



Wroclaw University
of Economics and Business

UNIVERSITY'S SUSTAINABLE DEVELOPMENT GOALS

Report by the Wroclaw University
of Economics and Business



Publisher of the Wroclaw University
of Economics and Business



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and Business

Report supervisor
Professor Bogusława Drelich-Skulska

Report coordinators:
dr Anna H. Jankowiak, Professor at WUEB
dr hab. Magdalena Rojek-Nowosielska, Professor at WUEB

Publishing editor
Dorota Pitulec

Proofreading
Barbara Łopusiewicz

Graphic design
Beata Dębska

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Professor dr hab. Bogusława Drelich-Skulska

Sustainable development is, in its essence, based on intergenerational solidarity. It should propose solutions for further economic growth and help all social groups to be actively involved in the development process, giving them the opportunity to benefit from it. Sustainable development requires the integration of three key pillars, interconnected and crucial to the well-being of individuals and societies: economic growth, social inclusion and environmental protection. In view of the climate change, the economic and social impact of the COVID-19 pandemic, the refugee crisis, and geopolitical turbulence, we need to adopt a proactive approach and act responsibly in our daily lives.

The Sustainable Development Goals (SDGs) are a collection of 17 goals adopted by the United Nations Agenda 2030 to address five critical areas: people, planet, prosperity, peace, and partnership.

It is with great satisfaction to presents you a report addressing the implementation of Sustainable Development Goals, the idea of which has been incorporated into the University's 2030 Strategy and Internationalisation Development Plan. Incidentally, the good of others, responsibility for educational processes, and scientific research in harmony with the surrounding environment were our core values in our activities in the previous decade as well.

dr Anna H. Jankowiak, Professor at WUEB



The report “University’s Sustainable Development Goals. Report by the Wrocław University of Economics and Business” presents selected projects and activities implemented by our employees and students between 2017 and 2022. Our University is a shining example of a devoted and enthusiastic community striving to build a safe and good environment both at the University and in the world. To confirm this, we have released a number of publications addressing poverty, equal opportunities, innovative education, energy efficiency and responsible cooperation with the environment, and many other important issues.

We strongly believe that, together with all WUEB stakeholders, we will educate responsible business leaders, conduct advanced

scientific research that contributes to the implementation of innovative solutions in the economy, and implement social activities in line with the Sustainable Development Goals.

Let’s work together to build a Green Planet
and a Green University!



WROCLAW UNIVERSITY OF ECONOMICS AND BUSINESS

■ The Wrocław University of Economics and Business (WUEB) is a leading economic university acting as an incubator for start-ups and the centre of science and research in Poland. For 75 years, we have been training specialists in economics, management, finance, accounting, international economic relations, analytical economics, business information technology, production engineering, and food technology. The University has approximately 11,000 students, PhD students, and postgraduate students. The educational offer covers 17 fields of study, including four in English, as well as Executive MBA Studies and Doctoral School.

The consistent continuation of development projects initiated and implemented in the past years, especially in scientific development, teaching as well as social and environmental responsibility projects, is of paramount importance to the future of our University. We are implementing 2030 Strategy as a path to a dream university – the university of first choice that is innovative and stands out in terms of science and education. Our development priorities respond to several strong megatrends, such as the transformation of economic models, climate change, the digital and climate revolution, and socio-demographic changes. The initiatives under 2030 Strategy are in line with the United Nations Sustainable Development Goals (SDGs).

We aspire to educate competences of the future and be ahead of the needs of the economy. We want to be a leading business university combining academic environment with business and economics. We want to educate based on original research grounded in economic reality. We want to be efficient and ready for the challenges of the future. We strive to achieve management efficiency and implement modern solutions. We want to be a sustainable university providing internal and external integrity.

For 75 years, we have been training specialists in economics, management, finance, accounting, international economic relations, analytical economics, business information technology, production engineering, and food technology.



11 tys.

students,
PhD students,
and postgraduate
students



17

fields of study,
including
4 in English



OUR VISION

UNIVERSITY OF BUSINESS – LEADER OF CHANGES

- Stand out in the region and carry out original research of international importance
- Develop the competences of the future in a modern way
- Be a valued business partner as a source of talents, competences, and knowledge
- Be an attractive working and development environment for the most talented and committed employees
- Rely on the organisation and technologies of the future

OUR MISSION

WE CREATE EXPERTS AND BUSINESS LEADERS BY ESTABLISHING AN ENVIRONMENT FOR THE DEVELOPMENT OF KNOWLEDGE, SKILLS AND COMPETENCES OF THE FUTURE

- The University campus as a place for open debate and shaping the future
- The university as a community of people involved in changing the world by means of science and new human resources
- Development in harmony with the environment for a better world

THE MOST POPULAR UNIVERSITY OF ECONOMICS IN POLAND

■ The 2021 recruitment data provided by the Ministry of Education and Science has once again confirmed that WUEB is popular among candidates for full-time first-cycle degree programmes. We offer four out of the eight most popular full-time first- and second-cycle degree courses in Poland (according to the total number of candidate applications): management, computer science, economics, and finance and accounting. We are the sixth in the country and the first among public economic universities in terms of the number of candidates wishing to study with us (4.9 candidates per place). This is no coincidence: we have state-of-the-art educational programmes and, above all, highly qualified staff committed to working with students.



RECRUITMENT OF CANDIDATES IN 2021

50%
DOLNOŚLĄSKIE

10%
ŚLĄSKIE

8%
WIELKOPOLSKIE

32%
OTHER

Our students are mostly from outside Wrocław, from the three provinces: Dolnośląskie, Śląskie, and Wielkopolskie. This shows that we have an impact on the education of future leaders from the area covering a substantial part of our country

STUDENTS
FROM
WROCŁAW
1,900

1
WROCŁAW

2
ZIELONA
GÓRA

3
CZĘSTOCHOWA

4
LUBIN

STUDENTS
FROM
THE REGION
7,562

5
LEGNICA

6
OPOLE

7
OŁAWA

8
WAŁBRZYCH

9
ŚWIDNICA

WUEB VALUES:
 Community
 Truth
 Freedom
 Responsibility
 Innovativeness
 Perfection
 Entrepreneurship



DEKLARACJA SPOŁECZNEJ
ODPOWIEDZIALNOŚCI UCZELNI

■ The university as a place for the creation and transmission of knowledge in the reality around us and nurturing academic values



HR EXCELLENCE IN RESEARCH

■ The charter of rights and responsibilities for researchers, institutions that employ them, and organisations that provide research funding

PRME

an initiative of the
United Nations Global Compact

■ PRME's vision is to achieve the 17 Sustainable Development Goals through responsible management education



**KARTA
RÓŻNORODNOŚCI**

KOORDYNOWANA PRZECZ
FORUM ODPOWIEDZIALNEGO BIZNESU

■ Promoting diversity and equal opportunities in employment, regardless of gender, race, sexual orientation, ethnicity, age, disability, and religion





WUEB ON THE ROAD TO CORPORATE SOCIAL RESPONSIBILITY

■ The values espoused in 2030 Strategy shape our actions and determine the paths for our development. Responsibility is one of our core values. We want to be socially responsible and have an impact on the environment by educating responsible business leaders. For many years, WUEB has pursued a policy of social responsibility as a signatory to many national and international documents on the environmental impact and social responsibility of universities. Given the need to operate sustainably and responsibly and striving to communicate our values to all of our stakeholders, we create regulations covering sustainability, ethics, and diversity in management. National and international accreditations and certifications are crucial to our development as they confirm the quality of education, research, and operations of the University as an institution. External expert assessments allow us to continuously and consistently improve our University.

On 16 November 2017, we signed the University's Social Responsibility Declaration. We have committed to all twelve principles. They include, among others, broadening our curricula to include ethics, corporate social responsibility, sustainability, and social innovation, reducing the negative impact of the activities of the university community and its stakeholders on the natural environment in all its dimensions as well as engaging in

dialogue with stakeholders on the priorities of the university's social responsibility policy and communicating its results. In 2017, WUEB received the prestigious HR Excellence in Research award from the European Commission. This is a quality label awarded to institutions that implement the principles of the European Charter for Researchers and the Code of Conduct for the Recruitment of Researchers. It recognises the University's efforts in creating a friendly working environment, the opportunities for research career development, and the transparency in recruitment. It demonstrates the transparency of our operations and adherence to forty principles outlined in the certificate.

In 2019, we joined the Principles for Responsible Management Education (PRME), a UN-supported international initiative established in 2007, serving as a platform to raise sustainability issues in universities around the world, helping business students to understand the matter, and preparing them to make a difference in the future. PRME's vision is to achieve the Sustainable Development Goals through responsible management education, and its mission is to transform business and management education and create responsible leaders of tomorrow.



■ Other important initiatives of the University include receiving ECHE (Erasmus Charter for Higher Education), membership of the Conference of Rectors of Academic Schools in Poland (CRASP), and membership of international organisations (including AACSB, CEEMAN, AMBA, EFMD, and EUA) that bring together higher education institutions worldwide and set international standards for socially responsible education.

We are so different but equal. Equality is very important to us. By decision of the Vice-Chancellor of WUEB, in March 2022, the Ombudsman for Anti-Discrimination and the Ombudsman for Equal Treatment were appointed. This is an important support for our whole community and a step towards spreading tolerance and equality regardless of gender, race, origin, and religion.

On 11 April 2022, WUEB, represented by His Magnificence Professor dr. hab. Andrzej Kaleta, deputy vice-chancellors, and Chancellor Magdalena Janowicz, signed the Diversity Charter. This is an international initiative implemented in 18 countries of the European Union.

It has been present in Poland since 2012 and is coordinated by the Warszawa Responsible Business Forum. The Diversity Charter is in line with the WUEB's vision and mission. It will serve as a tool for the implementation of the strategic priorities enshrined in 2030 Strategy. As a signatory to the Charter, we have committed ourselves to creating and promoting solutions to ensure diversity in the working and learning environment, taking action for social cohesion and equality, counteracting discrimination, conducting a dialogue with employees on the adopted diversity management policy, and reporting annually on the actions taken and their practical results. We have established the Team for Equal Treatment and Anti-Discrimination and appointed the relevant ombudsmen. We develop a gender equality policy and co-organise events that promote discussion on anti-discrimination.

In April 2022, the Vice-Chancellor of WUEB established the Vice-Chancellor's Social Impact Committee whose aim is to cooperate with the Social Impact Manager in defining activities that have an impact on society and all stakeholder groups of our University.





dr hab. Magdalena Rojek-Nowosielska,
Professor at WUEB

Sustainable Development Goals of the Wrocław University of Economics and Business

■ At the United Nations' New York Summit held in 2015, leaders of UN member countries signed a document entitled "Transforming Our World: the 2030 Agenda for Sustainable Development." This was the starting point for conscious shaping of sustainable living and development conditions for today's and future societies. The key targets were incorporated into 17 goals addressing critical areas of life on Earth.

This report presents our modest contribution to this noble initiative. We know that every action, even the smallest one, multiplied through the efforts of other organisations, represents a tremendous force on the road to a better, healthier, and more peaceful life. The first two SDGs address poverty and hunger, drawing attention to the need to extend support to those members of the community who find it difficult to overcome contemporary barriers to accessing basic goods and services that guarantee a dignified life.

Our University recognises these problems offering financial and in kind support to students, employees, their families, and people not directly connected with WUEB. Thanks to the cooperation with non-governmental organisations, we can also reach out to people outside our University. SDG 3 (Good health and well-being) addresses diseases and their triggers by promoting access to medication, vaccinations, appropriate education, and increased awareness. WUEB seeks to promote it by supporting and encouraging sports and healthy lifestyles. As education is the University's core business, SDG 4 (Quality education) manifests itself in a number of initiatives targeted at a wide range of stakeholders. We also celebrate many achievements of our students in this respect. SDG 5 and SDG 10 address inequalities. The former specifically focuses on gender and inequalities in this respect. The latter also covers other factors that can lead to inequality. Our report identifies measures directed to specific groups, such as retired employees, people with disabilities, foreign students, first-year students, and women.

SUSTAINABLE DEVELOPMENT GOALS



There are also several goals that address environmental matters, each focusing on a distinct area of concern: SDG 6 (Clean water and sanitation), SDG 7 (Affordable and clean energy), SDG 13 (Climate action), SDG 14 (Life below water), and SDG 15 (Life on land). Our actions in the past years are in line with these goals. Another set of goals (SDGs 8, 9, 11, and 12) concerns economic issues. They focus on making the right economic decisions that protect the existing resources and help to develop infrastructure, technologies, and processes, contributing to the development of innovative solutions for sustainable and responsible production and consumption. The last two goals – SDG 16 (Peace, justice and strong institutions) and SDG 17 (Partnership for the goals) – are of particular importance in the face of the war in Ukraine. Our University has been actively involved in supporting these areas.

The overwhelming response from our staff and students evident in their willingness to help Ukrainians in need fills us with optimism and

encourages us to do more. We do not only donate material resources, but also offer to help them acclimatise more quickly to Poland – by teaching them the language, for example.

By providing examples of how we implement the Sustainable Development Goals, we agree to abide by this noble declaration and intend to continue to promote the idea of development in a spirit of responsibility, awareness, and courage in shaping a better tomorrow for us and for generations to come.



SDG 1: END POVERTY IN ALL ITS FORMS EVERYWHERE



FINANCIAL SUPPORT TO EMPLOYEES

Our employees can benefit from the wide range of support. Members of the WUEB Loan and Benefit Fund can obtain long-term loans. Employees can also receive holiday subsidies for themselves and their families, paid out twice a year. Retired WUEB employees belonging to the Polish Teachers' Union, the WUEB Independent Self-Governing Trade Union "Solidarity," the Lux Scientae, or the Independent Self-Governing Trade Union "Solidarity '80," can benefit, among others, from subsidised holidays and rehabilitation trips. Material support for recipients of pensions who are former WUEB employees is also provided by the Employee Benefit Fund.

NEED-BASED GRANTS

A need-based grant may be awarded to a student who is in a difficult material situation, i.e. whose income per person in their family does not exceed the statutory income threshold. In the last five years, we have awarded 23,700 need based grants worth PLN 18.5 million. We have also provided support to PhD students with 293 need-based grants worth a total of PLN 260 thousand.

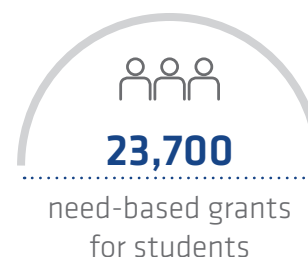
GRANTS FOR PEOPLE WITH SPECIAL NEEDS

Students and PhD students may receive a grant for people with special needs provided that this is their first field of study under first- and second-cycle or long-cycle degree programme. To be entitled to a grant, they only have to present a disability certificate.

In the last five years, we have awarded 5100 grants to students with special needs worth over PLN 2 million. We have also provided support to PhD students with 244 grants worth a total of over PLN 100 thousand.

FINANCIAL SUPPORT TO STUDENTS

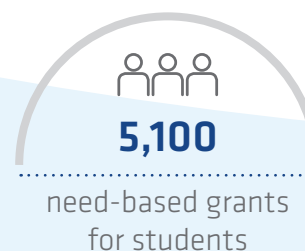
Our University runs a student benefit fund allowing students to apply for special financial support. The financial benefits are designed to level the playing field for all our students and help them in difficult life situations.



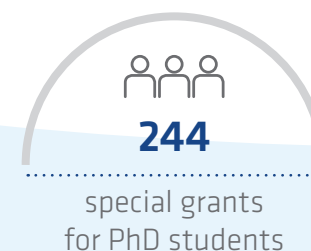
PLN 18.5 million



PLN 260 thousand



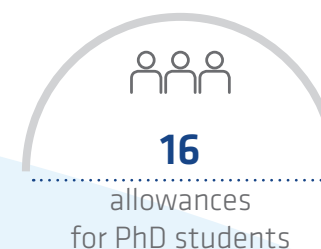
PLN 2 million



PLN 260 thousand

ALLOWANCES FOR STUDENTS

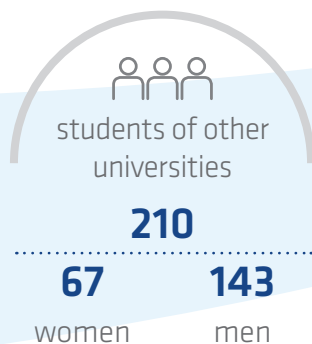
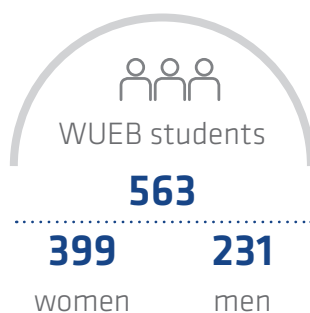
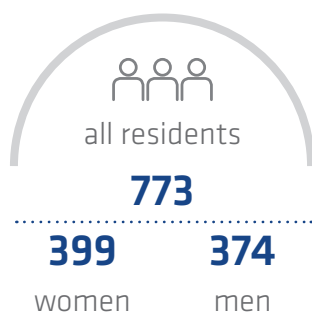
Our students who are in a difficult life situation can receive allowances. In the last five years, we have granted 33 thousand allowances worth over PLN 22.7 million. We have also provided support to PhD students with 16 allowances worth a total of over PLN 38 thousand.



PLACES IN HALLS OF RESIDENCE

There are two halls of residence located on the University campus. This is a great convenience for our students. Rental prices are very competitive allowing students to reduce their cost of living in Wrocław. Places in the halls of residence are also available to employees and guests of the University.

2021





WUEB AND NOBLE GIFT

Our employees are actively involved in helping people in need of special support at difficult times in their lives. Our entire community has joined the Noble Gift campaign sending Christmas parcels to poor families throughout the country. Many of our employees from Wrocław and Jelenia Góra contributed to it.

WIELKA DRAKA DLA DZIECIAKA

Wielka Draka dla Dzieciaka is the largest student charity project in Poland organised by the WUEB Polish Students' Union. The events held during the project include charity concerts, student comedy episodes and others. For the past five years, we have cooperated with the Polsat Foundation raising money to help their children in care.





SDG 2: END HUNGER, ACHIEVE FOOD SECURITY AND IMPROVED NUTRITION, AND PROMOTE SUSTAINABLE AGRICULTURE



COMMUNITY FRIDGES

Our halls of residence (DS Ślężak and DS Przegubowiec) have launched community fridges available to students in need and their families. They can be accessed by both students wishing to share their food and those in need. The offer is directed particularly to those who have found themselves in a difficult situation due to the war in Ukraine.



Everyone's first instinct, based on social sensitivity, should be to strive to eradicate hunger. We want to educate responsible leaders who will care for the social good in their future professional activity and take active measures to solve world hunger.





SDG 3: ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES



SPORTS CENTRE

We care for the mental well-being and fitness of our students and staff. The University's Physical Education and Sports Department is a multi-purpose unit allowing students to participate in sports activities as part of their compulsory classes. The University adapts the study programme to the individual needs and expectations of the students, providing them with the opportunity to choose from a variety of sports. The halls and swimming pool can also be used by students and employees after classes.

WROCŁAW ACADEMIC RUN

The Wrocław Academic Run is a race held since 2015 on the initiative of our community. It continued even during the pandemic (with restrictions imposed by the Chief Sanitary Inspector in place). The organisers of the Wrocław Academic Run include the WUEB Student Government and the Students' Cultural and Sports Information Centre operating at the WUEB Student Government. The mission of the initiative is to spread sport and culture among our students.

We also move beyond the WUEB academic community, reaching out to all students and residents of Wrocław. In fulfilling our mission, we organise events on a wide range of topics, allowing participants to discover new passions and facilitate their access to cultural and sporting institutions. The run is both a sporting and charity event. The main objective of the 2022 edition was to raise as much money as possible for the treatment of Staś, our 3-year-old child in care struggling with a number of illnesses.





VACCINATION CAMPAIGN

We offered our employees participation in a flu vaccination programme in previous years and took many efforts to ensure the safest possible conditions for working and studying during the COVID-19 pandemic. Classes were held remotely and the university installed many dispensers with disinfectants, thermometers for non-contact body temperature measurement, walls to separate employees, and barriers to keep a safe distance.

We encouraged our students and staff to take advantage of the opportunity to be vaccinated against COVID-19. Also, a special bus was parked on the campus providing comfortable conditions for vaccination.

78%

vaccinated
students

88%

vaccinated
PhD students

90%

vaccinated
employees





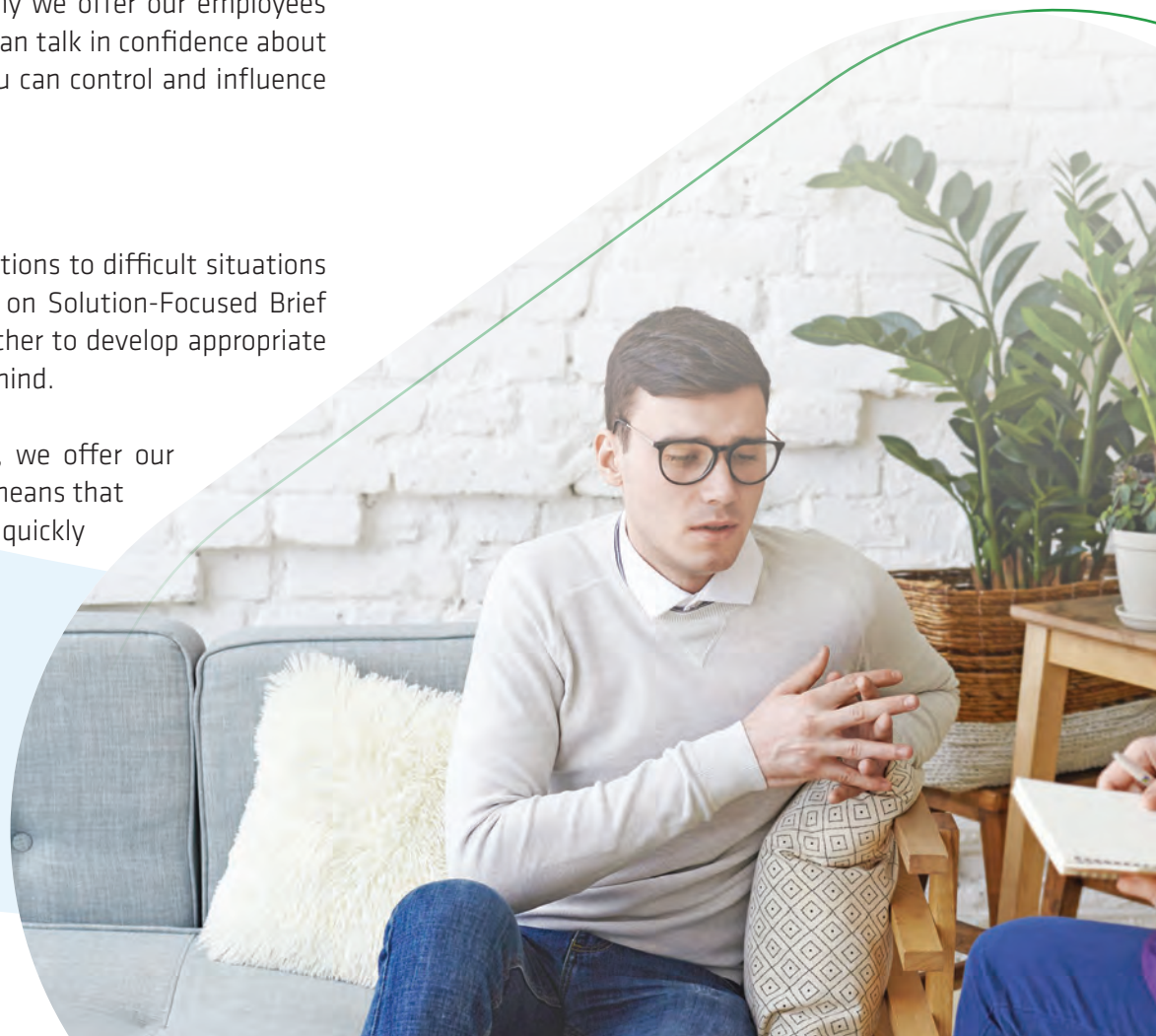
PSYCHOLOGICAL SUPPORT FOR EMPLOYEES

Crisis intervention is a form of psychological support for those who are in a difficult life situation. Anxiety, feelings of helplessness, and despair adversely affect our ability to assess reality and prevent us from finding a constructive solution. Methods for coping with difficulties that we have available on a daily basis may prove insufficient. This is why we offer our employees psychological support. During a meeting with a psychologist, you can talk in confidence about your problems and difficulties, articulate your fears, learn how you can control and influence them, and find the solution to your problem.

PSYCHOLOGICAL SUPPORT FOR STUDENTS

We offer our students therapeutic counselling helping to find solutions to difficult situations that young people often struggle with. The meetings are based on Solution-Focused Brief Therapy and their aim is to diagnose the situation and work together to develop appropriate solutions. All meetings are held with confidentiality and safety in mind.

If the situation has to be analysed from different perspectives, we offer our students therapy sessions. We work on a short-term basis, which means that we set the goals jointly with the student and try to achieve them as quickly as possible, making maximum use of existing resources.





MENTAL HEALTH DAYS

In October 2018, the Mental Health Days took place in Wrocław. The event was held as part of the “Ocena kondycji psychicznej” [Assessment of Mental Condition] project and financed by the National Health Programme 2014–2020 (Operational Objective 3: Prevention of mental health problems and improvement of mental well-being of society). It was implemented by the Time Space Identity Association and WUEB was one of its organisers. The event included lectures and workshops on depression, eating disorders, anxiety, and professional burnout. The target group included students and university teachers.

WUEB PLAYS WITH THE GREAT ORCHESTRA OF CHRISTMAS CHARITY

For many years, we have been playing together with the Great Orchestra of Christmas Charity. It is a beautiful initiative that we strongly support. During the GOCC Finale in 2022, you could bid for a special invitation to celebrate the 75th anniversary of our University.



Prof. dr hab. Andrzej Kaleta

3 GOOD HEALTH
AND WELL-BEING



WAMPIRIADA

Wampiriada [Vampire Cup] is one of the flagship projects of the Independent Students' Association (NZS). It is a nationwide campaign promoting honorary blood donation. It does not only encourage the academic community to donate blood, but also promotes charity and a healthy lifestyle and addresses important issues, such as shortage of blood for transfusion and saving human life, raising awareness in this respect. WUEB NZS holds as many as three editions of Wampiriada a year – in spring, autumn, and winter.

3 editions
of Wampiriada
a year

In spring,
autumn,
and winter

This improves the chances of those in need getting help and raises awareness of how valuable and important it is to help others.





SDG 4: ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL



International
accreditation
is a priority task in the
internationalisation
of WUEB

Accreditation processes
contribute to the continuous
improvement
of our University



EXTERNAL ACCREDITATIONS

To ensure high quality education, the University obtained international institutional accreditation. The accreditation is carried out by the Division of the Deputy Vice-Chancellor for Accreditation and International Cooperation. The processes are coordinated by the Centre for International Cooperation headed by dr Anna H. Jankowiak.

Between 2016 and 2022, the University obtained IQA CEEMAN, EUA IEP, AMBA, EDAMBA, and HR Excellence in Research. The key task now is to obtain the most prestigious accreditation for business schools – AACSB. WUEB was the only university in Poland to host accreditation seminars together with AACSB and was chosen by CEEMAN to act as its partner for its annual conference held in September 2019.

International accreditation committees emphasise the high quality of education, the comprehensive approach to meeting students' needs, and the enrichment of their overall academic experience. Students' involvement in organisations and students research circles, including those with an international focus, is also highly rated. Two fields of study at WUEB (Finance and International Business) were awarded the EFMD accreditation.

There is also an obligation for various fields of study to obtain national accreditation awarded by the Polish Accreditation Committee. In the academic year 2020/2021, the Polish Accreditation Committee passed resolutions to grant a positive assessment to all the examined fields of study, namely economic analytics, logistics, and economics.



DEVELOPMENT OF STUDENT RESEARCH ACTIVITIES

As enshrined in our mission statement, we educate experts and business leaders by establishing an environment for the development of knowledge, skills, and competences of the future. The quality of the studies we offer is a key indicator of our performance that is constantly monitored. We want to provide our students with a unique study offer and support their academic activities. Students have access to databases, textbooks, and journals in open access.

WUEB has 18 students research circles allowing students to pursue their scientific passions and acquire the necessary knowledge. Substantive supervision of the activities of the circles is provided by the University's research and teaching staff. The scientific and organisational activities of the circles are financed by the Student Government which receives funds from the University budget. The circles are very active and achieve successes at a local, national, and even international level.



9 thousand

online journals



133

online bases



72 thousand

e-books



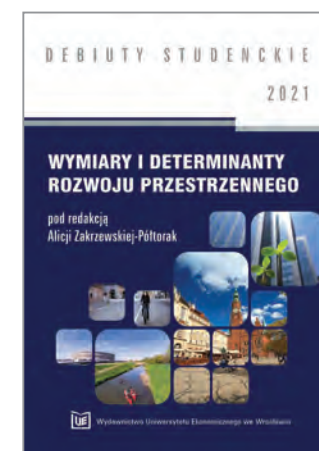
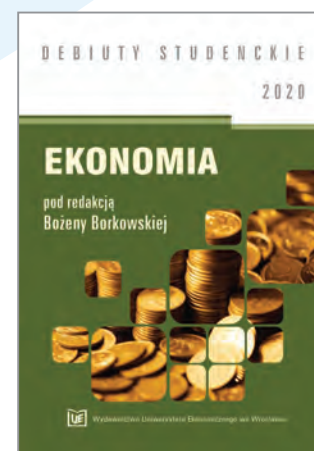
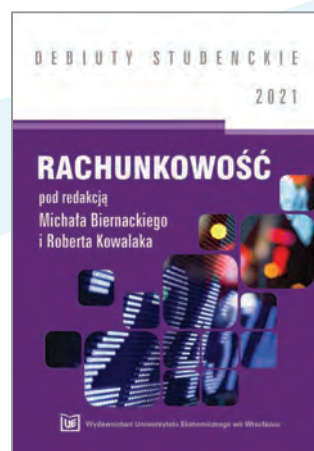
18

students
research circles





The students research circles result in numerous student conferences and scientific articles published in the special series “Debiuty Studenckie” [Student Debuts].





VICE-CHANCELLOR'S SCHOLARSHIP

The Vice-Chancellor's scholarship for the best students may be awarded to a student who has achieved a high grade point average during the year of study or has scientific or artistic achievements or high results in international or national sports competition. The Minister's scholarship may be awarded to a student/ PhD student who has outstanding scientific or artistic achievements related to their studies. PhD students may also apply for an increased scholarship from the earmarked subsidy for financing quality-focused tasks. WUEB students and staff may benefit from an additional scholarship under the Santander Universidades Programme donation. It is an individual award serving as an incentive and financial support and for students, PhD students, and employees who stand out for their social involvement, commitment to initiatives at the University, and special achievements in their studies and non-academic activities. In the last five years, we have awarded 451 Vice Chancellor's awards worth over PLN 855 thousand. We have also granted 1396 awards to PhD students worth a total of over PLN 805 thousand.



451

Vice-Chancellor's
awards

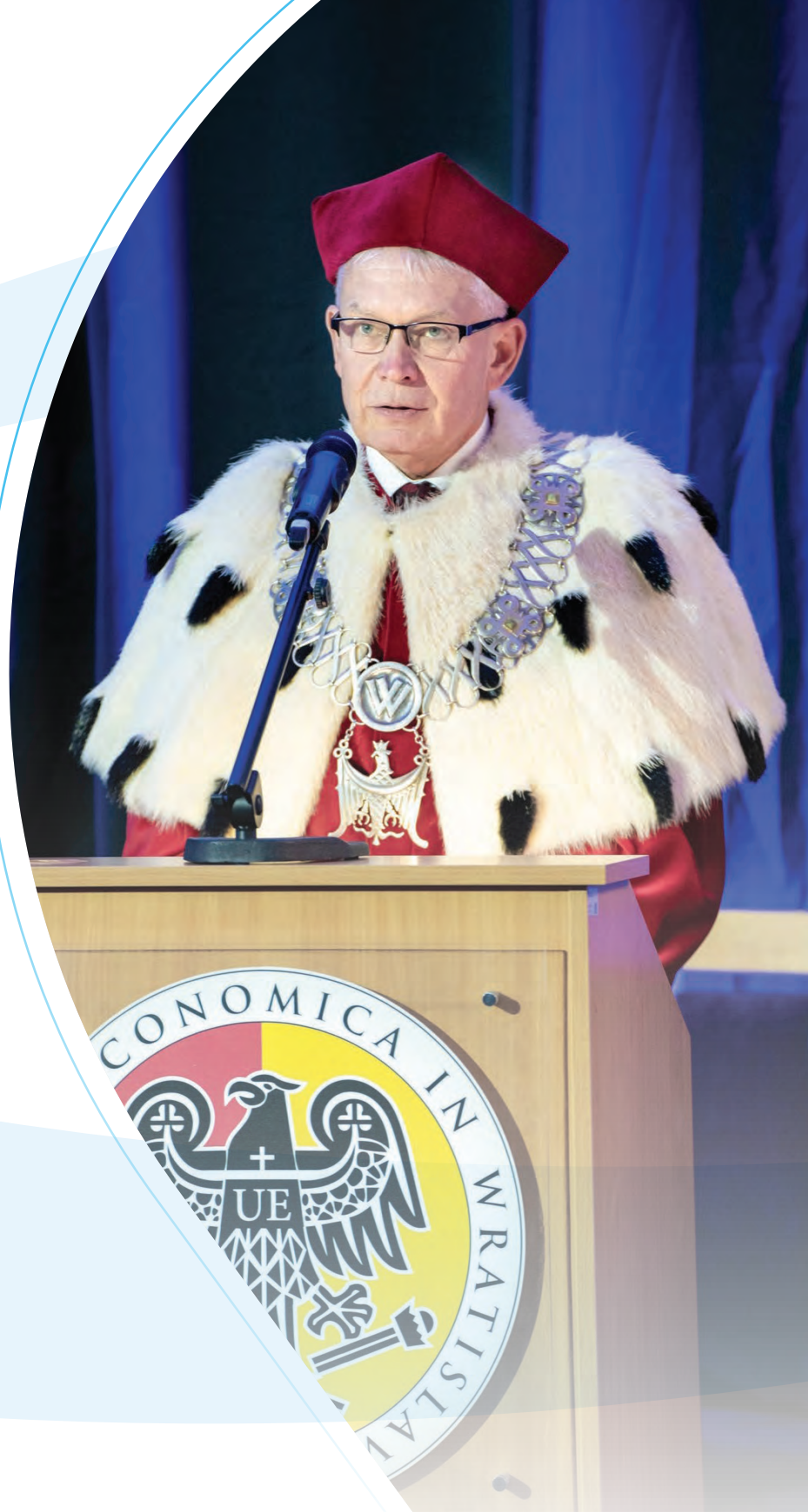
**PLN 855
thousand**



1396

awards
for PhD students

**PLN 805
thousand**





VICE-CHANCELLOR'S AWARDS FOR ACADEMIC STAFF

Each year, our employees can apply for the Vice-Chancellor's Award in the form of a cash bonus. Each employee can receive an award in the following categories:

- for achievements in scientific activities,
- for achievements in educating and upbringing of students or educating PhD students,
- for organisational achievements.

THE VALUE OF THE VICE-CHANCELLOR'S AWARD DISBURSEMENTS FOR THE LAST 3 YEARS IS PLN 3.36 MILLION

- for achievements in scientific activities
- for achievements in educating and upbringing of students or educating PhD students
- for organisational achievements

PLN 3.36 MILLION



183



162



154





INDIVIDUAL COACHING

We also offer our employees individual coaching sessions with a psychologist. The offer is addressed to WUEB teaching employees who wish to develop their competences, achieve a desired goal, or make a change in their functioning in a chosen field and professional context with the support of a coach.

CONTINUOUS DEVELOPMENT OF COMPETENCES OF THE FUTURE

Competences of the future are a set of features that increase the employment of individuals. They combine knowledge, skills, attitudes, qualities, and motivations required by employers in a long-term perspective. WUEB develops competences of the future in the following areas: cognitive, interpersonal, systemic, and interdisciplinary. Competences of the future result from the analysis of megatrends and expectations of the global higher education market.

During the first edition of the “Kompetencje Przyszłości” [Competences of the Future] programme organised by the WUEB Business Cooperation Centre, numerous training courses and workshops were held between October 2019 and January 2020. The main objective of the programme was to equip participants in eight competences, identified by the “Future Works Skills 2020” report as the key competences of the future.





TRAINING FOR STUDENTS AND EMPLOYEES

The university offers its students and employees a number of courses and training sessions funded internally and externally. The competency-enhancing training courses were attended by hundreds of people involved in higher education, engaged in initiatives that respond to the needs of the economy, the labour market, and society, and supporting organisational change and competence upgrading of staff in the higher education system. Training courses are provided under the following programmes, among others: Portal – Integrated Programme for the Development of the Wrocław University of Economics and Business, Competence Development Pathways, and Social Competences of the Future Graduate Programme.

ROOM FOR RETIRED PROFESSORS

We have prepared a special place to work and relax for the retired professors of our University who pass on invaluable knowledge to the students during lectures and classes. The room has been equipped with modern facilities. It serves as a meeting place for the professors so that they can keep their ties with the University.





COOPERATION WITH SANTANDER UNIVERSIDADES UNDER #LONGLIVELEARNING AND #NEVERSTOPLEARNING! PROGRAMMES!

WUEB, together with the Santander Group, has awarded 300 development scholarships for students and employees. Development scholarships help people develop digital competences that are key for employers, receive business training in sales techniques, public speaking, negotiation, and image building, and prepare to become a mentor.

BUSINESS-ORIENTED INDIVIDUAL STUDY PROGRAMME (BIPS)

The University has launched the Business-Oriented Individual Study Programme (BIPS), an innovative programme directed to talented students. It is a pilot project targeted at ambitious students in the second year of the first-cycle degree programme and the first year of the second-cycle degree programme wishing to gain unique experience through 3-term work under the supervision of an academic tutor and a business mentor. The aim of BIPS is to develop key competences during the student's work on individual and team projects with the support of experienced tutors.





Mentors

169



mentees

196

In 2022, the WUEB Student Mentoring programme was awarded a distinction in the “Super M” competition in the category of educational institutions (schools, universities), which proves its compliance with the International Standards for Mentoring and Coaching Programmes developed by EMCC.



STUDENT MENTORING

The WUEB Career Office of the Business Cooperation Centre has been implementing the Student Mentoring programme since 2011. The programme is a part of the University's strategy of personalised education. Its aim is to help a mentee build a relationship with a mentor so that they can develop their personal and professional competences and enter and effectively operate on the labour market. As the organiser, the Office is responsible for the comprehensive implementation of the process, starting from the development of programme assumptions, through planning the information and promotion campaign, and ending up with the post-completion evaluation. The last five editions of the programme have involved 169 mentors and 196 mentees.





CHILDREN'S ECONOMIC UNIVERSITY

WUEB fosters dialogue with children and young people interested in economic education, co-organising events such as Economic Children's University (EUD) and Academy of Young Economist (AME) with the Foundation for the Promotion and Accreditation of Economic Education in Warszawa. Their aim is to popularise knowledge and build economic awareness among children from an early age. Their educational offer is directed to primary schools: EUD to fifth and sixth graders and AME to seventh and eighth graders. Correspondingly, there are meetings for parents on upbringing and shaping children's attitudes. The organisation of EUD and AME is supported by volunteers (WUEB students). The role of the volunteers is to ensure the comfort of both the lecturer and the young students. During the workshops, the pupils, assisted by the students, have the opportunity to learn the rules of cooperation and good organisation and how work under time pressure. In the summer term 2019/2020, the classes of the projects were combined and held remotely on the Teams platform. The classes for children and young people focused on money creation, corporate branding, property management, product life, financial intelligence, and entrepreneurship in action.





YOUNG SCIENTISTS AT WUEB

The magic of colours, detecting the presence of proteins, testing the strength of eggshells, determining the colour of cooking oils and lots of laugh! Young Scientists have already visited the laboratories of the WUEB Faculty of Production Engineering several times as part of the summer day camps co-organised by our University. They had the pleasure to assist in many colourful, interesting, and absorbing experiments. They carried out the experiments with a great commitment and passion under the supervision of the staff of the University. This way, they made a great contribution to the progression of work and research, which will probably pay off in their adult lives; all the more so as they said at the end of the workshop, they would be happy to become our students in about 10-15 years' time.





What does the WUEB Foreign Language Study Centre do?



What do competence centres do?

How to benefit from the Erasmus+ programme?

SCHOOL OF EAGLES

The “Szkola Orłów” [School of Eagles] project is implemented as part of the Operational Programme Knowledge Education Development co-financed by the European Social Fund under the auspices of the Minister of Education and Science. The main aim of the project is to create an educational path for outstandingly talented young people, including winners of national and international subject olympiads, as well as for the best students (based on their results in the first year of study) so that they can maintain their high level of competence in the field of education thanks to the support from the University, including creating an individual study path based on tutoring and scholarships.



What is
CodersCrew?

What does the
Polish Academy
of Sciences do?

What is
InterEkon?

Who is the
doctoral school
for?

Is the library
also available
online?

Truly economic talks

The University is active in the media and social media, having an impact on the economy, the society, and knowledge dissemination. We shape relationships with our stakeholders and trying to reach as many of them as possible by building social networks on social media, such as LinkedIn and Facebook. There is also a university newsletter and blog with news and coverage of events attended by WUEB. The information on activities undertaken by the University is also communicated via the YouTube channel. A programme on the YouTube channel entitled "Rozmowy bardzo ekonomiczne" [Truly Economic Talks] hosting representatives of the academic community is our innovative idea whose aim is to build links with the environment and communicate knowledge about economics and business to the general public. We discuss the issues that are important to a wide audience, popularising knowledge in economics, finance, and management.





LOWER SILESIAN SCIENCE FESTIVAL

Our University is one of the leading organisers of the Lower Silesian Science Festival (DFN). Every year, we prepare several dozen scientific events for science enthusiasts of all ages. The events are coordinated by dr hab. Agnieszka Orkusz, Professor at WUEB. "Science counts!" is the watchword of the 25th anniversary edition of the Lower Silesian Science Festival to be held in September 2022. To date, more than 30 thousand events with more than 1.5 million participants have been organised as part of DFN.



LET ME BEE

SUCCESSES OF ENACTUS STUDENTS

The international successes of the WUEB Enactus Circle are an excellent example of our effectiveness in what we do. “Needle you need,” an innovative project awarded in the final of the Enactus Poland 2017 competition, was based on the cooperation of students, participants of the University of the Third Age, Wrocław Senior Clubs, and Łucznicz. Thanks to the latter, unnecessary fabric scraps were used to create unique blankets, which were very popular. This is not the only success of the circle. In 2018, it took the podium for the second time, earning the title of third best student start-up. The project entitled “Make taste not waste” is focused around food waste and living by referring to the zero waste principle. The Enactus UE Wrocław is overseen by Dr Iwona Czerska, a research supervisor.

The students created an app to reduce the amount of wasted food in catering facilities and organised cooking workshops. The circle’s third major success was winning second place with the project “Let me bee” in the national Enactus Poland 2019 competition.





The SOBER (“so be responsible”) project received funding of PLN 5,000 in the third edition of the Student Activity Fund (FAST) programme. As much as 35 out of the 100 projects that were submitted to the organiser received funding. The aim is to raise participants’ awareness of topics close to each of us and to draw attention to new precedents that we are, probably unconsciously, involved in. Together, we want to build an informed community of young people to change the world for the better. The name of the project is a reference to the two ideas that guide us: being responsible and being sober towards the problems that arise in business, environmental protection, and social relations.

In 2021, the aim of the Enactus circle project was to fight for the welfare of beekeepers and fruit growers. It was the winner of the Enactus Poland National Competition 2021. Enactus projects have to meet special criteria, i.e. combine a business aspect with a social aspect and achieve sustainability goals. Our student Tomasz Prałat received the El Cactus Special Award for his immense contribution and commitment to the Enactus UE Wrocław team and Enactus Poland, while the PetBoom team beat their five rivals in the national stage and qualified to participate in the international stage of the competition. The team has created an online platform that facilitates animal adoptions and contact with shelters.

**Nowe domy
dla czworonogów!**

Studenci UEW stworzyli stronę internetową,
która **ułatwia proces adopcyjny zwierząt**

Na domy czekają m.in.:
Tina, Forest, Bobi i Alaska.



z pet-boom.pl





STUDENT SUCCESS IN ETHICS CHALLENGE

Our students know how to be ethical in business. A team of first-year students of Master Studies in Finance consisting of Karolina Bajorek, Michał Kazan, Tomasz Olejarski, and Michał Szczepanik took second place in Ethics Challenge, a nationwide competition to solve issues on finance ethics, organised by CFA Society Poland.

SUCCESS OF OUR STUDENT IN THE PRESTIGIOUS VERBA VERITATIS COMPETITION

The aim of the Verba Veritatis competition is to raise the level of knowledge of business ethics, corporate social responsibility (CSR), and corporate governance among young people just entering the labour market, to enable them to contribute to the building of social capital.

In 2021, mgr Weronika Kwaśnik took first place as the winner of the 16th edition of the Verba Veritatis competition for the best thesis in the field of business ethics in the master's thesis category. The thesis entitled "Wpływ działań nieodpowiedzialnego biznesu na działanie przedsiębiorstwa oraz decyzje interesariuszy" [The impact of irresponsible business activities on company operations and stakeholder decisions] was supervised by dr hab. Magdalena Rojek-Nowosielska, Professor at WUEB.

SUCCESS OF OUR PHD STUDENT IN THE "ETHICS & TRUST IN FINANCE" COMPETITION

In 2018, our PhD student Mariusz Maziarz qualified for the final round of the "Ethics & Trust in Finance" global essay competition. His paper entitled "To demand objectivity is a pipe dream"

was among the top ten highest rated out of forty entries. The "Ethics & Trust in Finance" award is intended to promote awareness of the benefits of ethics in finance among young people. It also provides an incentive to improve the quality of banking, insurance, and financial services management based on trust and integrity. The global competition for innovative ideas on ethics and trust in finance, launched in 2006, is directed to young people under 35 from around the world. Before that, mgr Mariusz Maziarz twice won the "Ethics in Finance. Robin Cosgrove Award" essay competition organised by the Polish Bank Association.





SDG 5: ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS



2022 ROK

EMPLOYEES

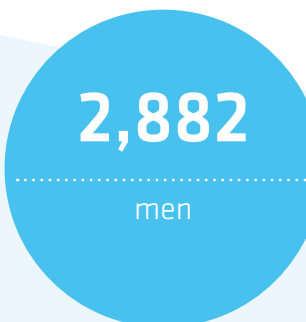
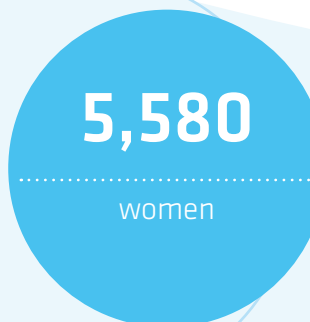
1,129

including:
705 women, **424** men,
27 people
with special
needs



STUDENTS

9,462





TEAM FOR EQUAL TREATMENT AND ANTI-DISCRIMINATION

The Team for Equal Treatment and Anti-Discrimination was established in November 2021. The Team is made up of ten people who have volunteered to work towards the dissemination and implementation of equality, diversity, tolerance, respect, and protection of human rights in and around the University community. The overarching goal of the Team is to work towards making WUEB an inclusive and safe place providing balance between personal and professional life.

OMBUDSWOMAN FOR EQUAL TREATMENT

In March 2022, by the Ordinance of the Vice-Chancellor of WUEB, dr Dorota Teneta-Skwiercz, Professor at WUEB, was appointed as the Ombudswoman for Equal Treatment. Her tasks primarily include the implementation of activities adopted by the Team for Equal Treatment and Anti-Discrimination whose aim is to increase equality among the WUEB community. Her other responsibilities include:

- initiating equal treatment solutions for the entire academic community,
- promoting and disseminating issues regarding equal treatment and diversity,
- data collection and/or research on unequal and unfair treatment,
- preparing system solutions and methods to prevent abuse in the future.

OMBUDSMAN FOR ANTI-DISCRIMINATION

In March 2022, by the Ordinance of the Vice-Chancellor of WUEB, dr Artur A. Trzebinski was appointed as the Ombudsman for Anti-Discrimination. His tasks primarily include taking measures to prevent discrimination and supporting the affected persons, including:

- conducting investigations and issuing opinions on reported cases of discrimination,
- initiating and/or developing plans and procedures to counter and prevent discrimination,
- collecting examples of solutions reducing or eliminating discrimination.



SDG 6: ENSURE AVAILABILITY AND SUSTAINABLE MANAGEMENT OF WATER AND SANITATION FOR ALL



WATER SOURCES

We encourage our students and staff to drink tap water as it is perfectly safe to do so in Wrocław. We have installed drinking water sources on the University campus, which brings both environmental and economical benefits, helping us reduce the use of plastic packaging and save water.



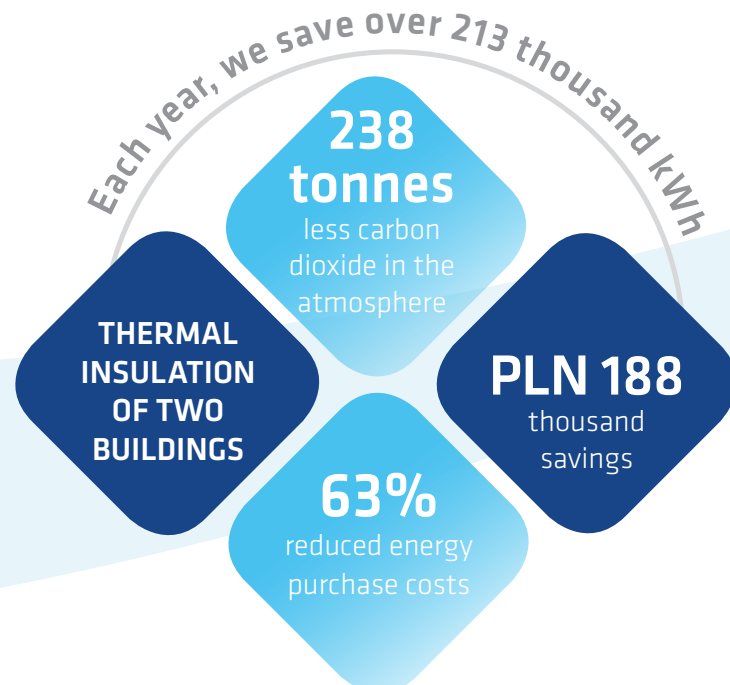


SDG 7: ENSURE ACCESS TO AFFORDABLE, RELIABLE, SUSTAINABLE AND MODERN ENERGY FOR ALL



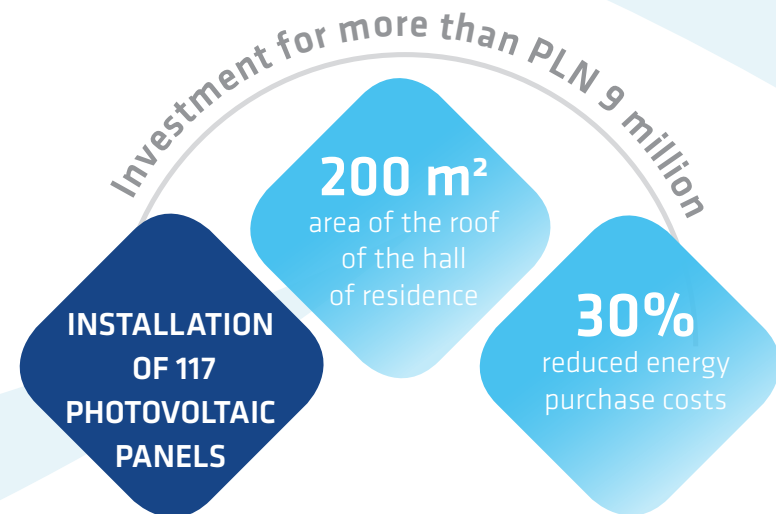
THERMAL INSULATION

WUEB has been working for many years to significantly reduce the consumption of all utilities. In connection with new investments and renovations, the opportunities to obtain energy from alternative sources are explored. Works to improve thermal efficiency have the greatest impact on reducing the energy needs of buildings. These involve insulating buildings by installing additional insulation layers and replacing windows with new ones that have low thermal conductivity values. The optimisation of the management of thermal and electrical energy for heating, cooling, ventilation, and lighting is overseen by intelligent Building Management Systems. We have also signed an agreement to use electricity from renewable sources.



ENERGY FROM RENEWABLE SOURCES – PHOTOVOLTAIC PANELS

In pursuit of our sustainability goals, we have made investments of more than PLN 9 million over the past few years. The largest project was the installation of 117 photovoltaic panels on the roof of our hall of residence with the area of 200 m². The installation will cover 30% of our annual electricity needs. The activities are coordinated by the Chancellors: Magdalena Janowicz and Wiesław Witter.



7 AFFORDABLE AND CLEAN ENERGY



LED LIGHTING

In addition to thermal efficiency improvement, the replacement of traditional lighting with LED-based solutions is of considerable importance for reducing costs. In recent years, the University has carried out the following measures in this regard:

- Upgrading the external lighting of Campus A and the area around Ślężak Hall of Residence (reducing energy consumption by around 20%)
- Partial modernisation of the internal lighting of the Ślężak Hall of Residence (replacement of fluorescent and incandescent luminaires with LED luminaires)
- Modernisation of the lighting of the swimming pool basin at the Physical Education and Sports Department (significantly increasing the efficiency of the lighting and reducing the costs of electricity consumption by approximately 15%)
- Modernisation of the sports hall lighting at the Physical Education and Sports Department (reducing electricity consumption by approximately 30%)

Modernising
our buildings

Annually,
we save over
**213,000
kWh**



Every year,
we save
70 trees



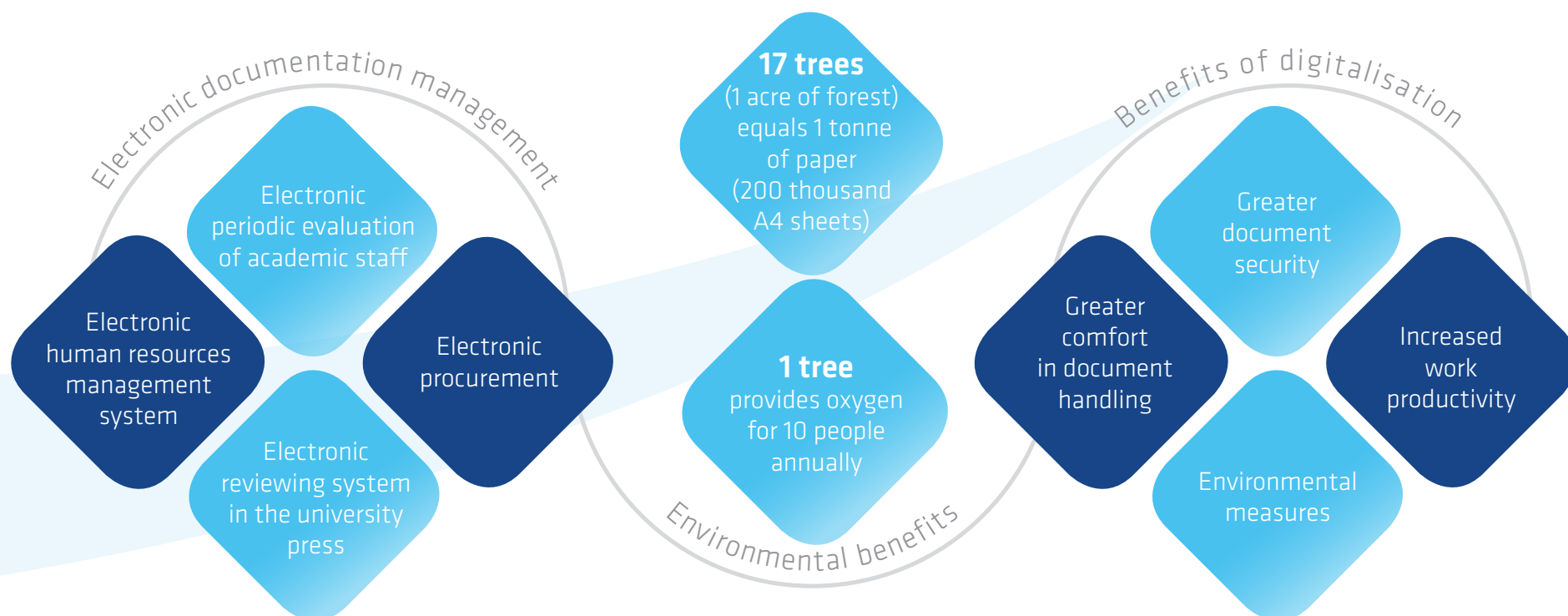
Annually,
this provides
oxygen for
700 people

DIGITISATION OF DOCUMENTS

The reduction of paper consumption is an extremely important challenge we face. This is one of the priorities for our entire community. We strive to reduce paper consumption through electronic records management and the “Erasmus without paper” project.

Our students do not have to print their theses any more, which has brought enormous environmental benefits. This way, in one year alone, we save around 800 thousand sheets, or nearly 4 tonnes of paper. Each tonne of paper equals 17 trees, which means that we save almost 70 trees each year producing oxygen for 700 people a year.

Over the past few years, we have converted many paper documents to electronic formats. Thanks to the use of an electronic human resources management system, annual PIT returns and payroll reports of are sent to our employees through the system as a downloadable file and they can also use one of its functionalities to submit a leave request. We have also introduced electronic periodic evaluation of academic staff and electronic procurement. We send accreditation reports using data carriers only and collect data in the cloud. Reviews of articles and monographs produced in the university press are also sent only electronically, which allows us to save even more paper and ink for printers.





ELECTRONIC RECORDS MANAGEMENT

At the beginning of 2022, we started to implement the electronic records management system (EZD). This is an ICT tool designed to prepare documentation in electronic form and eliminate paper-based documentation and communication. EZD will enable us to manage documentation entirely in electronic form. The system will cover the following processes: document receipt registration, account assignment, classification and qualification of letters according to the subject file index (file set up), completion of electronic files, drawing up letters (including using ready templates of the relevant units), acceptance and signing of letters, and handling of outgoing correspondence (including producing envelopes, labels, and return receipts).

ERASMUS WITHOUT PAPER

We are also working intensively on the implementation of the “Erasmus without paper” project. The idea is to fully move away from printing documents related to student and staff mobility and introduce a fully electronic circulation of documents via a platform provided by the European Commission.

DIGITISATION OF OLD PHD THESES

We have completed the digitisation and dissemination of PhD theses of WUEB. The project was co-financed as part of the “Social Responsibility of Science – Support for Scientific Libraries” programme implemented by the Ministry of Science and Higher Education. Over a period of eighteen months, the project team has digitised 713 of the oldest PhD theses from the collections of the WUEB library, defended between 1958 and 2000 at the University of Economics (Oskar Lange University of Economics in Wrocław). The thesis descriptions and full texts have been entered into the WIR Knowledge Base resources as a separate collection.



Ministry of Science
and Higher Education
Republic of Poland

DIGITALISATION AND DISSEMINATION OF PHD THESES OF THE WROCLAW UNIVERSITY OF ECONOMICS AND BUSINESS DEFENDED IN 1958-2000

PROJECT CO-FINANCED
BY THE “SOCIAL RESPONSIBILITY
OF SCIENCE” PROGRAMME
OF THE MINISTRY OF SCIENCE
AND HIGHER EDUCATION



Wrocław University
of Economics and Business





SDG 8: PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL



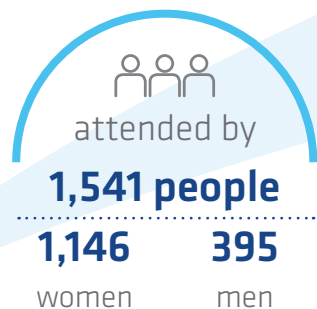
WUEB is constantly involved in the development of close cooperation between science and business. We have established the University Business Incubator (inQUBE), an innovative unit headed by Jan Jakub Cendrowski. It is a non-departmental unit operating in the Division of the Deputy Vice-Chancellor for Finance and Development, designed to support the entrepreneurial activities of the academic community: university employees, students, and graduates acting as entrepreneurs or intending to start a business in the micro, small and medium-sized enterprise sector. We actively support entrepreneurial people who are taking their first steps in the business world.



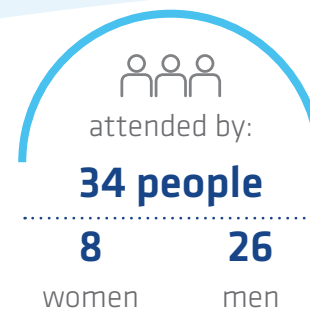


ONLY IN THE FIRST QUARTER OF 2022 IN INQUBE

22
webinars
and online
workshops



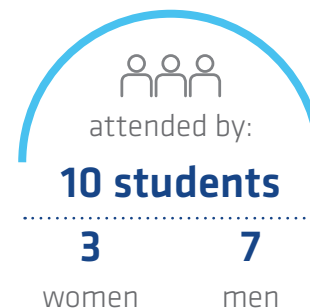
31
One-to-one
consultations
for entrepreneurs/
start-ups



Fintech
Academy
program



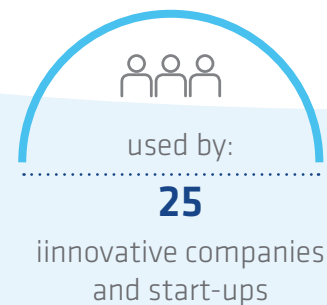
inQUBE
Academy
Program



cooperation
with APX Berlin
(start-up support
programme)



inQUBE office
and coworking
space offer





WUEB COMPETENCE CENTRES

Competence centres are interdisciplinary units designed to carry out commercial applied research and development work for entities outside the academic community, including business, administration, and NGOs, disseminate knowledge, and carry out tasks related to the social responsibility of science.

Centre
for Intelligent
Management
Systems

Academic
Research
and Development
Centre
(BioR&D)

Adaptive Food
Systems
Accelerator –
Research
Centre

Research
and Development
Centre
of the Local
Government

Process
Improvement
Centre

Centre
for Facilitation
of Innovation
Processes

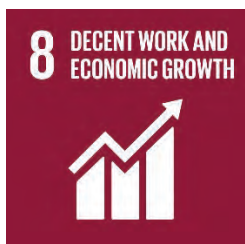
The City
Logistics Centre
(CLCentre)

Asia-Pacific
Research Centre

Green Team –
Centre
for Sustainable
Development

Virtual
Finance
Laboratory

Institute
for Sustainable
Energy
Management



ADVICE
CAREER
TRAINING
INTERNSHIP
APPRENTICESHIP
JOB

BUSINESS COOPERATION CENTRE

Each year, the Business Cooperation Centre (CWB) runs projects for students to launch their careers and continuously improve their skills. In the last five years, the CWB has implemented the following programmes:



Career guidance

Individual counselling:
3,296 counselling sessions
Group counselling:
30 training sessions,
512 participants



CWB training

2 training sessions, 443 participants

Training with companies:
36 companies, 46 training sessions,
871 participants

Training programmes (WUEB):
13 programmes, 1,418 participants



Internship programmes

1,292 students
873 internship programmes
256 companies

Subsidised amount:
PLN 11,202,408.12



WUEB also runs a university account on the JobTeaser platform. Students and graduates can use it to find dedicated offers of apprenticeship, job, and internship in line with the University's educational profile as well as information about current events. JobTeaser is an international project that can be joined by universities from different countries and companies. The companies can post information about themselves and publish offers.



Compulsory apprenticeship
(2019/2020 only)

1,739 participants

Non-compulsory apprenticeship

163 participants



Cooperation with employers

1,250 companies

meetings with employers

339

contracts signed

69

Degree Course Councils

22 companies



Job Fair

7 editions (29 editions in total)

260 companies

Career Challenge

4 companies, 7 meetings,

256 participants

Job placement (JobTeaser)

4,157 offers



SDG 9: BUILD RESILIENT INFRASTRUCTURE, PROMOTE INCLUSIVE AND SUSTAINABLE INDUSTRIALIZATION, AND FOSTER INNOVATION



For years, our University has been conducting innovative scientific research related to the Green Deal, green energy, and sustainable development. Research staff members publish articles, organise scientific conferences, and receive prestigious grants related to the issue of sustainable development.

SCALINGS – THE SUCCESS OF OUR RESEARCHERS IN THE HORIZON 2020 PROGRAMME

A consortium of universities, of which our University is a member, won the research competition “Integrating Society in Science and Innovation – An Approach to Co-Creation (SwafS-13-2017)” launched by the European Commission under Horizon 2020.

SCALINGS is a project carried out as part of a competition with the idea of involving the public in the co-creation of science and innovation and promoting the recently popular field of study called Responsible Research and Innovation (RRI). The concept of co-creation and participation in the innovation process is a key category in the study. The study will take place over a three-year period in ten different European regions, and will deal with three different co-creation instruments connected with the implementation of new technologies (robotics and renewable energies). It will identify opportunities and threats to the co-participation of multiple actors (industry, governments, universities, and citizens) in the implementation of innovation as well as common and distinct aspects of the process in different European countries. On the part of the University, the project is supervised by dr hab. Bożena Ryszawska and implemented by dr hab. Tomasz Słoński, Professor at WUEB and dr Karolina Daszyńska-Żygadło.





EC2 IN HORIZON 2020

Energy Citizenship and Energy Communities for the Clean Energy Transition (EC2) is another European research project under Horizon 2020 carried out by our University. It is an interdisciplinary project, normative in nature, being in line with the WUEB's European Green Deal strategy. The overarching goal of the project is to explore the growing role of energy citizenship and energy communities in the energy transition. The project fits into the development of a low-carbon, closed-loop economy in EU countries. The project will develop a clear conceptualisation of energy citizenship and gather actionable insights into the optimal conditions for it to flourish. It places a special focus on the role of energy communities and how their set-up can help (or hinder) the creation of energy citizens. The insights gained will lead to policies, tools and practices that will support the sustainable, just, inclusive transition to a low-carbon society with citizens at the centre. On the part of the University, the project is supervised by dr hab. Bożena Ryszawska, Professor at WUEB.

MEETING ON THE ORGANISATION OF CONFERENCES DESIGNED TO PROMOTE GREEN DEAL IDEAS

The European Commission's Regional Representation in Wrocław and WUEB have agreed to jointly organise two conferences in 2022 to popularise the ideas of the Green Deal. Both events will be attended by representatives of the academic community, business, and local government from Poland and Lower Silesia. Details of the events were discussed by Director Jacek Wasik, the European Commission's Regional Representation in Wrocław, Professor Andrzej Kaleta, the Vice-Chancellor of WUEB, and Professor Bogusława Drelich Skulska, the Deputy Vice-Chancellor for Accreditation and International Cooperation.





Under the agreement, on 22 April 2022, the Conference on the Future of Europe, a unique event accompanied by workshops, was held at WUEB. The conference was organised jointly by WUEB and the European Commission's Regional Representation in Wrocław. The workshops were held in groups consisting of 20 participants and involved the discussion on the future of Europe. Each group, made up of students and secondary school pupils, worked under the guidance of an experienced facilitator from Team Europe. The discussion covered the following topics: (1) The costs of (in)equality. On the prohibition of discrimination in the labour market and beyond; (2) How does the Union speak to young people? The European Union's actions in the field of youth policy; (3) The future shape of the European Union – more members or better quality?

CSR SCIENTIFIC CONFERENCES

„Społeczna odpowiedzialność organizacji. Zysk vs. dobro wspólne” [Social Responsibility of Organisations. Profit vs. the Common Good] is a cyclical scientific conference that provides a platform for the exchange of experiences, discussions, and scientific inquiries within the framework of CSR issues. In 2018, the conference celebrated its 10th anniversary. On the first day of the conference, an expert debate on PRME issues was held. The conference was initiated and co-organised by dr hab. Magdalena Rojek-Nowosielska, Professor at WUEB. This conference was organised jointly with befriended universities: the Warsaw School of Economics and the Poznań University of Economics.

The growing interest in sustainable development is evidenced by the increasing number of conferences dealing with this topic. In 2017, the Department of Marketing Research and the WUEB Department of Economics and Business Organisation in cooperation with the Enactus UE Wrocław organised a conference entitled “Zrównoważony rozwój – przedsiębiorczość studencka – społecznie odpowiedzialna Uczelnia” [Sustainable Development – Student Entrepreneurship – Socially Responsible University]. The aim of the conference was to share research results, experiences, and good practices in the field of sustainable development.

THE MAIN THEMATIC AREAS OF THE CONFERENCE:

- Student entrepreneurship in the service of sustainable development
- Social and environmental innovation
- Corporate social responsibility
- Socially responsible university
- Sustainable development of local government units
- Cross-sectoral cooperation with respect to sustainable development





In 2018, a lecture entitled “Przedsiębiorstwo społeczne w działaniu” [Social enterprise in action] was held at WUEB. The lecture was part of the project “Firma społeczna – co to takiego?” [Social enterprise – what is that?] directed to Lower Silesian youth, implemented by the WUEB Foundation for the Development and the Academic Research Centre for Social Enterprises and co-financed by the Marshal’s Office of the Dolnośląskie Province. The lecture presented the essence and features of a social enterprise, examples of good practices, and the results of research carried out under the project examining the activities of social enterprises in the Dolnośląskie Province.

In 2019, during the international academic conference “Finance & Sustainability” organised by the Department of Corporate and Public Finance and the SCALINGS research project, a panel discussion “Energia odnawialna w miastach – współtworzenie i upowszechnianie dobrych praktyk” [Renewable energy in cities – co-creation and dissemination of good practices] was held.

The aim of the debate was to help identify chances and opportunities for the development of renewable energy, support dialogue, engage broad groups of stakeholders, and increase the efficiency and effectiveness of activities carried out in science and research in line with the University’s mission.





365 TIMING ECONOMIC CONGRESS

Since the 1990s, research related to the emergence and development of ecological economics theory has been conducted at WUEB. The research initiated at that time created the conditions for the emergence and development of interdisciplinary scientific research dealing directly with contemporary problems, such as energy transition, availability of clean water, and clean air.

The economic management of these resources is now possible thanks to co-operation between local government, business, and science. 365 Timing Economic Congress is another extremely important event held by our University. The meeting brings together representatives of the local government, business, and science. The event is organised jointly by WUEB and the Lower Silesian Development Fund as part of the strategic partnership with the Dolnośląskie Province. The 20th anniversary congress in 2022 was held under the banner “Bezpieczeństwo energetyczne a zielona gospodarka. Technologia i innowacje jako kluczowe czynniki rozwoju oparte na wiedzy” [Energy security and the green economy. Technology and innovation as key drivers of knowledge-based development].

The congress programme included topics such as the European Union’s energy security, energy transition, renewable energy sources, modern transport, the finalisation of green investment processes, and economic and social environmental entrepreneurship, including start-ups.





“IMPAKT DOLNY ŚLĄSK” – THINK TANK REVIEW

WUEB is the only state university of economics in Lower Silesia to be the centre of scientific research and cooperation with local business. As enshrined in our mission statement, we create experts and business leaders by establishing an environment for the development of knowledge, skills, and competences of the future. As part of our 2030 Strategy, we create expert units to serve society as a whole. In 2020, a WUEB think tank was launched. The chairman of the Think Tank Council is dr hab. Bogusław Półtorak, Professor at WUEB. The aim of the organisation is to identify challenges and provide up to-date analyses of particular importance to the society of Wrocław, Lower Silesia, and Poland based on the results of research conducted at WUEB as well as to initiate discussions on economic issues and create solutions in the area of knowledge transfer between the scientific sector, public entities, and businesses. The think tank publishes the results of its activities in the quarterly “Impakt Dolny Śląsk. Przegląd Think Tanku UEW.” The second issue of 2022 was entirely on corporate social responsibility issues.






BUSINESS PROCESS SIMULATION CENTRE

At the beginning of the 2020/2021 academic year, an innovative teaching and research facility, built and launched with the support of EU funds, was put into operation on the WUEB campus. The Business Process Simulation Centre (CSPB) is an interactive computer laboratory for designing, modelling, visually simulating, and improving business processes using the latest computer and audiovisual technologies, including integrated AV signal management systems and Virtual Reality (VR) technology, and an integrated access control and virtual reception system. The main task of CSPB is to support educational processes in all forms of studies, training sessions, and courses organised by WUEB. The facility is also used as an interactive simulation environment for scientific research and the University's business environment projects. With its technological solutions, CSPB is undoubtedly a unique project on a national and even global scale.

The building has a modular structure made up of a set of nine interconnected containers– mobile spatial systems that form a single level. The facility is divided into two utility zones: the process design zone and the VR zone. The former is used to create process models using Business Process Modelling Software systems, visually simulate them in 3D, and conduct improvement and optimisation work. CSPB uses the American FlexSim simulation design software. The second zone (VR) allows for walks through the processes and interactive participation in virtual decision games (WGD) in various roles. The zone includes six VR boxes enabling the participant to actively participate in the simulation after putting on special goggles.

The CSPB user will have the opportunity to take on the role of a manager of a large scale commercial facility in the construction industry, a food wholesaler, a production manager, or a director of a waste management plant, for example. They will also be able to learn to make decisions in the area of finance and accounting (including liquidity management, investment profitability assessment, identification of resource consumption and its valuation, and cost accounting for manufactured products/services) based on simulation results.



The originator and manager of CSPB is dr Krzysztof Nowosielski, Professor at WUEB, a scientist and educator, passionate about the use of modern technology in education and research.



The technology used allows for the free expansion of implemented games as well as the design and implementation of new ones.

However, CSPB is not only to serve educational purposes. As a unit specialising in the field of broadly understood process management with the use of the latest IT and audiovisual solutions, it is to support development activities in line with the WUEB's vision, mission, and strategy, including active cooperation with the socio-economic environment. The Centre's tasks include initiating and participating in the implementation of research and development work for business and the University, including the identification, mapping, analysis, and improvement of processes, participation in the creation of the concept of process models for new economic activities, and their interactive simulation and research supported by VR technology. The project beneficiaries include not only representatives of the socio-economic environment of WUEB, but also employees, the University's organisational units, students research circles, and student organisations.



SDG 10: REDUCE INCOME INEQUALITY WITHIN AND AMONG COUNTRIES



TACKLING DIGITAL EXCLUSION

It is possible to connect to the world from anywhere at the University via high-speed Internet. The service is free-of-charge for all WUEB students and staff members as well as other stakeholders. Every student can download a free MS Office package to use it during classes and for homework. Students also have access to free mail boxes and cloud data. Our library offers many databases available online. Students work in database environments during courses, gaining the competences needed in the labour market.

SUPPORT DURING THE COVID-19 PANDEMIC

Due to the COVID-19 pandemic lasting for two years, remote education was introduced for all degrees, fields, and courses. To this end, remote teaching platforms were developed and comprehensive training packages were prepared for instructors and students. To ensure continuity and quality of education, academic staff members were provided with e-learning tools, such as MS Teams and E-portal Moodle. The University also introduced the possibility of remote working via MS Teams and the SharePoint Environment. Conveniently for the readers, access to the library's electronic collections was expanded. Students were given the option to sign contracts remotely and submit applications electronically in the University Study Support System. The 2019/2020 academic year also saw the launch of three state-of-the-art computer laboratories, including one for creative teaching (design thinking).





THE PRESIDENT OF THE NATIONAL HEALTH FUND THANKS WUEB STUDENTS

Our students are always committed to helping others in need. Their work was recognised during the COVID-19 pandemic. We thank our students for their invaluable help in the efforts to combat the pandemic. The Vice-Chancellor of WUEB received a letter from the National Health Fund, signed by its President, Mr Filip Nowak, expressing gratitude to WUEB students for their great commitment in supporting the helpline of the COVID-19 National Vaccination Programme. We all realise how important it is to carry out a large-scale vaccination campaign and thus we are all the more glad that our students set an example.





MEETINGS WITH RETIRED EMPLOYEES

Our retired employees are still in our memories. Every year, the Main Library and other units invite former employees to meetings held at the University. This is a good opportunity to emphasise that they make the history of our community, for which we are grateful.

In 2022, one of our retired employees, Professor Stanisława Bartosiewicz, celebrated her 102nd birthday. Her meeting with the Vice-Chancellor of WUEB was full of memories and emotions.⁶⁴





SUPPORT FOR INTERNATIONAL STUDENTS

As an economic university located in the centre of Europe, we want to educate responsible leaders creating a global world. Business has long since transcended national borders. We want our students, PhD students, course participants, graduates, and employees to have the knowledge, experience, and skills to navigate in a multicultural environment. Our actions are based on the core values set out in 2030 Strategy. Tolerance, openness, and respect for diversity are our universal values, included in the WUEB Internationalisation Development Plan, we intend to follow in our international activities. We want our University to serve as a space for open scientific debate, a place of study that is free of cultural and social prejudices, and a place of work that is friendly to everyone.





Every year, our University is chosen by almost 400 foreign students from different countries and thus representing different cultures, religions, and levels of social and economic development. To find their place in our reality, they need support, especially in the initial stage of their stay in Poland.

Before the start of each term, the Centre for International Cooperation organises Orientation Days for students participating in the Erasmus+ programme or coming as Free Movers (students who pay tuition fees and do not receive a scholarship). Orientation Days include a meeting with students, a tour of the campus, and a guided tour of Wrocław's Old Town. The meeting with students is attended by the ECTS coordinator, students from the Erasmus Student Network (ESN), and staff from the International Mobility Section. The aim of the meeting is to provide information on academic and organisational matters and present the ESN's offer.

Throughout the academic year, the support for foreign students and visiting professors is provided by the Support Centre operating under the Centre for International Cooperation. It assists students and visitors in organising and legalising their stay in Poland, accommodation, and all other issues related to coming to our country and studying at WUEB.



2017-2021

INCOMING
STUDENTS
1,521

715

women

906

men



ACTIONS IN FAVOUR OF PEOPLE WITH SPECIAL NEEDS

One of the University's priorities is to create an environmentally friendly campus by making it a friendly place to work and study for all stakeholders. WUEB is a member of the Conference of Rectors of Academic Schools in Poland (CRASP), benefiting from the Good Practice Project for the Support of Students with Disabilities in Higher Education developed by the CRASP Committee for Providing Equal Educational Opportunities. The University's support for people with special needs is not limited to financial assistance. People whose, due to their disability, are not able to fully participate in classes, obtain credits, and take examinations can benefit from other solutions that enable them to study, including taking examinations and obtaining credits. They may include the use of additional technical devices, the use of an assistant for the disabled or a sign language interpreter, and the use of other forms of notation with respect to the teaching and examination materials.

The main aim of the project is to reduce accessibility barriers for the University's students and staff with disabilities by supporting organisational changes and increasing awareness and competence of the University's staff in disability. This will be achieved through the implementation of measures aimed at ensuring accessibility in terms of communication and architecture, administered websites, IT tools, higher education procedures, and modifications of educational methods for their accessibility for students with disabilities. To improve professional qualifications, it is planned, among others, to train 400 employees (223 administrative and academic employees have taken part in training by March 2022).

To provide support and meet the expectations of students with disabilities, the position of the Vice-Chancellor's Representative for people with disabilities was created in 2008. In 2020, as part of the project "Otwarte drzwi – program likwidacji barier dostępności kształcenia na Uniwersytecie Ekonomicznym we Wrocławiu" [Open doors – a programme to remove barriers to accessibility of education at the Wrocław University of Economics and Business], the section for serving people with disabilities was created and an inclusive education consultant as employed.





The University and its library are adapted to the needs of people with special needs (magnifying glasses, scanners for magnifying book pages, an electronic text-to-speech reader in four languages, a Braille printer, a separate room for people with disabilities with a large mouse and three types of keyboards (including for people with a guide dog), movable counters, no thresholds, etc.). Support for people with special needs also includes the organisation of additional compensatory classes in foreign languages, sports activities, rehabilitation stays, language courses, training to improve skills, and assistance with transport tailored to the needs of students with disabilities. Each year, we upgrade our buildings to ensure that all infrastructure is accessible to people with special needs. Most of them have lifts that are accessible from the ground floor.

BARRIER-FREE LIBRARY

Both entrances to the library have architectural amenities (wheelchair ramps) and there is a dedicated parking space for people with disabilities within the University. The U building has a lift adapted for movement between the floors of the Open Access Area, designed for people with mobility impairments and equipped with facilities for the blind (voice information and Braille keys).

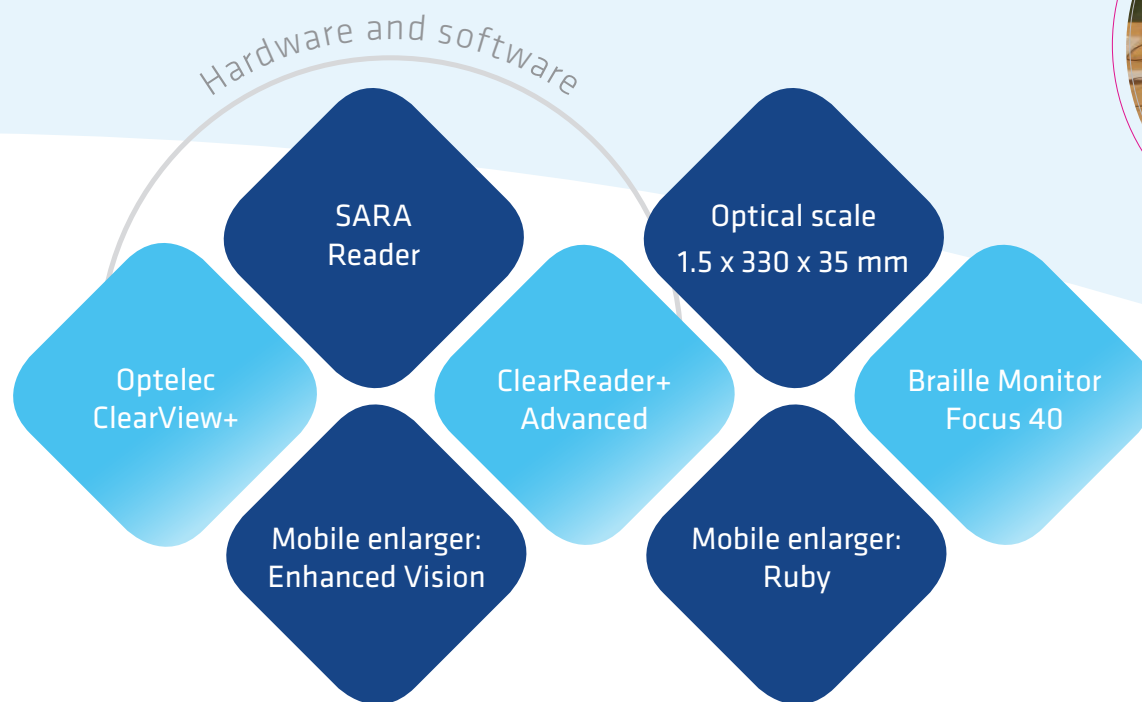
The upper floors of the building, including the Open Science Department, can be accessed by an internal lift. There are also toilets for people with disabilities on each floor of the Open Access Area. The entrances to the buildings and the Open Access Area have no thresholds, which improves mobility for people with mobility impairments. Library reception desks are adapted to serve wheelchair users.

The library also produces Braille printouts of library materials for blind readers.



People with disabilities can:

- obtain assistance in searching for catalogue and bibliographic information and databases,
- book individual work booths with equipment adapted to their disability,
- order books located in the Open Access Area without having to take them off the shelves.



The Optelec ClearView + desktop enlarger for printed materials (photographic, reading, and reverse reading modes). The colours of the text can be changes (16 different combinations of text and background colours).

THE VISUAL WORLD OF THE BLIND

Our student Bartosz Polek and his team have created a tool that allows blind people to draw artistically. Thanks to their invention, they were a finalist in the Young Talents 2018 competition organised by the Lower Silesia Capital Club.

ERASMUS+ MOBILITY SUPPORT

Since 2014, our University has been participating in POWER – Operational Programme Knowledge Education Development allowing for additional financial support for students participating in the Erasmus+ programme. The support is intended for students previously in receipt of a need-based grant and having a disability certificate.





KONGRES KOBIEŃ

WUEB AT THE WOMEN'S CONGRESS

WUEB was represented by dr Bożena Ryszawska, Professor at WUEB, at the 2019 Women's Congress. Together with several female scientists and practitioners, she participated in a panel discussing economic and ecological issues.

"16 DAYS AGAINST VIOLENCE" CAMPAIGN

In November 2020, WUEB celebrated the International Day for the Elimination of Violence against Women. We also joined the Wrocław Campaign Against Family Violence and the White Ribbon Campaign. As an academic community, we join in building a society that respects human rights. To symbolically mark the link between violence against women and human rights violations and to emphasise that violence against women is a violation of human rights, the period between 25 November (the International Day Against Violence against Women) and 10 December (International Human Rights Day) was chosen.

We lit up our University building in orange as part of the Orange The World Campaign. The idea behind this was to draw public attention to the problem of violence and sensitise the public to violence and discrimination against women around the world. Events supporting this initiative are held every year. In December 2021, a webinar on violence and discrimination in the workplace was held on the University's Facebook profile.



WUEB joined the campaign to condemn violence against women



The fight against discrimination against women is one of the greatest challenges of modern civilisations





WE SUPPORT THE WROCŁAW HOSPICE

In 2018, together with our staff and students, we collected nearly PLN 14,000 for the Wrocław Children's Hospice. There is also a heart-shaped recycling bin for plastic caps in front of the Main Library. The caps are donated to the Wrocław Hospice. A small gesture can make a big difference.

VICE-CHANCELLOR'S CHARITY BALL

Since 2009, the University has been organising annual charity balls. Each time, the balls combine the joy of having fun with the need to help. Traditionally, the balls auction works of art and the proceeds go to people in need of support for rehabilitation or treatment. In recent years, we have supported the children of the Jaskotle Health Care Centre and donated funds for the rehabilitation of a former employee struggling with multiple sclerosis.





WUEB AND BONE MARROW DONORS

Our students are involved in the campaign to find bone marrow donors. In April 2022 (as in previous years), in cooperation with the DKMS Foundation, the WUEB Student Government organised bone marrow donor database registration centres. The registration in the database gives a real chance of saving lives of people fighting against leukaemia, cancer, and other serious illnesses.

UNIVERSITY OF THE THIRD AGE

The main aim of the University of the Third Age (UTW) is to carry out educational activities to activate and stimulate the intellectual and mental development of elderly people attending classes and counteract social exclusion. In the 2018/2019 academic year, UTW undertook activities to foster physical culture among elderly people, show them computer innovations, and incorporate new topics into the existing workshops and classes. UTW's activities have been recognised by the Wrocław Centre for Social Development. The Centre has been providing annual funding for selected activities since the inception of UTW. In 2019, UTW took part in the EU project entitled "Trzecia Misja Uniwersytetu Ekonomicznego we Wrocławiu dla UTW" [Third Mission of the Wrocław University of Economics and Business for UTW] providing an opportunity to expand the offer to include classes such as yoga, dance, French and Spanish, as well as counteract digital exclusion, and support special interest clubs, including the choir. In the 2020/2021 academic year, due to the pandemic, by decision of the University authorities, classes at UTW were suspended out for the sake of the health and safety of the elderly.





ADAPCIAK – ORIENTATION CAMP FOR FIRST-YEAR STUDENTS

Adapciak is a camp for WUEB first-year students organised by the WUEB Student Government. It is a trip event designed not only to integrate first-year students but also to introduce them to the life of the University and reduce their stress about starting student life at WUEB.





SDG 11: MAKE CITIES AND HUMAN SETTLEMENTS INCLUSIVE, SAFE, RESILIENT, AND SUSTAINABLE



47

students

VIRTUAL SPACE LABORATORY

The Virtual Spatial Laboratory is a programme intended for small teams to design the spatial development of a plot of land indicated by a Lower Silesia commune selected for the project. The programme is carried out in two stages and its aim is to acquire spatial development design competences. It also enables students to learn about tools and acquire knowledge beyond the curriculum. It can also prove to be a key strengthening experience at the beginning of a professional career.

The programme has many benefits. Specifically, it allows students to develop their spatial planning and design competences, learn practical and modern ways of planning and spatial development, learn to carry out analysis using spatial data and planning documents, develop and create projects using 2D and 3D design tools, and work in programmes such as QGIS, AutoCAD, SketchUp, Lumion, and V-Ray through visualisation.

Knowledge Leaders – Success Leaders

CONFERENCE

for secondary school headmasters,
entrepreneurship teachers,
and careers advisors

[LEARN MORE](#)



SCHOOL OF LOCAL LEADERS

The School of Local Leaders is an initiative headed by the WUEB Local Government Research and Development Centre. Honorary patronage was taken by the Marshal of the Dolnośląskie Province. Dolnośląski Fundusz Rozwoju sp. z o.o. is the substantive advisor. The main objective of the project is to strengthen cooperation of WUEB and students with local and regional authorities of the Dolnośląskie Province with respect to knowledge transfer. The project is supervised by dr hab. Alicja Zakrzewska-Półtorak, Professor at WUEB. One of the key elements of the programme is that it prepares students to take responsibility for social and economic initiatives at the local level and shapes proactive and innovative attitudes and problem-solving skills, especially those occurring in local communities.

KNOWLEDGE LEADERS – SUCCESS LEADERS

WUEB has created a unique opportunity for secondary school pupils to participate in special lectures, classes, and academic meetings. Thanks to classes conducted by the University's research and teaching staff (Knowledge Leaders), lectures with business practitioners and graduates of the University (Success Leaders), and meetings with students involved in organisations and students research circles (Activity Leaders), young people can learn not only about the University's educational offer before their school final exams but also about training methods, career prospects, and student life.

WUEB is currently cooperating with ten schools from the region, spreading economic knowledge among secondary school pupils. In 2019, WUEB hosted the “Liderzy wiedzy – Liderzy sukcesu” [Knowledge Leaders – Success Leaders] meeting dedicated to principals, teachers, and career advisors of secondary schools. The discussion centred around crisis management, team problem solving, and tutoring as a tool for personalised learning.





OUR CAMPUS – A SPACE FOR ENVIRONMENTAL AND SOCIAL INITIATIVES

Our University occupies an important place in the life of the city and the local community. WUEB is housed in a complex of buildings, some of which belonged to the Johann Wenzel Hancke City Hospital (Wenzel-Hancke Krankenhaus) destroyed in the spring of 1945 in the fight for Festung Breslau. It was the second largest hospital in pre-war Wrocław. Rockefeller was one of the donors of the building and Dr Otfried Foerster, among others, one of the pioneers of world neurosurgery, treated people here.

The Higher School of Commerce, established in 1947, was the predecessor of WUEB. The inaugural lecture by Professor Wincenty Styś on Quesnay's economic theory took place on 3 February 1947. In 2022, we are celebrating the 75th anniversary of our University. Our campus is a strength of our University. It is located in the city centre, close to the bus and train stations, surrounded by shopping centres and residential buildings. All classes are held in one place. The halls of residence and the sports centre are located across the street. The place is friendly for students, including those with special needs, full of greenery, serving as a peaceful oasis in the city centre.

THE CAMPUS
IS AN INTERESTING
HISTORICAL PLACE
THAT HOLDS MANY
SECRETS

On 29 September 2018, the citizens of Wrocław had the unique opportunity to walk around the campus of our University in the company of His Magnificence Vice Chancellor Professor Andrzej Kaleta. The Vice-Chancellor invited a group of several dozen enthusiasts of Wrocław's history to his office and the Senate floor, presented Ludomir Różycki's piano and, together with the University's staff, guided the guests through the historical nooks and crannies of the University.



SDG 12: ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

2,390
PUBLICATIONS



SOCIALLY RESPONSIBLE PROCUREMENT ACTIVITIES

In accordance with the principles of public procurement, the University, as the contracting authority within the meaning of the Public Procurement Law of 11 September 2019, should award the contract in a manner that ensures that the best effects of the contract are achieved, including social, environmental, and economic effects, insofar as any of these effects are achievable in a given contract in relation to the expenditure incurred. These elements are the essence of sustainable development. The environment is the basis, the economy is the tool, and the well-being of society is the goal, which can only be achieved through the synergy of the individual elements, i.e. economic growth, environmental protection, and social inclusion.

In December 2021, following a bottom-up initiative, after several months of work, the Vice-Chancellor ordered to implement the principles of sustainable procurement in public contracts awarded by WUEB. To ensure the effective implementation of the regulation and facilitate the work of the responsible units, a sustainable procurement coordinator was appointed.

The aim of the regulation is to oblige entities to follow the principles of sustainable development during the planning, preparation and conduct of public procurement procedures, i.e. to ensure that the supplies, services, or works purchased as a result of public procurement procedures have the least possible impact on the environment, and take into account the social and economic effects of purchasing decisions while ensuring that public funds are spent purposefully, rationally and economically. The position of Sustainable Public Procurement Coordinator is held by Ms Katarzyna Żwakuła.



- reduce energy and water consumption
- increase the share of RES in the sources from which energy is obtained



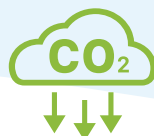
- increase the share of water obtained from alternative sources





SOCIALLY RESPONSIBLE PROCUREMENT ACTIVITIES IN WUEB

- optimise the energy, environmental, and economic efficiency of buildings



- ensure at least minimum accessibility standards for persons with special needs in accordance with the Act of 19 July 2019 on ensuring accessibility for persons with special needs

Increase the percentage share of the following products in public procurement:

- biodegradable products
- products made from recycled materials
- organic products
- products from sustainable cultivation
- sustainably and/or ethically produced products

- reduce the percentage of environmentally harmful products in the University's public procurement

- reduce waste generation and maximise recycling



- reduce the use of animal products and increase the proportion of plant-based foods



CEL 13. PILNE DZIAŁANIA ZWALCZAJĄCE ZMIANY KLIMATYCZNE I ICH SKUTKI

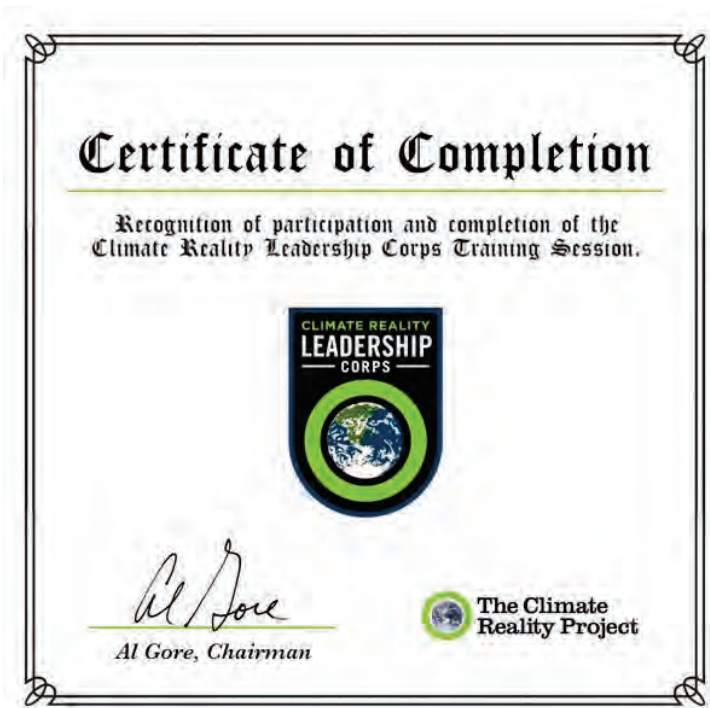


100% COMMITTED TO GREEN ENERGY

WUEB is committed to a full transition to clean renewable electricity by 2030. We are the first university in Poland to declare its intention to fully transition to renewable sources of electricity used on the campus. In 2018, the Vice-Chancellor Professor Andrzej Kaleta, together with dr hab. Bożena Ryszawska, Professor at WUEB, leader of the WUEB Green Team, and Shoka Bidarian, representative of the Climate Reality Project, signed the Climate Reality Project team's plan called "100% Committed."

COOPERATION BETWEEN WUEB AND THE CLIMATE REALITY PROJECT

WUEB was the first university in Poland to collaborate with the Climate Reality Project, whose overarching goal is to care for ecological energy transition. We are participating in "100% Committed," one of the organisation's flagship projects related to the transition to renewable energy sources on our campus. This is in line with the Paris Agreement under which world leaders are obliged to lower carbon emissions, support renewable energy, and develop a green low-carbon economy. Representatives of our University, dr hab. Bożena Ryszawska, Professor at WUEB and dr hab. Piotr Szymański, Professor at WUEB, were invited to an international conference organised by the Climate Reality Project in Berlin on 25–28 June 2018. It was attended by 700 people from various countries in Europe and around the world. Lectures and workshops were given by Al Gore, founder of the Climate Reality Project, former Vice President of the United States, and Nobel Peace Prize laureate. The aim of the meeting was to draw attention to global warming and its economic, environmental, and social consequences. Our representatives received the Climate Reality Leadership Corps certificates.





COP24 KATOWICE 2018
KONFERENCJA NARODÓW ZJEDNOCZONYCH
W SPRAWIE ZMIAN KLIMATU

13 CLIMATE
ACTION



WUEB representatives took part in the COP24 Climate Summit in Katowice in December 2018. The United Nations accreditation for the conference was granted to WUEB Green Team members: dr hab. Bożena Ryszawska, Professor at WUEB, and dr hab. Piotr Szymański, Professor at WUEB. This was an important event with diverse initiatives on tackling climate change. Our University was actively involved in the conference.

The event in Katowice was preceded by a meeting in Wrocław entitled “W drodze na Szczyt Klimatyczny COP24 w Katowicach. Negocjacje klimatyczne w praktyce” [On the way to the COP24 Climate Summit in Katowice. Climate negotiations in practice]. WUEB was a co-organiser of the event, together with the Polish-German Chamber of Industry and Commerce. The meeting took the form of a climate workshop. The guests played the roles of participants in the Climate Summit and took part in simulated debates aimed at halving CO2 emissions within a specified time.

In 2018, WUEB and the Spółdzielnia Mieszkaniowa Wrocław-Południe housing association signed a historic agreement to ensure the University’s energy self sufficiency. We are expected to achieve this by 2030 and this is because the Climate Reality Project, an international organisation initiating and supporting green energy transition around the world, has chosen our University as a future leader of the changes in the field of renewable energy sources. WUEB will assist in this process through research and teaching as well as practical activities involving green investments and making the campus green.

Kazem
dla
środowiska





GREEN TEAM

The group was formally established in 2017 as the Vice-Chancellor's Social Impact Committee. In December 2020, the team was renamed the Green Team – Centre for Sustainable Development. We work together in favour of the University's social and environmental responsibility. The overarching goal of the Green Team is to make the world a better place, full of trust, cooperation, and responsibility for the near and far social and natural environment. The Green Team intends to be part of the change that is happening around us and wants to have a sense of influence. The Team is made up of staff from various departments, divisions, units, and organisations. Initiative and a real desire to act in scientific, teaching, and social dimensions are the basis for the cooperation.



CORE OBJECTIVES



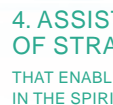
1. DISSEMINATE KNOWLEDGE
AND RAISE SOCIAL
AND ENVIRONMENTAL AWARENESS



2. PROMOTE THE VALUES
OF EQUALITY, DIVERSITY, TOLERANCE,
AND OPENNESS TO MAKE THE UNIVERSITY
A WELCOMING PLACE FOR EVERYONE



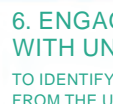
3. EXPAND CURRICULA
ON SUSTAINABILITY, ETHICS,
AND RESPONSIBLE BUSINESS



4. ASSIST IN THE DEVELOPMENT
OF STRATEGIES AND POLICIES
THAT ENABLE THE UNIVERSITY'S MANAGEMENT
IN THE SPIRIT OF SUSTAINABLE DEVELOPMENT



5. CARRY OUT PROJECTS
IN LINE WITH DIVERSITY MANAGEMENT
AND DEVELOP CROSS-SECTORAL COOPERATION



6. ENGAGE IN DIALOGUE
WITH UNIVERSITY STAKEHOLDERS
TO IDENTIFY THEIR NEEDS AND EXPECTATIONS
FROM THE UNIVERSITY



7. PROMOTE SOCIAL
RESPONSIBILITY OF SCIENCE
AND COOPERATION WITH THE EXTERNAL
ENVIRONMENT



8. DISSEMINATE KNOWLEDGE
ON THE TRANSFORMATION OF THE LINEAR ECONOMY
TOWARDS THE CIRCULAR ECONOMY



9. DEVELOP THE FOURTH MISSION
OF THE UNIVERSITY
INTRODUCE THE CONCEPT OF SUSTAINABILITY INTO
TEACHING, RESEARCH, AND COOPERATION WITH
LOCAL GOVERNMENT



10. INITIATE A GREEN TRANSFORMATION
OF THE UNIVERSITY CAMPUS
PROMOTE RENEWABLE ENERGY, SEGREGATE WASTE,
MOVE AWAY FROM PLASTICS



The university buildings are to be eco-friendly



Combining economy and ecology



GREEN DAYS AND EARTH DAY WITH WUEB

Our University takes various environmental initiatives to take care for the planet. Every year, the Green Team and Enactus invite us to Green Days, a conference on issues relating to the protection of our planet, organised as part of World Earth Day. The day is to make us stop and think what we are doing to the environment to avoid making more mistakes. On Earth Day, thousands of environmental associations around the world organise demonstrations, conferences, shows, and campaigns in favour of the environment. The aim is to raise awareness of climate change, overpopulation, species extinction, and water shortages. Currently, the day is celebrated in 192 countries around the world. In Poland, Earth Day has been celebrated since 1990.

A DAY FREE OF PLASTIC PACKAGING

It takes between 100 and 400 years for a single plastic bag to degrade. Moreover, it releases harmful chemicals throughout this time. Bearing this in mind, in January 2022, we ran a campaign to promote a day free of plastic packaging. We encourage students and staff to choose items that will last for years and handed out canvas backpacks and reusable cloth shopping bags.



SDG 14: CONSERVE AND SUSTAINABLY USE THE OCEANS, SEAS AND MARINE RESOURCES FOR SUSTAINABLE DEVELOPMENT



“Groundwater: Making the invisible visible” is the theme of World Earth Day celebrated in 2022. To mark the occasion, our employees published the information promoting groundwater management on university blogs and websites. Groundwater is a valuable resource for all of us!





SDG 15: PROTECT, RESTORE AND PROMOTE SUSTAINABLE USE OF TERRESTRIAL ECOSYSTEMS, SUSTAINABLY MANAGE FORESTS, COMBAT DESERTIFICATION, AND HALT AND REVERSE LAND DEGRADATION AND HALT BIODIVERSITY LOSS



MORE THAN
100 TREES ON
THE WUEB CAMPUS
PROVIDE OXYGEN
FOR 1,000 PEOPLE
A YEAR



GREEN CAMPUS

The technical infrastructure of the University consists of 24 buildings with a total floor area of more than 84,564 m². The main challenge is to reduce the energy consumption needed for heating/cooling and lighting. In addition, the campus of our University also includes a huge space between buildings requiring large investment in lighting and greenery maintenance.

Trees do not only adorn our campus but also provide oxygen and pleasant shade on hot days. There are increasingly more trees within our University. In the last year alone, we have planted 8 new trees and 12 shrubs. As an economic university, we know that this is an investment for future generations of our students and staff. Every year, we make every effort to keep our trees healthy. In February 2022, we removed declining trees and hemiparasitic mistletoe from 34 trees growing on the campus.



Filtered air

Up to 2.8 tonnes of pollution per year



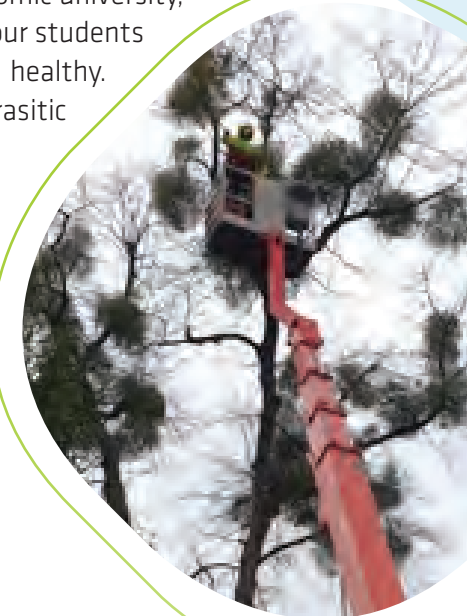
Lower temperature

Our trees are equivalent to 500 air conditioners



Natural humidifier

100 trees absorb 290 thousand litres of water, influencing the microclimate of our campus





A tree of which we are particularly proud is the approximately 140-year-old monumental platanus located at the entrance gate.

A TREE FOR WUEB EMPLOYEES

The campus of our University is a green enclave in the city centre. Platanus is one of our trees we can boast about. Moreover, in 2020, a very special tree was planted on the initiative of the WUEB authorities as a thank you to all the University's employees. During the difficult months of the pandemic, we proved ourselves as an efficient close-knit team. The tree is to remind us of those days and symbolise the greenery of our campus.





INSECT HOTELS

Trees are also beneficial to insects. We have installed insect hotels in four places on the campus to ensure that all pollinating insects find shelter. To attract even more insects, the houses were hung on the south side, near the flowers. This measure was initiated by Enactus UE Wrocław. We are visited by bees, bumblebees, dragonflies, and ladybirds.

HONEYFLOWER MEADOW ON THE WUEB CAMPUS

In 2022, we developed the land on our campus and gave it back to nature. We created a honeyflower meadow in favour of pollinators.





OUR OWN APIARY ON THE CAMPUS

The establishment of our own apiary on the roof of the Centre for Continuing Education is one of the key recent investments on our campus. The roof includes four hives with a very gentle species of bees. The idea was originated by our employees Magdalena Książkiewicz and Tomasz Prałat.

AIR QUALITY MONITORING

We are constantly measuring the air quality in our area. Since 2020, we have had our own air quality monitoring sensor. The device was installed on the inQUBE building of the WUEB Business Incubator. The Airly sensor measures concentrations of particles in the air (PM1, PM2.5, and PM10) and provides information on temperature, humidity, and air pressure.





WUEB AND CLEANING UP THE WORLD

Our employees took part in the annual world campaign to clean up the world. In 2021, we participated in the final of the 28th Clean Up the World Operation Poland “Myślę, więc nie śmieję” [I think, therefore I don’t litter] organised by the Our Earth Foundation.

NZS PETS

“NZS Pets” is a charity project whose reach is beginning to extend beyond the walls of our University. During the project, a raffle and accompanying events are held. For example, in the fourth edition of the project, we had a picnic. Residents of Wrocław could find our raffle containers in popular Wrocław venues, such as Nietota, Targowa, Gracjarnia, and Wok In as well as in pet shops. We supported foundations such as Centaurus, Węgielek, and Dwa Plus Cztery. NZS Pets’ mission is to support the statutory activities of a selected Wrocław foundation and to raise awareness among young people about the problem of pet abandonment and mistreatment.

Harmonogram

15.04 godz. 16.00
ZUMBA na kampusie UE
+strefa zabaw dla dzieci

16.04 godz. 19.00
Spektakl
w lokalu Nietota
pt "Anhedonia" w reż.
R. Kwiatkowskiego

17.04 godz. 16.00-19.00
warsztaty samoobrony
oparte o system
Wing Tsun Kung Fu

16-17.04
loteria z nagrodami
i inne atrakcje
na kampusie UE

Zwierzaki NZS

[/NZSzwierzaki](#)
[@zwierzaki_nzs](#)

15-17 kwietnia 2019
kampus UE
we Wrocławiu



SDG 16: PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, PROVIDE ACCESS TO JUSTICE FOR ALL AND BUILD EFFECTIVE, ACCOUNTABLE AND INCLUSIVE INSTITUTIONS AT ALL LEVELS



Our students are very dedicated people sensitive to the fate of others. Every year, they organise many valuable initiatives that have a real impact on their environment.

HELP UKRAINE

WUEB is a place where representatives of different cultures and countries meet every day. We make it possible for students of seventeen nationalities to unite in studying. In this exceptionally difficult situation, we ask all members of our academic community to be empathetic and respectful towards others, regardless of their origin. There is no place for discrimination in our University. Our community should stick together and bring mutual support, especially in these difficult times. Origin cannot affect the sense of security of students at our University.

WUEB has launched a virtual contact point to help our students from Ukraine identify their needs and to provide them with real assistance. We use this communication channel to reach out to each Ukrainian student individually. WUEB has set up the Help Ukraine Team to coordinate assistance for our University's students from Ukraine and their families. The assistance includes the following:

- financial support,
- a flexible approach to the educational process for Ukrainian students,
- legal issues,
- psychological support,
- supplying basic nutritional needs,
- medical care,
- logistic support.





We have prepared a support package for WUEB students coming from the war zone. In support of our students, the WUEB management has decided to introduce the following changes:

1. Tuition and accommodation fees have been suspended for a period of seven months. By decision of the University authorities, all tuition fees and accommodation costs have been postponed until 30 September 2022.
2. A flexible approach to the educational process has been introduced. Specifically, Ukrainian students have the opportunity to take a one-year dean's leave and to shorten it at any time and continue their education at WUEB. To ensure that WUEB Ukrainian students can continue their studies despite the hostilities, the University has launched remote classes via the MS Teams platform. All classes are to be recorded so that students can replay them at any time.



Our community should stick together and bring mutual support in these difficult times.

UKRAINA CAFFEE

In March 2022, Ukraina Caffee was opened. Its visitors can relax with their families or friends and spend time together. Ukrainian students, their families, parents, siblings, and friends are our target group. We are also open to anyone who wants to visit us. There is also a board with information useful for people from Ukraine, including how to legalise their stay in Poland and how to correctly fill in an application for financial aid for WUEB students, current job offers for refugees, etc. Our University, together with the Soroptimist International Klub Wroslavia, organises free Polish language classes for Ukrainian women. The classes are held at Ukraina Caffee.

The organisers want to ensure that the participants feel safe and comfortable and are given the opportunity to freely ask questions, develop, and learn. Women can bring their children as there is a special corner for them with games, toys, and sweet treats.





FRIEND PROJECT

The aim of the Friend Project is to maintain constant and regular contact between Polish students and students from war-affected countries, regardless of their place of residence and study programmes. It is intended not only to help them achieve their educational goals but also ensure that they maintain their relationship with the University, the academic community, and their peer group. It is designed to identify the needs of students from war-affected countries that are not currently addressed by our University and other organisations. It is to help identify situations requiring specialist assistance (e.g. psychological support) for students from war-affected countries. The przyjaciel@ue.wroc.pl mailbox is operated exclusively by the project coordinator and we ensure full data protection.





COLLECTION OF GOODS FOR UKRAINE

The WUEB Student Government arranged a collection of items for Ukrainian citizens as part of the “Wrocław solidarny z Ukrainą” [Wrocław in solidarity with Ukraine] project. Items collected included long-term food, sleeping bags and blankets, personal hygiene products, paper towels, candles, batteries, lighters, first aid kits, and powdered milks.

All the items were handed over to those in need.

WUEB also held a fundraising event to help our students from Ukraine and their families. The Vice-Chancellor’s appeal was addressed to all stakeholders of our University, especially the business community. Thanks to the funds raised, our students received support (covering accommodation, living, and food costs, medical treatment, psychological support, and help for their families).



GOOD
COMES
BACK
SHARE
WITH
OTHERS





Wrocław University
of Economics and Business



Dear Sir or Madam,

Friends of the Wrocław University of Economics and Business

We are all watching the tragic situation in Ukraine with concern. We help as best we can. We pledge our support and assistance. We offer places in our homes, psychological and material assistance, and arrange collections of necessary items.

Our University has many friends who are sure to join us. There are more than 200 students from Ukraine studying at our University, making up an important part of our academic community. Many of them are currently in an extremely difficult situation. The most we can do is to join forces. Therefore, the WUEB Foundation for the Development has launched a special fundraising campaign. The funds will be allocated to the most urgent needs reported by our Ukrainian students, including the following:

- accommodation,
- cost of living and food,
- treatment costs,
- assistance to families of WUEB students,
- psychological support.

Let us not be indifferent to the suffering and fate of the Ukrainians experiencing Russia's aggression.

Let us open our hearts.

WUEB Foundation for the Development

Purpose of donation: Donation for the benefit of WUEB students and their families

Bank: BNP Paribas Bank Polska S.A.

Account number (for donation payments only):
83160014621898854370000006

IBAN
PL83 1600 1462 1898 8543 7000 0006

BIC/SWIFT
PPABPLPK

Professor dr hab. Andrzej Kaleta
Vice-Chancellor of WUEB



WROCŁAW KINDNESS DAY

Students and employees are active participants in the Wrocław Kindness Day, an initiative existing since 2006, originated by Wrocław universities and the Wrocław City Promotion Office, and involving many Wrocław entities and institutions.





SDG 17: STRENGTHEN THE MEANS OF IMPLEMENTATION AND REVITALIZE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT



AGREEMENT WITH ŚWIDNICA RENEWABLE ENERGY CLUSTER

The Świdnica Renewable Energy (ŚEO) Cluster is another institution cooperating with our University. This is the next step in building a sustainable university. The agreement includes the development of best practices in energy transition and energy communities, including the need for continuous development, the link between science and practice, and business objectives regarding sustainability, energy, and building strong public-private partnerships. The agreement will open up a number of valuable initiatives to support local sustainability and cooperation in the environment, energy, and economic areas.

SPECIAL AWARDS FOR OUR EMPLOYEES

Our employees receive many local, national, and international awards and distinctions. They represent a number of prominent advisory and academic bodies addressing social action.





WUEB EMPLOYEES APPOINTED TO THE SOCIAL COUNCILS TO THE MAYOR OF WROCŁAW

On 29 May 2019, Jacek Sutryk, Mayor of the City, appointed the new composition of Wrocław's social councils. WUEB representatives in the councils include:

- prof. Wanda Kopertyńska – Head of the Department of Production and Labour Management, Member of the Wrocław Women's Council
- Izabela Beno – President of the Foundation for Equality and Deputy Director of the Business Cooperation Centre, Member of the Wrocław Women's Council
- dr hab. Barbara Mróz-Gorgoń, Professor at WUEB, employee of the WUEB Department of Marketing Fundamentals, Member of the Council for Social Development



The representation of the WUEB employees in the bodies is an expression of their social responsibility and their engagement to act for the development and improvement of the quality of life of the citizens of Wrocław. This is a great distinction and honour for our entire academic community.

We are very proud of you! Congratulations!

said the Vice-Chancellor of WUEB,
Professor Andrzej Kaleta.



DR HAB. BOŻENA RYSZAWSKA, PROFESSOR AT WUEB, WROCŁAW CITIZEN OF THE YEAR 2020

Dr Bożena Ryszawska, Professor at WUEB, the Department of Enterprise and Public Finance, has been awarded the Wrocław Citizen of the Year 2020 for her research activities. She is a leader of the Green Team, the Vice-Chancellor's Social Impact Committee supporting and initiating the green development of the University. She is also a certified leader of the Climate Reality Project and participates in environmental projects and events. She is involved in the promotion of a healthy way of eating in accordance with macrobiotic principles. She promotes knowledge and skills necessary to rebuild a sense of influence on one's own health and the health of one's loved ones. Her research interests around green energy and economy, sustainable development, and healthy living perfectly fit into her philosophy and lifestyle.



ALICJA TCHÓRZ, WUEB PHD STUDENT, WROCŁAW CITIZEN OF THE YEAR 2021

Our PhD student Alicja Tchórz has been awarded the Wrocław Citizen of the Year 2021 in the category "Teraz młodość – Siła młodości" [Time for Youth – the Power of Youth]. She perfectly combines professional sport with scientific and business activities. She won the gold medal in medley swimming at the European Championships in Kazań. Her other achievements include the first place in the European Team Championships in Glasgow in 2019 and more than 150 medals in the Polish championships. In addition to her academic and teaching work and her sporting career, she is the author of nasimistrzowie.pl, a unique project and online platform that enables Polish athletes to establish cooperation with sponsors.

**DR HAB. MAREK KOŚNY, PROFESSOR AT WUEB –
MEMBER OF SOCIAL AFFAIRS COUNCIL TO THE PRESIDENT
OF THE REPUBLIC OF POLAND**

President Andrzej Duda has appointed the Council for Social Affairs which is a consultative and advisory body. The Council's activities are intended to focus on social policy, including towards people with disabilities, the elderly, and the excluded. Dr Marek Kośny, Professor at WUEB, Department of Econometrics and Operational Research, agreed to be a member of the council, alongside several representatives of science.



**DR HAB. PATRYCJA KLIMAS, PROFESSOR AT WUEB –
WINNER OF A POLITYKA WEEKLY'S SCIENCE AWARD**

Dr hab. Patrycja Klimas, Professor at WUEB, was one of the 15 finalists of the 21st edition of the Polityka Weekly's Science Award competition. She works at the Department of Advanced Research in Management and conducts research in strategic management. Her research is focused around the building of sustainable, relational competitive advantage. In February 2021, she received the Award of the Minister of Education and Science for outstanding scientific achievements, mainly for her scientific monograph entitled "Relacje współtworzenia innowacji w ekosystemach. Kontekst ekosystemu gamingowego" [Innovation co-creation relationships in ecosystems. The context of the gaming ecosystem].





Wroclaw University
of Economics and Business

AS ENSHRINED IN OUR MISSION, WE EDUCATE RESPONSIBLE
BUSINESS LEADERS ACTING AS OUR AMBASSADORS.



Learning strengthens character



Wroclaw University
of Economics and Business