board of TERRE DES FEMMES Menschenrechte für die Frau e. V., on the subject of "Self-determination through education in North Cameroon".

Dipl.-Jur. Aria Jalal-Gündüz, Research Associate at BELS contributed a presentation about the subject of "SDG 5 - Gender equality: Where do we really stand?" The event was concluded by a moderated discussion which was led by Anna-Theresia Krein, M.A., BELS Assistant of Dean.

BELS listens and learns about SDG 2 –

On 10 April 2019, Dr. Detlef Virchow of the humanitarian organization "Plan International Deutschland e.V." was invited to BELS to give a lecture on the topic "SDG 2 - No Hunger: Is the fight against hunger a human dream, a moral imperative or a human right?". Dr. Virchow outlined clearly the impact hunger has on humans and which different forms hunger can take. He explained possible causes of hunger as well as possible effects that food security and the implementation of the Global Agenda 2030 can and should have on reducing and preventing hunger. The lecture was followed by a lively and engaging exchange. Participants were impressed by the intensity and forcefulness of the lecture as well as by the comprehensive insights given by Dr. Virchow.

# International Relations



BELS cultivates and maintains lively and intensive cooperation with

a variety of foreign partner universities and colleges around the world. At BELS it is believed that great importance to relations with other national and international universities should be given. Students are offered various international opportunities to further their education, training and networking on an international level, but also of harnessing further productive research and teaching cooperations. The range of BELS partner universities extends from various European universities to overseas

universities, such as in the USA, Australia, New Zealand, India and China. Further partnerships are being actively sought out. Our network of cooperation is thus constantly expanded. In addition to comprehensive advice to incoming and outgoing students from our international coordinator, students are offered various opportunities to benefit from university scholarships as well as external scholarships.

BELS emphasizes the high value of a mutual and profound exchange of knowledge, which is also reflected at the research level. In this context, BELS focuses on the development of regular legal symposia, such as for example the recurring EU-

Caricom Conference between BELS and the two partner universities Coventry Law School and the University of the West

Indies. A list of all current international partner universities can be found here:

## European Partner Universities

- Univerzitet Union Belgrad, Serbia 
- Universidad de Cádiz, Campus de Jerez, Spain 
- Università degli studi di Cagliari, Italy 
- Università degli studi di Catania, Italy 
- Coventry University, England 
- Hochschule Luzern, Switzerland 
- Università di Macerata, Italy 
- Università degli Studi di Napoli Federico II, Italy 
- Poznań University of Economics and Business, Poland 

## Non-European Partner Universities

- University of Auckland, New Zealand 
- Guru Gobind Singh Indraprastha University, Delhi, India 
- Universidad de la Habana, Cuba 
- University of Wisconsin-Parkside, Kenosha, Wisconsin, USA 
- Murdoch University, Australia 
- Symbiosis Law School, Pune, India 
- Tongji Law School, China 
- University of the West Indies, St. Augustine Campus, Trinidad and Tobago 

## Research Collaborations:

gLAWcal - Global Law Initiatives for Sustainable Development, Hornchurch, Essex, UK 

## Principle 6: Dialogue



*“We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.”*

### Other initiatives and activities

In September 2019, the University of Cambridge Research Centre for Environment, Energy and Natural Resource Governance (C-EENRG) at the Department of Land Economy, UK officially announced the appointment of current dean of BELS Prof. Dr. iur. Winfried Huck as Fellow.

C-EENRG is an interdisciplinary research centre that carries out

integrative research projects in the field of environmental and sustainability governance.

Prof. Dr. iur. Winfried Huck has been conducting research in the areas of international economic law, sustainable development and about the SDGs for quite some time. The Fellowship is equivalent to an unlimited membership in this famous British Research Centre. Prof. Dr. iur. Huck is “the first lecturer at

Ostfalia University to receive such an award from one of the prestigious international elite universities”, acknowledged current Ostfalia President Dr. Rosemarie Karger. In appreciation of this great honour, Prof. Dr. iur. Huck intends to further extend and intensify the scope of his research on the impact and the implementation of the SDGs. He looks forward to working within the famous international network of the

well as his open-mindedness enabled him to reach scholars, researchers, students and representatives of the economy alike. It is his wish to contribute significantly to the implementation of the SDGs as well as to further Education for Sustainable Development (ESD). Most recently, Prof. Winfried Huck was appointed to the Scientific Advisory Board of Global Law Initiatives for Sustainable Development (gLAWcal). gLAWcal is an independent, non-profit research organization/think tank based in Essex, United Kingdom. gLawcal focuses on issues of commercial law, globalization and development. Through research and policy analysis, gLAWcal sheds new light on issues such as good governance, human rights, the right to water, the right to food, social, economic and cultural rights, workers' rights, access to knowledge, public health, social affairs, consumer interests and animal welfare, climate change, energy, environmental protection and sustainable development, product safety, food safety and security. By consistently addressing these issues, gLAWcal increases the awareness of SDGs.



research centre and is sure that this “will have a positive effect on further investigations and connections.” Prior to his appointment as a fellow, in the summer of 2019 Prof. Dr. iur. Huck was a visiting fellow at the Lauterpacht Research Centre for International Law (LCIL) at the Faculty of Law at the University of Cambridge. His constant and persistent endeavour in his research and teaching interest as

Prof. Dr. Paolo Davide Farah, founder, president and director of gLAWcal and part of the professorship at West Virginia University (USA) for climate change law and policy, as well as environmental, trade and energy law appointed to the scientific advisory board with a view to his

research focus. The scientific advisory board of gLAWcal consists of experts from renowned universities. The appointment to this function opens up further exchange and networking with regard to research activities and teaching content at BELS.

## Lectures abroad of BELS staff

From 26 - 27 September 2018, Prof. Dr. iur. Fabian Stancke and Ass. iur. Claudia Kurkin were invited to speak at the EU-CARICOM Law Conference, which took place at the University of the West Indies, St. Augustine, Port of Spain, Trinidad and Tobago. The conference was dedicated to "Present and Future Challenges". Prof. Dr. iur. Fabian Stancke held a lecture on the topic "State backed monopolies and their impact on trade, trade policy and SDG's". Ass. iur. Claudia Kurkin lectured about the topic "European Union and CARICOM: Current Challenges and Potential Solutions in the Energy and Investment Sector".

On 26 March 2019, Prof. Dr. iur. Winfried Huck was invited by the Dipartimento di Giurisprudenza (Department of Law) at the Università degli Studi

di Cagliari to lecture on "Vertical Impact of UN Sustainable Development Goals (SDGs) on Trade and Sustainability Development Chapters of modern EU Free Trade Agreements".

Prof. Dr. iur. Winfried Huck focused on the question to which extent the SDGs influence modern EU trade agreements as well as their chapters on sustainable development. Using the

Japanese-European Free Trade Agreement (JEFTA) as an example, the legal enforcement of possible breaches in a dispute settlement procedure as well as the question of how civil society can make its voice heard in participatory procedures were discussed. It was concluded,



however, that participation was and still is far too limited. Furthermore, there are currently no legally enforceable claims for individuals and groups in case of a violation of interests.

One day later, on 27 March 2019, Prof. Dr. iur. Huck was invited by the same faculty to speak about "The Quiet Power of Indicators for Sustainable Tourism: Who measures what, where, why and how? - The Effect of UN Sustainable Development Goals (SDGs) on tourism". The tourism sector is regarded as an important economic sector closely linked to environmental conditions. The UN World Tourism Organization (UNWTO) has recently dedicated its own study to the manifold questions on sustainable tourism, which is also influenced by the SDGs. Therefore, special threats and challenges for sustainable tourism were identified. The main questions in this regard are the use of indicators. Who measures what, on whose behalf, when and how? This is where no common consensus exists and calls for participatory processes in transparent procedures are voiced. This is particularly important when legally relevant decisions by government

agencies are subsequently based on results that have themselves been influenced by the selection and naming of indicators and their measurement procedure.

On 6 April 2019, an ESIL Research Forum on "Globalization of Environmental Law and the Role of Developing Countries towards Sustainable Development" took place at the University of Cologne. The workshop was organized by Prof. Dr. Kirk W. Junker, holder of the Chair of US-American Law, and the Environmental Law Center at the University of Cologne as well as by Prof. Dr. Paolo Davide Farah, West Virginia University, US, gLAWcal - Global Law Initiatives for Sustainable Development, UK, and a member of the board of the European Society of International Law (ESIL).



The lecture „Transformation of SDGs in ASEAN, CARICOM and ACP Group of States“ by Prof. Dr. iur. Winfried Huck dealt with the question of how regional organizations such as ASEAN,

CARICOM and the Group of African, Caribbean and Pacific States (ACP Group) transform the normative concept of the Global Agenda 2030 into their specific areas of competence and make it the subject of legally relevant regulations.

From 10 – 11 October 2019 the EU – CARICOM Conference was held in Coventry, UK with the

## Practical Action

It has been shown that in the period from 2017 till today BELS was able to initiate various actions to contribute to the six PRME Principles and to support the implementation of the SDGs in the higher education sector in Germany in general as well as at BELS in particular.

From 21 – 23 March 2018 the second international Global Festival of Action for Sustainable Development took place in Bonn at the UN Campus. The festival was aimed at all those interested in the UN SDGs and featured a broad mix of participants from business, non-governmental organizations, universities as well as the general public. In addition to various presentations, workshops and networking

participation of the Coventry Law School and the University of the West Indies. Within the Panel “Law and Sustainable Development” BELS Research Associate Leonie Zappel was invited to give a lecture on the topic “Beyond Brexit - Sustaining Business and Law relations”.

opportunities with participants from all over the world, UN SDG Action Awards were presented. Some of the highlights of the



“Global Festival of Action” were speeches by Mitchell Toomey (Global Director UN SDG Action Campaign), Ashok Sridharan (Mayor of Bonn), Dr. Ingolf Dietrich (Commissioner for the 2030 Agenda for Sustainable Development, German Federal

Ministry for Economic Cooperation and Development (BMZ)), Patricia Espinosa (Executive Secretary UNFCCC) and other speakers. Also, a discussion group called "HLPF uploaded: Meaningful contributions to national action" with Heidemarie Wieczorek-Zeul

and Dr. Verónica Tomei (EEAC Network) was offered. This year the Festival took place again from 2 - 4 May 2019. In both instances BELS was represented at the various workshops and networking events by Anna-Theresia Krein, M.A..

## UN Summer School at the United Nation System Staff College (UNSSC)

Anna-Theresia Krein, M.A. represented BELS at the UN Summer School in Bonn which took place from 27 – 31 August 2018. The Summer School was primarily designed as opportunity for UN staff, however under certain circumstances externals were also accepted. Throughout the Summer School the SDGs

were promoted and networking and lively interdisciplinary discourse among professionals from different countries from all over the world was promoted. The main focus of the event was on the various ways SDGs could be implemented under diverging and sometimes also challenging circumstances.

## Presentation of BELS engagement to PRME colleagues

From 30 - 3 October 2019 RMER-Responsible Management Education Research Conference took place under the overarching topic "Multi-stakeholder Engagement for Agenda 2030." The conference took place at Jönköping Business School (JIBS) in Jönköping, Sweden. The conference was set up on a dual

basis: On the one hand within the "2019 Global Gathering of PRME community" PRME Chapter DACH meetings took place in order to be able to set up a further common PRME strategy in DACH countries as well as in/via various cross working groups. BELS was here represented by Anna-Theresia

Krein, M.A.. As of 1 October 2019, the second part of the conference offered various lectures, workshops and insights on improving teaching, research and governance within the realm of Responsible Management Education. Anna-Theresia Krein, M.A. contributed with a lecture on “Advancing UN SDGs in Higher Education: A case study - Brunswick European Law School (BELS)” held in English to an international audience of

academics. The conference provided successful personal interdisciplinary as well as practice-oriented exchange. Result-oriented and engaging discussions as well as a high variety of solutions offered to various challenges of the implementation of the SDGS into the higher education sector led to an engaging and fruitful exchange of ideas.

## HochN - Sustainability at Higher Education Institutions



HochN is a German network and refers to “Sustainability at universities: develop - network – report”. The project is jointly funded by the Federal Ministry of Education and Research (BMBF). Eleven universities work together to derive measures for the promotion of activities for sustainability at universities. The engagement of HochN activities ranges from such diverse fields such as research, teaching, governance, transfer as well as sustainability reporting. Key objective of this network is to engage and connect universities

and university staff in order to further teaching, research and governance in the area of sustainability. The network thus provides opportunities for higher education staff to network and exchange ideas on how to apply sustainability within the realm of higher education in Germany. Since 4.7.2018 Anna-Theresia Krein, M.A., Assistant to the Dean, is a full member of HochN network and publicly represents BELS' endeavours and objectives at HochN conferences.

On 15 June 2018 Anna-Theresia Krein, M.A. gave a lecture at the Sustainability Network Meeting of Lower Saxony Universities at

the Georg-August-University in Göttingen. As one of three (impulse) lectures on the agenda, she spoke about the “United Nations Sustainable Development Goals at Brunswick European Law School”.

On 16 September 2019 Anna-Theresia Krein, M.A. spoke at another academic networking conference organized and supported by HochN. This time the conference took place at Leibnitz University in Hannover, Germany with the overall topic of the conference termed “Practical university cooperation for

sustainable development”. Various sub-topics on the agenda included sustainability transfer, governance and establishment of university networks. The event benefited from lively discussions and exchange among the participants. Anna-Theresia Krein, M.A. gave a presentation on the topic “Governance: Higher Education Processes and Structures of Sustainable Development in Exchange with Society” and explained the implementation of the SDGs at BELS.

## Key Objectives of the next 24 months



### Our progress plans within the next 24 months

We will continue to maintain our existing efforts and work to incorporate the PRME principles into all our activities and to improve continuously. In addition, we will implement the following measures:

- We are currently creating the framework for our UNIG. In the future we intend to fill it with life and energetic endeavour in order to address as many interested parties as possible on all our concerns - clarified by the UN - and to motivate them to act sustainably and effectively.

- It is desired to successfully establish the international cooperation with the Faculty of Law of the Polish Private University SWPS University of Social Sciences and Humanities in Warsaw and fully implement the doctoral program to enable scientific education for further qualified candidates to contribute to PRME Principle 3, 4, and 6

- Further we wish to educate different stakeholders about the SDGs through specific events such as "Lunchtime Lectures", scientific conferences on sustainability and additional

events of exchange to contribute to PRME Principle 5 and 6.

- Further acquirement of new partnerships as well as continuing working with already established partnerships with business representatives should further

contribute to the implementation of PRME Principle 5.

- Further acquirement of research collaborations in the field of SDGs to contribute to their implementation and to support and promote their legal embedding into law.



## Contact

Ostfalia University of Applied Sciences  
Faculty of Law - Brunswick European Law School (BELS)  
Salzdahlumer Strasse 46/48  
38302 Wolfenbüttel  
Germany



