

## CUSC Competence Unit Sustainability in China



### About Us

Competence Unit Sustainability in China (CUSC) was founded in fall 2016 at Catholic University Eichstätt – Ingolstadt as a multi-functional center for German-Chinese cooperation in the field of sustainability. In order to broaden the disciplinary perspective of sustainability research and also include the important technical aspects of it, a joint sponsorship with THI based AUDI-Konfuzius-Institute (AKI) was established. Albeit there exist many sustainability centers in German-speaking countries, CUSC is the only one with a specific focus on China. Moreover, with the involvement of students, researchers, and partners from both countries, it gradually promotes German-Chinese cooperation in the field of sustainability. While generally expanding the network of universities, research institutes and partners from medium-sized companies, it may also help to deepen already existing contacts with Chinese Universities.

As a platform, CUSC demonstrates and increases German-Sino competence and cooperation in education, business and research. It provides expertise in the field of sustainable business for project or program support, playing a role both as research incubator and platform for business partners from Germany and China. Within the CUSC network, all parties can join in activities relevant to foster sustainable development in Germany and China by applying their respective knowledge and competence.

Currently, around 50-100 Chinese students per annum join local universities for their Bachelor or Master studies; given the increasing number of Chinese students who are willing to study abroad, CUSC provides candidates specially interested in sustainability issues with the opportunity to meet, deepen their competence and exchange. Moreover, engaged students within CUSC are eager to themselves organize activities for not only for Chinese but also German students.



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All parties of CCSC joint in activities relevant to sustainability in Germany and China by applying their knowledge and competence





## CUSC as a Network

### CCSC as a Network



## Audi Konfuzius Institut Ingolstadt

### CUSC as a Bridge



There are many sustainability centers in German-speaking countries, however CUSC is the only one specifically focus on China, with the involvement of partners from both sides, promotes German-Chinese research and cooperation in the field of sustainability.

### CUSC as a Platform

Joint research project  
 Knowledge transfer via workshops  
 Excursions for students  
 Cooperative promotions  
 Sustainable business plan

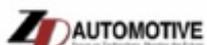
## CUSC as a Study Room



## CUSC Partners

For a China-focused Research Center located in Germany, partnerships are crucial; activities should bring together German & Chinese organizations from the public as well as private sector. Moreover, profiting from the orientation of the AUDI-Konfuzius-Institute, increasing attention is being paid to enhance the effectiveness of the German-Chinese cultural cooperation.

Our partners are diverse, ranging from universities, multinational companies to small and medium-sized enterprises, social organizations, and foundations. Henceforth, CUSC aims at developing more university and organizational partnerships, thereby encouraging the transfer of sustainability knowledge between Germany and China.

<p> <b>Universities:</b></p> <ul style="list-style-type: none"> <li>• KU Catholic University Eichstätt – Ingolstadt</li> <li>• THI Technische Hochschule Ingolstadt</li> <li>• Tongji University</li> </ul>	<p></p> <p></p> <p></p> <p></p>
<p> <b>Companies:</b></p> <ul style="list-style-type: none"> <li>• Audi AG</li> <li>• BÜCHL</li> <li>• ZD Automotive</li> </ul>	<p></p> <p></p> <p></p>
<p> <b>Organizations:</b></p> <ul style="list-style-type: none"> <li>• Chinese Consulate General</li> <li>• Audi Confucius Center Ingolstadt</li> <li>• Bayern China Center</li> <li>• Geneva Agape Foundation (GAF)</li> <li>• Denk Nachhaltig e.v.</li> </ul>	<p></p> <p></p> <p></p> <p></p>

## Recent Activities

To date, CUSC held various Seminars, workshops, and also excursions for Chinese students:

- In December 2016, the opening seminar of CUSC was held successfully with guest speeches from representatives of the Audi Confucius Institute Ingolstadt, the medium-sized German local disposal company Büchl, and a researcher from Chongqing University. The seminar ended with a SWOT analysis for sustainability business in China developed by the students. After the CUSC seminar, Prof. Habisch and the group of German and Chinese students visited the city of Nuremberg including the famous Nuremberg Christkindl market.
- In March/ April 2017, Prof. Habisch accepted an invitation from the Chinese government to visit University of Chongqing as a foreign high-level educational expert. As part of his visit, Prof. Habisch held a workshop together with colleagues and PhD students in the field of sustainability research at Tongji University, Shanghai. New contacts for further research projects on sustainability-related topics could be established. Moreover, the relationship with both KU partner universities in Shanghai and Guangzhou was intensified with the aim to facilitate exchange programs for German and Chinese students in the future.
- The second CUSC seminar took place in June 2017, bringing together Chinese and German students to engage in a discussion with guest speaker Dr. Xiaoying Gu of Büchl Company on waste disposal models in China and Germany. More precisely, the applicability of the German waste disposal system in China was lively discussed, along with obstacles and opportunities in the Chinese waste management business.
- In October 2017, a welcome meeting for Chinese students was organized by CUSC at Ingolstadt. More than 20 Chinese students from both KU and THI joined together to get to know each other better. During the meeting, students who have already spent some time in Germany shared their experience. Subsequently, they provided practical information for example how to register for lectures and how to separate waste according to German standards, which is especially useful for incoming Chinese guest students. Moreover, a brochure produced by CUSC students for incoming KU fellows was introduced and found very positive acceptance among addressees. Finally, students enjoyed Hotpot for dinner together.
- In January 2018, "How to write a scientific paper" had frequently been asked by Chinese students. In particular, incomings arriving directly from their home country university in Germany found it difficult to formally author a scientific paper. In order to cope with this frequently expressed deficiency, the CUSC organized a workshop about scientific writing which is highly appreciated by the Chinese participants.

## Upcoming Projects

### Lecture Series

A lecture series "Sustainability in China" is being planned by CUSC at KU and AKI starting in summer term 2018. The interdisciplinary lecture deals with relevant aspects of sustainable development and sustainability management in China; different lecturers from China and Germany introduce into their relevant academic research results or share their practical experience. This course will provide multidisciplinary insights from business science, economics, engineering,

entrepreneurship, environmental science, cultural geography etc. Students will gain an overview on the status quo of sustainable development and sustainability-related business innovations in China against the background of new Chinese national plan in 2020, 2035, and 2050, which aims to implement the UN 2030 Agenda for Sustainable Development. After completing the course, students will gain the ability to analyze Chinese economic developments and the importance of cultural factors for entrepreneurial activities in China. Moreover, even the public audience is invited for the lectures, which is also communicated via the AKI address database.

## **Website**

In order to profile the CUSC as a China-related sustainability research platform not only locally, but also in Germany and Europe, creating an own website is important in order to strengthen the current partnerships and allow for future development.

## **Students-Organized Activities**

Chinese students are eager to communicate with their German fellows; however, due to language barriers and cultural differences, most of them are reluctant to actively participate in student organizations on campus. Hence, CUSC provides the opportunity for them to organize workshops, campus events, research excursions etc. German students are invited to join – for example to prepare themselves for their exchange semester at Chinese partner universities.

## **Guest Professor**

Guest professor Dr. Haiyun Chen from Tongji Univ. will visit KU in SS 2018 and WS 2018/19. He will engage in common research projects around sustainability and common-poolresources. “Smart Education and Sustainability”: The Project strives to organize the visit of Chinese students from Shanghai junior or middle schools to visit KU for one week or two in summer or winter holidays.



## **Management Team**

So far, CUSC is managed by the professorship Christian Social Ethic & Social Policy only:



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## CUSC Downloads

[CCSC 12.03.18.pptx](#)