Sharing Information on Progress

PRME

This is our Sharing Information on Progress (SIP) Report on the Implementation of the Principles for Responsible Management Education
Reutlingen University at a Glance

Reutlingen University is one of the leading universities offering international academic programmes with close ties to industry and commerce. Thanks to its living international dimension, value-oriented teaching and close collaboration with the business world, the university enjoys an excellent reputation both within Germany and abroad.

This is reflected in repeated number-one positions in university rankings and in surveys carried out among corporate HR managers. They confirm the high standards of the university’s programmes and the top-class academic education it provides.

Over 4700 students are enrolled in five different schools. 140 professors, together with a large number of visiting lecturers and other members of staff support these talented young people throughout their academic path.

The university has five schools: Applied Chemistry, Engineering, ESB Business School, Informatics and Textiles & Design, offering a total of 39 degree programmes at Bachelor’s and Master’s level.

Our Main Fields of Study

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A Word from the President

The students of today are the decision-makers of tomorrow. Our graduates in Engineering, Business Administration, Informatics and Design – all of them will shape the life of the day after tomorrow – in Europe, on other continents, in research laboratories and in the board-room. Reutlingen University gives them the best preparation for doing so. Thus not only the School of Business but the entire university participates in PRME.

What Makes Reutlingen University Unique

Let me introduce Reutlingen University to you: An international dimension, an interdisciplinary approach, practically oriented degree programmes, support for students’ personal development and social responsibility: these are the most important hallmarks which have made Reutlingen University famous on both the national and the international level – as a university for Engineering, Business, Informatics and Design. We are committed to innovative teaching methods in an attractive learning environment, and promote applied research and development. We provide excellent services, encourage transparency and deliver on-going improvements throughout the institution: these are just some of our competitive advantages.

Renewal of our Commitment

As institutions of higher education involved in the development of current and future managers we declare our willingness to progress in the implementation, within our institution, of the following principles, starting with those that are more relevant to our capacities and mission. We will report on progress to all our stakeholders and exchange effective practices related to these principles with other academic institutions. We understand that our own organisational practices should serve as example of the values and attitudes we convey to our students.

Prof. Dr.-Ing. Peter Nieß
President of Reutlingen University
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Imprint

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Principle 1 | Purpose: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.
Overview

Developing and nourishing the capabilities of our students to be future leaders has always been a cornerstone of our university: It is of central concern to the university that its programmes transmit values such as responsibility, respect, reliability and tolerance. We support our students in their personal development, and help them graduate as specialists and managers for whom social responsibility is second nature.

The provision of key transferable skills is therefore a leitmotif running throughout the curricula of the various degree programmes at the university. Students on every degree programme are equipped with these skills – they are relevant to their present-day studies, their future professional life and their individual personal development. Above and beyond this, several times a year the university’s Ethics Officer offers seminars for all students on the topic of ethics and interpersonal skills. Seminars are offered for teaching staff on the abstract foundations of this topic area: virtues, values, sustainability, and ethical behaviour – with the intention that they integrate these principles into their own lectures.

Concepts such as social responsibility, trust, transparency and sustainability have formed part of the contents of university seminars for years. At Reutlingen University the development of interpersonal skills is based on a generally accepted value system and insights gained from business ethics. Social responsibility here means social responsibility towards other people – in one’s own circle as well as globally. For this reason Reutlingen University participates in the Global Compact on Education.

Major Achievements

Manpower

Implementing the Principles of Responsible Management Education (PRME) is a challenging task, even if our guiding principles match very well. This task will only be achieved, if the university as a whole works closely together. Therefore major changes have been made since signing up to PRME in 2010: Professor Bernd Banke, who has solely been running the Offices of Ethics and Sustainability for more than 10 years, has recently received some support. In the summer 2011, Professor Martin Pfost was assigned to the Office of Sustainability. The Ethics Officer and the Sustainability Officers are also supported by Eva Schwarz, the university’s Consultant for Ethics and Sustainable Development since autumn 2011. The creation of this new position is due to student’s request. This part-time position is funded by tuition fees for two years.

First Steps

The Ethics Officer, the Sustainability Officer and the Consultant for Ethics and Sustainable Development work closely together on implementing PRME at Reutlingen University in keeping with their motto “Ausbildung für die Zukunft” (Training for the Future). Through an overview, the new team explored the various offers in the fields of ethics and sustainable development on campus. The outcome showed that there are actually many curricular offers for students, but the offers are usually restricted to only one course of study.

The second step involved raising awareness of the universities members for PRME. This issue is addressed to two target groups, namely students, faculty and staff.

The third step focuses on bringing people on campus together thus creating synergy effects.
Raising Awareness

Several measures in external and internal communications were undertaken in order to raise awareness for the topics of ethics and sustainable development:

In November 2011, Reutlingen University took part in a sustainability event called “Rendevous für die Zukunft” (Meet the Future) organized by the Hochschulregion Tübingen-Hohenheim. Universities of the region Tübingen-Hohenheim, non-governmental organisations and companies that are dedicated to sustainable development presented their activities in this field at this event. There were also simulated lectures and workshops held for students and visitors. The event was funded by the Ministerium für Wissenschaft, Sport und Kunst Baden-Württemberg and was free of charge for visitors. The preparation for this event was used as a means for raising awareness of faculty and staff of Reutlingen University. The event itself was useful for external communications and for promoting PRME to students.

To make students more aware of current topics in business ethics and sustainable development there is an e-mail distributor exclusively for our students issued by the team of ethics and sustainability.

A Special Certificate

Newspaper articles about the new team of ethics and sustainability increased the popularity of PRME towards a larger audience. Internal PR measures included an extracurricular event at where the Ethics and Sustainability Officers promoted PRME and their offers, especially the Ethikum. Our students have the possibility of achieving a certificate named Ethikum – as do all students of Universities of Applied Sciences in Baden-Württemberg. The Ethikum is an extracurricular certificate proving that a student has an in-depth knowledge in the area of ethics, sustainable development and interpersonal skills. Not only can students take part in various seminars and workshops on up-to-date issues of ethics and sustainable development, but they can also use the Ethikum as a unique selling point when applying for jobs.

Future Objectives

The implementation of PRME is still quite new; therefore, future objectives are on a basic level. Raising awareness is still one of the top priorities. Additional external and internal actions in the field of communications are needed. In the future, every student of Reutlingen University should be informed about the Ethikum and they should consider taking part in it. Therefore, different measures are planned including designing a new website which will contain the offer of the ethics and sustainability team, the latest news on ethics and sustainable development and FAQ’s on PRME and Ethikum. In addition, there will be a larger promotion and expansion of the team’s offers.
Principle 2 | Values: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.
Overview

Acting responsibly is one hallmark of Reutlingen University; therefore, we would like to stress again that it is of central concern to the university that its’ programmes transmit values such as responsibility, respect, reliability and tolerance. According to surveys carried out on the topic, managers spend more than half of their working hours in meetings and discussions with colleagues. If individuals are to achieve success in the professional world, they need not only the knowledge of specialists, but also a range of social skills including the ability to communicate, cooperate, deal with conflicts, as well as sensitivity to other points of view. Therefore, it is important to the university not only to input specialist academic knowledge, but also to promote the personal development of its’ students in order to make clear to them the importance of social responsibility in their later professional lives.

Major Achievements

Extended Offers

Since signing PRME, the curricular and extra-curricular offers have been extended. Courses taught on topics such as social responsibility and sustainable development can be found throughout all of our schools. Some of the courses deal explicitly with these topics and others rather implicitly. Examples for curricular courses are Industrial Ecology, Environmental Economics, Energy Process Engineering, Heat Demand, Cooling and Heating Load of Buildings, Air Conditioning and Refrigeration, Renewable Energies, Efficient Use of Energy in the Production Process, Sustainable Management and Business Ethics. Some of the classes are exclusively taught in German, but due to our university’s international orientation, several are also taught in English. For example, the class on Industrial Ecology is now also taught in English, as well as approximately 50% of the Business Ethic classes. More students than ever choose to write their thesis on topics such as Environment, Sustainable Development, Energy or Renewable Resources.

A Special Master’s Degree

Over the past two years, one important contribution to PRME is the Master of Science course Environmental Protection, which is conducted by four Universities of Applied Sciences in the region of Reutlingen. This course educates students in nearly all fields of Environmental Protection in a very intense way. Over the past two years, slight changes in the curriculum have been implemented concerning a new module ”Sustainability”. Especially during the writing of the master thesis, students and lecturers are involved in several cooperations with companies or municipal administrations on environmental topics. Once a year, the course organizes a conference in which the dialog between lecturers, students industry, and governmental administrations are focused on one major and current environmental topic (2010 Energy efficiency, 2011 From Pollution Control to Sustainability – 20 years after Rio).

Encouraging Sustainability

Students of Reutlingen University are known for their commitment and dedication – as the following example proves. During the fall semester 2011, Professor Kleine-Möllhoff undertook a project in Industrial Ecology with his students. The students had to investigate how much energy is wasted in all of the university’s buildings. Several groups had to conduct the research and all of their papers were published. All groups came to same findings: not the buildings themselves but the people inside the buildings are responsible for wasting energy. A small group of students in this course came to the conclusion that the outcome of this research is unbearable. Thus, they founded the student initiative “Energy, Environment and Sustainability” with the aim of educating students, faculty and staff in order to save energy on campus.
**Award-Winning Student Organization**

The student organization SIFE (Students in Free Enterprises) was founded in 2009 in Reutlingen. SIFE is committed to social and sustainable projects. Around 50 students currently take part in SIFE. Supported projects are: DaCapo, Manufaktur Taltentreif, Spende dein Pfand und der Gehörlosen-Verein “Wilde Löwenjugend”. DaCapo is a non-profit second-hand shop in Reutlingen that only hires long-term unemployed people. SIFE aims at supporting the long-term unemployed by providing training so that they will have a better chance to get back into the job market. SIFE also strives to increase the publicity of DaCapo. In May 2011, the SIFE team of Reutlingen University was awarded with the SIFE-Spirit-Award and the Recruiting-Award for DaCapo. The jury stressed the creativity, economic practicability and sustainability of this project.

**ESB Business Cup: Sustainable Management**

The ESB Business Cup is a contest for business students on topics of sustainable management and development. The ESB Business Cup is an extracurricular event organized by students of the School of Business. Undergraduate business students from the whole of Europe are invited to take part in this contest. The first Business Cup took place in 2010. Bringing economic objectives of corporate activity into alignment with broader social and environmental aims is a major challenge. Hence, developing new ideas for environmental-friendly, profitable economic activities. Thus, students should become more sensitive to future environmental issues. The Cup is divided into two rounds; the preliminary round takes place online where contestants have to solve a problem in an organizational simulation. The second round takes place in Reutlingen where teams of three people carry out a case study. During their stay in Reutlingen participating students get the opportunity to take part in workshops and factory tours. In last year’s Cup, one hundred teams from all over Europe took part in the first round. The Cup was sponsored by Oliver Wyman and the case study focused on sustainable cars and driving.

**Future Objectives**

**New Learning and Research Centre**

The big energy transition is not imminent but it has indeed begun. Fundamental research is of course necessary, but there is also an urgent need for well-educated engineers and economists in the field of Energy Efficiency and Renewable Energies. Thus, applied research, development and transfer of technology will become ever more important. Therefore Reutlingen University is planning a Learning and Research Centre for Energy Sufficiency and Renewable Energies. At this Centre the Schools of Engineering, Applied Chemistry and Economics will work closely together on these issues. A new interdisciplinary Masters Programme will also be part of this Learning and Research Centre.

**Curricular Changes**

A new business game concerning five cycle assessment for production and logistics system will be offered in the future. In the Bachelor Programme Mechanical Engineering a new major will be introduced, namely Energy Engineering. The School of Chemistry will refine the Master Programme of Environmental Protection. Furthermore, the bachelor and master courses in Applied Chemistry will be renewed and reaccredited. PRME will also be implemented in this process. In 2013, Energy and Material Flow Management will be part of the curriculum of the Master Programme Operation-Management.

**Fostering Students’ Initiatives**

Currently, our students are very interested in topics like sustainable development. Initiatives in this field will be fostered in order to keep this interest alive and to motivate more students to take part in these actions.
A Cup for the Future

The ESB Business Cup will be further developed and shall be established permanently. In the future, the contest will focus on case studies that are more practice-oriented.
Principle 3 | Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.
Overview

Innovative teaching methods, small study groups, teamwork and students’ individual responsibility paired with competent knowledge transfer are typical characteristics of the attractive learning environment at our university. It is a principle objective of Reutlingen University to constantly improve this learning environment and in the process, meet international standards and satisfy the demands of the labour market. The fact that the university has been highly ranked in numerous surveys shows that excellent progress has already been made. In order to maintain this high standard, the university places great value on the individual selection of suitable students from among a very high number of applicants. In accordance with the Bologna process, all schools have introduced Bachelor’s and Master’s degrees. All of the degree programmes offered have been accredited and comply with strict standards. A modern infrastructure and good facilities provide an optimal environment for academic success in Reutlingen.

Teaching at Reutlingen University goes far beyond the simple transfer of knowledge. In order to provide students with best qualifications for their future career, the independent organisation of students in project groups, application-oriented thinking, interpersonal skills and support for personal development are all fundamental to the curricula of our degree programmes.

Major Achievements

Manpower

As previously mentioned, for many years the Ethics and Sustainability Programme was run solely by Professor Banke. Since the summer of 2011, he is being supported by Professor Pfost who has been assigned as Sustainability Officer. Eva Schwarz is assigned as Consultant for Ethics and Sustainable Development. Professor Banke still runs the Office for Ethics; however, all three work closely together in keeping with their motto: “Ausbildung für die Zukunft” (Training for the Future). Their work is aimed at two target groups, students plus faculty and staff. Students benefit directly from this change since they have a direct contact person concerning the issues of ethics and sustainability.

Student Representative

For the very first time in the history of Reutlingen University, there is an “Astabeauftragter für Energie, Umwelt und Nachhaltigkeit” (Officer for Energy, Environment and Sustainability by the General Student’s Committee). Jens Krech, a student of MSc Production Management, holds this position; he is a founding member of the above mentioned student initiative “Energy, Environment and Sustainability”.

Practice What You Preach

In creating a flourishing environment for PRME we are not only concentrating on changes in curricular and extra-curricular fields, but also on changes throughout the campus. Our actions concerning PRME will only be credible if we “practice what we preach”. Three of these changes will be explained in more detail: The implementation of “Green-IT” on campus, the certificate “Family Friendly University” and the award for “International University”. In 2011 “Green IT” was introduced to Reutlingen University, since there is a new “Green” datacentre. Due to efficient measurements and the newest technologies, the “Green” datacentre will need 40% less energy than before. Students of the School of Informatics produced an interesting film about this new centre that can be viewed online: http://www.informatik-reutlingen.de/greenit.html. In 2010, Reutlingen University received the certificate “Family Friendly University”. Being awarded this certificate was an elaborate task. As a result of this certification, the offers in this area were extended. The offerings include: Planning and opening of the “Servicestelle Familie” (Service department for family issues),
advisory service on how to reconcile family obligations with one’s academic or work life, opening of Campus-TigeR (day care for children of students), launch of the network “Family Affairs” for students with children, “Campusferien” (holidays on campus) for children of university employees between the ages of six and eleven, installation of nursing points on campus, communication (internal and external) of “Servicestelle Familie” and its’ activities, continuation of the gender analysis and the reporting on gender equality on campus, implementation of an equal opportunity commission and the launch of a coaching program for female professors.

Since its’ foundation in 1855, internationality has been one of the hallmarks of Reutlingen University. In 2010, the university was awarded the title “International University” by the German Academic Exchange Service and the Donors Association for the Promotion of Science and Humanities in Germany. Due to the following reasons:

- Reutlingen University co-operates with more than 140 partner universities.
- 20 % of the student body have an international background and come from 80 different countries.
- Each semester approximately 600 Reutlingen students go abroad either to study or to intern at a company.
- Amongst other things, it is this international environment that enables our students to think and act beyond borders for an inclusive and sustainable global economy.

Future Objectives

More Offers for Professors and Students

Since we are at the beginning of the implementation of PRME it is necessary that faculty and staff become more familiar with the principles. Therefore, additional seminars will be offered to faculty and staff on the topics of ethics and sustainable development. This continuing process of education is especially aimed at professors since a multiplier effect can easily be achieved.

In the near future, students can take part in a special debating club called the Philosophical Salon. This salon is an extracurricular offer for students of all faculties. The salon will meet every other week and students will have the chance to discuss current moral dilemmas and basic philosophical texts. Thus, students will develop strategies for argumentation, solving problems and they will become familiar with issues of sustainable development.

Another challenging project will soon be offered to students: Hochschule-Hauptschule (working title; University-Secondary Modern School). Students of our university will have the chance to mentor a pupil from a nearby Secondary Modern School.

Becoming Even More Family Friendly

In the field of family, equality and diversity a few changes are planned, e.g.: Due to the demographic change there will be an implementation of a network for staff with relatives in need of care. Female staff will be supported. Events concerning gender and diversity management will be hosted.
Principle 4 | Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.
Overview

At Reutlingen University, the term ‘research’ means applied research; this has been the case for nearly one hundred years. On the one hand, this research can be very broad; on the other hand, it can be in-depth and specialised in particular fields. It is always goal-oriented, and in the medium term has an effect on products and processes in industry. Reutlingen University is a reliable and innovative research partner, and cooperates with enterprises, other Universities of Applied Sciences, as well as traditional research-oriented universities and research institutes – both in collaborative research and in individual projects.

Reutlingen University is a successful partner in Research and Development. Activities in the fields of research, development and technology transfer are combined under the umbrella of our central academic facility, the Reutlingen Research Institute (RRI). The RRI sees itself as a competent partner for industry and enterprises as well as for other research institutes and universities. The aim of the RRI is to work together with these partners on demanding projects. Students are actively included in these projects, because in today’s world applied research is an integral part of academic programmes. Research at the RRI focuses on sustainability for example. This research is clearly PRME related, although it focuses on different topics as mentioned in Principle 4. Due to the fact that not only the School of Business but the whole University takes part in PRME, we would like to present our PRME related research in the following as well. Becoming familiar with the technical perspective of sustainability is also an important step towards a more conscious behaviour with the world and with other people. After all, PRME is about educating students on acting responsibly.

Major Achievements

Sustainability at the RRI

Sustainability takes a markedly interdisciplinary approach to current topics from the areas of Energy Technology, the Recycling of Renewable Resources, and Process Optimisation. This includes for example, the processing of biogenic raw materials into higher quality products for industry and online measuring systems for the optimisation of process control. A further topic is drawing up and analysing material and energy balance sheets from production and logistic processes with the aim of increasing efficiency. Energy technology focuses mainly on decentralised energy provision. The main areas of interest here include combined heat and power (CHP) with cogeneration units, further conversion processes such as photovoltaics, and energy management focussing on appropriate ways of combining technological processes.

Overview: Research Projects related to PRME

- electro mobility and fleet management
- biogas solar
- solar seawater desalination
- latent heat storage
- Stirling engine CHP at waste water treatment plants
- test of energy systems for storage
- cycling of SOFC-Stacks
- development of stack stand test
- technologies for the production of injection moulded parts by the textile fraction of recycled tires
- energy for future mobility
- encapsulation material for organic photovoltaics
- surface modification of stoneware paving tiles for minimizing cleaning processes and application of detergents
- regional and ecological production of textiles
- natural fibres in composites
- recycling of textiles
An overview of all our research projects can be found in the Jahresbericht (annual report) of the RRI. It can also be downloaded on our website: http://www.reutlingen-university.de/de/hochschule/forschung.html.

**Future Objectives**

One major objective for the future will be the Teaching and Research Centre for Energy Efficiency and Renewable Energies as mentioned above. The RRI filed an application for funding of the following research projects:

- development of a hybrid heat reservoir using latent and sensible storage media
- innovative power electronics for the energy transition
- vaporiser for utilization of waste heat in unsteady operational mode

Further research will focus on advanced power electronic systems with improved energy efficiency and reduced losses.
Principle 5 | Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.
Overview

Without its’ reliable partners in the business world at its side, Reutlingen University would only be half as successful as it actually is. Since the beginning, it is precisely this close interaction with industry which has made it possible for the university to respond to the constant challenges coming from outside and to adapt its’ programmes accordingly. Therefore, it is no coincidence that all schools have an Industrial Advisory Board. Representatives of well-known companies and associations advise the schools on the further development of degree programmes and provide important new stimuli. This has already led to the launch of successful degree programmes and endowed professorships. Furthermore, the support given by industry has always assured that the university’s laboratories and workshops are equipped with state of the art apparatus and machinery. Various groups like “Friends of the University” also play an important role in supporting collaboration with industry. Thus, cooperation with industry is evident on several different levels.

The practical courses and industrial placement semesters which form an integral part of all degree programmes are indispensable; furthermore, most of our students write their thesis in cooperation with partners from industry. Prizes awarded by businesses to graduating students, and scholarships for those still studying, create additional incentives. Both university and industry profit from the transfer of knowledge in joint research projects. This close cooperation with industry, research and teaching is valuable for both sides. The practical orientation of the degree programmes enhances our graduates’ career opportunities and companies get the employees whom they need and whom they can deploy immediately.

Major Achievements

Top-Class Partners

In order to uphold our high standards we need top-class partners – universities at home and abroad, the Netzwerk Tübingen-Hohenheim (University Alliance of the Tübingen-Hohenheim region), and enterprises from all branches of the economy. Teachers and students have been demonstrating for years that Reutlingen University is a reliable partner. For example: in joint research projects, thesis for Diploma, Bachelors’ and Masters’ degrees, internships and in study abroad.

Alumni Network

Since June 2011 the new alumni and career network is online. Students, alumni, professors and staff have the possibility to connect with each other. Internships, job offerings, discussion groups, and topics for students’ thesis work can be found on this platform.

Joined Forces

The Robert Bosch Centre for Power Electronics (RBZ) is a newly established research and teaching network in which the Bosch Group, Reutlingen University and the University of Stuttgart have joined forces. This unique cooperation is the first of its kind in Germany. The Robert Bosch Centre for Power Electronics has branches in Reutlingen and Stuttgart. The close cooperation with Robert Bosch GmbH provides practical industrial training, which gives students the best possible preparation for the demands of developing the technologies of the future.

Collaborations

The Steinbeis Centre of transfer for Applied and Environmental Chemistry is connected to Reutlingen University as well as the Steinbeis Centre of Transfer: Energy- and Environmental Process Engineering (Steinbeis-Transferzentrum:

Future Objectives

The on-going partnerships will proceed and be extended.
Principle 6 | Dialogue: We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.
Overview

Since we train our students for a life outside of academia, it is our core belief that our students should not be trained in an ivory tower, rather in a down-to-earth environment. Furthermore, we believe that dialogue is crucial in order to implement PRME.

Major Achievements

Networking

The Referat für Technik- und Wissenschaftsethik (RTWE) and the Netzwerk Tübingen-Hohenheim are two networks in which Reutlingen University is active and that are mainly concerned with sustainable development. The RTWE supports all Universities of Applied Science in Baden-Württemberg in the field of Ethics and Sustainable Development. Funding, seminars and online communication platforms for students as well as for professors are being offered by the RTWE. Twice a year the RTWE organizes conferences for all Ethics Officers as well as for Sustainability Officers. At these meetings the officers can share their insights as well as their issues. Reutlingen University finds these meetings very fruitful. At the moment the members of this network are working on a framework for sustainable development at universities.

Reutlingen University is also an active member of the Netzwerk Tübingen-Hohenheim. This innovative group was founded in 2005 and serves as a model for the rest of Germany. The aim of this network is to improve research, teaching and services for students on account of close cooperations. As previously mentioned in November 2011 the network organized a sustainability event at Tübingen University.

Reutlingen University and its Environment

Members of Reutlingen University worked on a concept for climate protection for the region of Neckar-Alb. The concept is called IKENA.

Pupils, University Students and Leaders

Pupils from today will be the students of tomorrow and the leaders of the day after tomorrow. Therefore, pupils are especially interesting to us. The MINT subjects (Mathematics, Informatics, Natural Sciences, and Engineering) are crucial for a sustainable development. Unfortunately, they are not very popular with girls. Therefore, Reutlingen University offers Girls’ and Boys’ Days at which pupils have the possibility to get an insight on these subjects.

The School of Applied Chemistry attracts young talents with their “Kleiner Chemikus” (Little Chemist) and “Chemieakademie für Schüler” (Chemistry Academy for Pupils). The programme “Kleiner Chemikus” is aimed at children in primary school. During one morning children get the possibility to experiment in a professional laboratory and get to know natural phenomenons. The Chemieakademie für Schüler is a trial study in Applied Chemistry for students in the sixth grade. During a one-week course pupils can take part in lectures, experiments and demonstrations.

SIA, short for Schüler-Ingenieur-Akademie (Pupil-Engineering-Academy) is another programme supporting MINT subjects. SIA is a cooperation between high schools, universities and corporations. Pupils from senior classes get the possibility to take part in special projects supervised by university professors and/or by business executives. In 2010 and 2011 participants of SIA Reutlingen built a rocket with an integrated altimeter which is based on a microcontroller. Not only did the students build rockets, but also launchers as well as the hard- and software of the altimeter. At a special event pupils could test their “rocket”. The rockets reached a height of 100 meter.

A Special Week for the Public

Once a year the so called “Wissenswoche” (week of knowledge) takes place at which the University is open to public. Usually one day is strictly for pupils. At this day pupils from all over Germany can get the special experience of being a student.
at Reutlingen University and can attend lectures. On other days, the public is invited to look at the laboratories, make little experiments themselves and attend lectures.

Liberal Education for Everybody

Usually every other week the Studium Generale takes place (extra-curricular studies). The Studium Generale is organized by all three universities of Reutlingen and is open to public. The concept behind the Studium Generale is to foster the general education of all members of the university and interested people. In the academic year 2011 and 2012 the topic of the lecture was “Brave New World”. Professors with different backgrounds gave presentations on the issue of Sustainable Development.

Future Objectives

The on-going projects will proceed and be extended.