



IU GROUP ESG REPORT

2021 / 2022

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OUR VISION

EVERYBODY CAN ACCESS

EDUCATION TO GROW





Contributing to society is at the heart of what we do

**SVEN SCHÜTT,
CEO OF IU GROUP**

“It is our core mission and vision to contribute to society by democratising access to the most personalised way to learn and grow.”

For any person on this planet, education is the key to leading a more fulfilled and successful life. Education and innovation are the most important ingredients to the challenges of our times including climate change, social injustice, democratisation, and conflict resolution. We at IU Group have made it our mission to

democratise access to education and to empower people with the most personalised way to learn, maximising individual outcome.

In today's world, access to education is very unequal. In Africa, only 10% of the population have the possibility to study at a university. At the same time, the global economy needs more

educated people than ever before. According to research, 50% of the global workforce needs to upskill by 2025, otherwise an estimated 50% of innovations will never get off the ground because of the skills gap. Educators are failing to meet these challenges. Many are elitist and are not ready to look beyond high school

graduates to address the huge potential of non-traditional students. They are not focusing on future skills and employability. And given the fragmented nature of the education ecosystem, most educators lack the digital capabilities to leverage technology in order to address these challenges.

At the IU, we strongly believe that everyone should have the opportunity to grow throughout their individual learning journey – and that technology should be leveraged to provide the fastest and easiest way to study. We want everyone to have an equal opportunity to succeed – regardless of their personal, professional or financial situation; regardless of nationality or background.

Being driven by our vision, we contribute by meeting the demands of underserved groups and delivering the most affordable education possible.

IU Group provides university learning to five times more students from non-traditional backgrounds, compared to traditional universities. 70% of our students come from non-academic households in comparison to less than 50% of students from traditional universities. One key factor in providing this access is our approach to delivering education beyond metropolitan centres. Last but not least we are the first university to have partnered with an A-level provider to enable students to gain qualifications to access a university.

Key in doing so is our educational platform which delivers the most scalable

high-quality education at the lowest marginal cost. One great initiative that demonstrates our ability to do this at scale is the Study Access Alliance initiative which we have launched to provide one hundred thousand scholarships across Africa together with non-profit partners.

We contribute to closing the widening skills gap by offering the largest future skills degree portfolio globally with more than 200 degrees. We have developed the largest corporate network with over ten thousand partners who we help gain access to young talent. And we are the largest degree educator for tech degrees in Europe with over ten thousand starters last year.

Being a successful provider of education services requires all our internal systems and processes to run in accordance with advanced sustainability standards.

We are among Germany's first climate neutral universities and the first climate neutral distance learning university in the world. We have decreased our carbon intensity for three years running, despite growing revenues and student numbers and even amid the end of Covid restrictions.

We are a diverse team just as the world



around us, and we actively promote diversity as a necessary component of creativity and innovation. We want to be an employer of choice by developing a comfortable and inclusive working culture and by creating conditions for all our colleagues to grow and develop.

It is our core mission and vision to contribute to society by democratising access to the most personalised way to learn and grow. Hence many aspects

of ESG are at the core of our purpose. Therefore, IU Group is actively enhancing the management and reporting system for sustainability and ESG by constantly developing and reviewing our internal regulations to ensure no important topics are left uncovered. This report is also an element of us becoming more transparent and open to all our stakeholders. We hope that it will give you a snapshot of where we stand on this journey.

EVERYBODY

We are inclusive and non-elitist
for global talents

ACCESS

Our offering is accessible
and affordable

EDUCATION

Our offer ranges from higher education
to nano degrees

GROW

We drive individual progress through
high-quality, career-oriented education

ABOUT IU



ABOUT

IU

IU is a vertically integrated educational platform offering the largest portfolio of Bachelor's and Master's degree programmes in Europe.



Being Germany's largest private university group and Europe's fastest growing university, we deliver high-quality education, leveraging technology and innovation to meet the rapidly changing demands and needs of the labour market as well as of students.

We offer more than 200 accredited courses, available in German or English. Students can shape their studies their way through the help of a digitally supported learning environment with various study models, such as Dual Studies, Distance Learning and myStudies which combines online and

on-campus studies. In addition, we facilitate continuing education and promote the idea of lifelong learning.

In alignment with our mission, we aim to provide access to personalised education to as many people worldwide as possible.

IU began operations in 2000 and is now represented in over 30 German cities. We cooperate with over 15,000 companies and actively support them in employee development. Our partners include Deutsche Bahn, Motel One, Telekom, Vodafone und VW Financial Services.

88,687



Students as at the end of 2021.

**Over 100,000 students
as of November 2022**

3,070



Graduates of Bachelor's, Master's,
and MBA programmes in 2021

>200

Accredited
courses
in German
in English

30

Master and
Bachelor
degree
programmes
in English

39



Study
locations
and offices
in Germany

155

Master and
Bachelor
programmes
in total

OUR HISTORY



Foundation

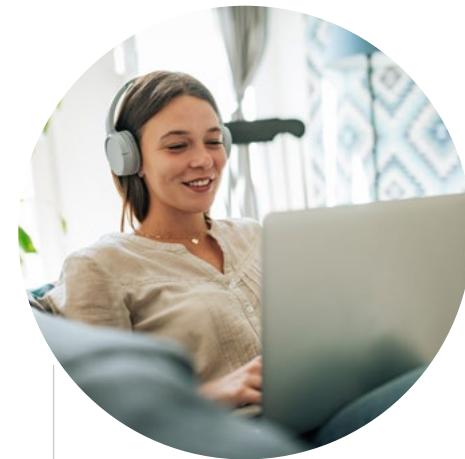
of IU as the International University of Applied Sciences Bad Honnef (IUBH).

Admission to the Leading Hotel Schools of the World network

IUBH becomes the first and only German university to be accepted into the Leading Hotel Schools of the World network. The exclusive association Hotel Schools of Distinction emerged from this network in 2014.

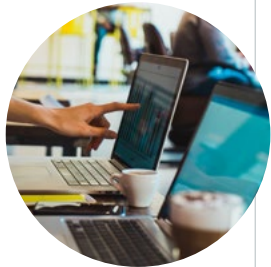
Geographic expansion, accreditation

Bad Reichenhall is opened as a new location of IUBH. IUBH unconditionally receives the longest possible accreditation of ten years from the German Council of Science and Humanities. Innovation Minister Prof. Andreas Pinkwart congratulates the institution for this achievement.

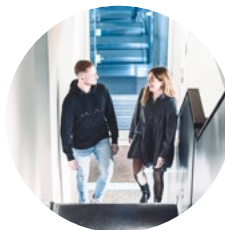


Launch of distance learning courses

IUBH launches its first distance learning programme. The university is renamed International University of Applied Sciences Bad Honnef - Bonn.



Launch of the first learning programmes at the Feuerschlösschen Castle in Bad Honnef.



Presented with a hospitality study concept award

IUBH becomes the first German university to be awarded a hotel industry's Oscar, Hotelier of the Year, for its outstanding study concept.

German University Rector Conference membership

(Hochschulrektorenkonferenz). The United Nations World Tourism Organization awards the UNWTO TedQual certificate to IUBH's tourism programme.

New locations & sustainability

Düsseldorf and Munich become the first dual campus locations to be opened besides Erfurt. The university commits to the principles of sustainability by joining the International Academic Network of the United Nations Global Compact.



IUBH becomes a UN PRME Signatory Member

The IUBH becomes a signatory member of the International Academic Network of the [UN PRME Network](#), an initiative for responsible and sustainable academic management education.



Online studies

IUBH launches its first online degree programme and becomes the first university worldwide to launch online exams.

New locations & accreditation

Launch of the part-time study format at Düsseldorf and Munich, for the study programmes Business Administration and Social Work. IUBH becomes system accredited. Over 15,000 students are enrolled in 80-degree programmes. More than 500 permanent professors, lecturers, and employees work for the university in research, lecturing, consulting, and administration.

Evolving to fulfil our mission

The commercial launch of the new, innovative MyStudium offer for school graduates and IU Academy as a new upskilling programme for corporate partners. IU receives state accreditation for an unlimited period. IU receives an award as Germany's leading digital university. IUBH is renamed IU International University of Applied Sciences to emphasize its international profile.



Top rankings & premium seal

IUBH achieves excellent results in the [CHE university ranking](#). In terms of business administration, IUBH positions itself as Germany's best private university of applied sciences, with the most rankings in the top group.

IUBH's five study programmes in the fields of hotel, tourism, and event management, receive the premium seal of the [FIBAA](#). This qualifies IUBH as one of the leading universities in Germany with five or more premium seals.

IUBH receives the **Innovation and Excellence Award** 2017 for innovative study programmes.

Continued growth

In 2020 there are 36,000 students enrolled, representing 110 countries, spread across 80 different study programmes. IUBH becomes the world's first climate neutral distance learning university. 29 new study programmes, 8 new locations – IUBH is the first university to launch an online architecture study programme. IUBH makes a major contribution to equal opportunities – 45% of all German students without a high-school diploma continue their studies at IUBH.



Scale and quality

IU student number reaches 100 thousand. IU is the largest private university in Europe and the largest university by number of students in Germany. IU receives the Very Good Provider award and is included in the list of top distance learning providers. IU is ranked number 1 among the most popular universities on [StudyCheck](#) with its Dual study programme. We achieved this while maintaining a recommendation rating of 96%.

OUR

APPROACH





OUR APPROACH TO SUSTAINABILITY

Sustainability is among the core values of IU Group and IU International University of Applied Sciences. As a member of the UN Global Compact and its higher education initiative, we are committed to the highest standards of sustainability to benefit all our stakeholders. The principles of these two initiatives are the key principles which define our sustainability approach.

Given the nature of IU Group's work, the social aspect plays a key role in our sustainability profile. We have identified three key areas of our social impact, defined by the relevant stakeholders:

- Students
- Employees
- Communities

Apart from that, two further areas of ESG are relevant for IU just as for any other organisation:

- Environmental footprint
- Corporate governance

We have structured our ESG Report in accordance with this approach.

IU International University of Applied Sciences is part of the United Nations Global Compact, the world's largest corporate sustainability initiative, as well as a member of the Global Compact Network Germany.

We are committed to the 10 principles of the UN Global Compact derived from the Universal Declaration of Human Rights, the International Labour Organisation's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention Against Corruption.



HUMAN RIGHTS

Principle 1

Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2

make sure that they are not complicit in human rights abuses.

LABOUR

Principle 3

Businesses should uphold the freedom of association and the effective recognition of right to collective bargaining;

Principle 4

the elimination of all forms of forced and compulsory labour;

Principle 5

the effective abolition of child labour; and

Principle 6

the elimination of discrimination in respect of employment and occupation.

ENVIRONMENT

Principle 7

Businesses should support a precautionary approach to environmental challenges;

Principle 8

undertake initiatives to promote greater environmental responsibility; and

Principle 9

encourage the development and diffusion of environmentally friendly technologies.

ANTI-CORRUPTION

Principle 10

Businesses should work against corruption in all its forms, including extortion and bribery.

IU is a member of PRME, an initiative of the UN Global Compact which unites institutions of higher education. PRME works to promote the listed below principles in the education sector worldwide.

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.

VALUES

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

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.

METHOD

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

RESEARCH

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

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.



STUDENTS



Everybody can access education to grow

**HOLGER SOMMERFELDT,
RECTOR, IU INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES**

“We are increasingly becoming global in terms of our student audience and in the way we operate, our team, our mindset, and of thinking.”

The German education system is characterised by public universities that offer free of charge education and IU, with its online and dual offerings, operates in a very specific niche within this system. Our mission is to provide everyone with the appropriate skillset, flexible access to education, provide opportunities for additional learning and re-education, while also maintaining professional

activities. We are proud that tens of thousands of students in German speaking countries choose us and recommend us to their friends every year.

Besides that, we are increasingly becoming global in terms of our student audience and in the way we operate, our team, our mindset and thinking. To achieve our vision “Everybody can access education to grow”, we focus

on providing opportunities to qualified members of groups and communities that otherwise would encounter barriers to a university education. One of our priorities is students from low-income countries. In 2021, we granted scholarships to 3,075 students from such countries, up from 1,347 in the previous year. The portion of these students with respect to our total student intake grew from

3.6% to 6.4% in the same year. On top of that, we offer scholarships to people with disabilities, as well as to single parents.

Of equal importance to us is to help female professionals enter industries where they have traditionally been underrepresented. Therefore, we run projects aimed at women studying IT and tech, including a special “women in tech” scholarship programme.

110

Countries our students come from

70%

Students from non-academic households

3,075

Scholarships to students from low-income countries (2021)

5x

Times more new students without A levels compared to other universities

€46.4m

Total value of scholarships to students from low-income countries (2021)

405%

Growth of IU student number from 2018 to 2021

We do everything to maintain an open and fair dialogue with our students at all stages of our joint journey – from application to graduation, ensuring advice and coaching whenever and to whomever needed. Our studies match student lifestyle and commitments, allowing every student to set their own pace and schedule. Studies and interaction with peers from all around the globe provide students with plenty of opportunities to network on a world-wide scale. That is why in addition to teaching professional expertise and practical skills, we focus on training social and intercultural competencies.

We do our best to be an energising jumpstart for impressive international careers as well as a facilitator of a global mindset. 94% of IU graduates are employed within 6 months after graduation. Those already working during their study time, profit from an average of 20% salary increase after graduation. And it comes back full circle – 95% of students would recommend IU to others. Since November 2022, IU has had more than 100 thousand students. It is an exciting opportunity to help so many people achieve more – and it is a great responsibility which we understand and aim every day to live up to.



FOUNDERS@IU

The Founders@IU initiative, launched in January 2022, is aimed at creating a contact and communication point for all members of IU's community – first of all, students, alumni – interested in entrepreneurship. As part of the initiative, during 2022 IU organised 4 events with over 200 participants, published a newsletter, interviewed founders, as well as set up a web-based SharePoint collaborative platform. All this facilitated information exchange and experience sharing between participants of the initiative.

The goal of Founders@IU is to generate impulses and inspiration for the development and founding of start-ups, as well as foster ideas for a better future, linking social, environmental, and economic issues and trends, to strengthen the entrepreneurial and intrapreneurial mindset and motivation for social entrepreneurship and networking.

[More information](#)

STUDY ACCESS ALLIANCE

The Study Access Alliance is a scholarship provider for students in African countries who are financially unable to fund their university education. Since only ~9% of the university-aged population in Sub-Saharan Africa is enrolled in higher education (around 4 times less than the world average), the aim of the Study Access Alliance is to empower the young people of Africa with skills for the future, through education – high-quality online Bachelor and Master degrees in a variety of study programmes.

Initiated by the IU Group in 2022, the Study Access Alliance is a non-profit company partnering with local organisations, NGOs, businesses, universities, education groups and governments in African countries and beyond, which already work in providing education opportunities to students in need. By ensuring accessibility and closing the gap to university education and employability for socially and



economically disadvantaged students, the initiative reduces inequalities, solves pressing needs for digital and soft skills and other essential competencies, thereby contributing to overall sustainable development of low-income countries of the African continent.



“It is fundamental to us at IU Group that all people have access to education and growth, which is why we are proud to partner with the Study Access Alliance.”

Sven Schütt,
CEO of IU Group



SDG 4: Quality Education

Providing access to university education with accredited high quality online degrees, thus enabling individual growth and furthering upward socioeconomic mobility



SDG 5: Gender Equality

Focusing on gender balance when awarding scholarships to empower especially women to grow and participate equally in society, economy, and politics



SDG 8: Decent Work and Economic Growth

Ensuring employability of degrees and strong links to the job market by working closely with businesses and focusing on future skills for the African economy



SDG 9: Industry, Innovation, and Infrastructure

Using and conveying new technologies to students to fuel sustainable industrialization, resilient infrastructures, and innovation



SDG 10: Reduced Inequalities

Tackling inequalities in access to higher education access with overall positive impact on economic, social, and political equality



SDG 17: Partnership for the Goals

Realising the initiative with strong, inclusive partnerships on local, national, regional, and global levels to contribute the overall achievement of the SDGs together

WOMEN IN TECH



Women in Tech is an initiative at IU to attract more girls and women to the IT industry. It is led by Chancellor Prof. Dr. Alexandra Wuttig and Lena Sälzle, Public Affairs Officer.

Where women are not present, they are not considered. With the help of the Women in Tech initiative, IU wants to create low-threshold offers, enlighten, and break down stereotypes. We see it as

part of our mission to make female IT professionals visible, show role models and thereby to motivate more women to join STEM jobs and studies. Below are a few examples of projects realised as part of Women in Tech.

STEM EDUCATION. WHAT YOUNG WOMEN THINK ABOUT IT – A STUDY BY IU

IU has conducted a short study with the aim to ascertain the interest of female students in STEM subjects and training. Another aim was to identify the factors discouraging girls from pursuing a STEM education or, to the contrary, motivating them to choose STEM as their field of study or career.

The study showed that 70% of female students have a personal interest in STEM subjects (mathematics, computer science, natural sciences, technology). However, more than 40% of the young women and girls feel overwhelmed with these topics or find the STEM field too difficult. Only a few of the respondents have female friends or female relatives who work in STEM professions. More than a third do not know anyone who is professionally involved in STEM.

“Women are less likely than men to choose STEM fields of study or training. To do something about

this, we must start early in school – for example, through gender-sensitive teaching that addresses girls and boys equally. Above all, there is an urgent need for more female role models from the STEM sector to encourage young women. Because role models in the immediate environment, such as teachers and family members, but also from the business world, have a great influence on later study and career choices,” says Alexandra Wuttig, Chancellor of IU.

For the short study, IU surveyed a total of 777 female students. The short study will be followed by a more comprehensive research project.

The white paper on the study is available [here](#).

YES, SHE CAN – GIRLS IN IT

In October and November 2022, IU held a series of events for female students from the 10th grade upwards, familiarising them with various aspects of the IT industry. The events were conducted by IU’s female Tech & IT professors and gave the girls an opportunity to experience IT in a very practical way, including coding and modelling. The message was clear and unambiguous – women and girls must be encouraged to actively shape the future of IT.

There will be a follow-up event in December, which is not exclusively aimed at school students.



FRIDA

At the beginning of December 2022, IU launched the FRIDA project, presenting video portraits of 21 women working in IT. The project aims to provide authentic insight into the professional digital world, present women and their careers and show how colourful and diverse the digital industry is. It was implemented in cooperation with #SheTransformsIT.

Further projects as part of the Women in Tech initiative are planned for 2023.

EMPLOYEES





A culture of everyone, by everyone

**TIM KALTENBORN,
DIRECTOR, PEOPLE, ORGANISATION
& CULTURE AT IU GROUP**

“Diversity promotes innovation, and it is innovation and creative solutions that are at the heart of IU.”

Our mission is to help people grow, and this applies to our employees as much as to our students. IU strives to be the place where everyone can realise their potential, develop skills and knowledge while working in an innovative educational environment which improves the lives of people. We hire high-skilled professionals from different areas to create a unique

set of expertise and backgrounds which drives our progress. We encourage a friendly and result-oriented culture, open to new ideas, change and development. At IU, we respect everyone regardless of their background, ethnic or national origin, health conditions, sexual orientation, gender identity or attitude towards religion. We do our best to create comfortable condi-

tions for all our colleagues, taking their individual needs into consideration, ensuring a competitive and transparent compensation system that is in line with good market practices. Our employees have access to a wide range of training and learning opportunities. This includes discounts to access IU study programs that help them in their professional growth.

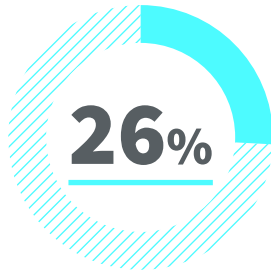
More importantly, we live in a “culture of everyone, by everyone.” This is the only way we can create a working and learning environment in which everyone feels comfortable, and can contribute to their strengths and further development. Diversity promotes innovation, and it is innovation and creative solutions that are at the heart of IU.



**STAFF TRAINING IN 2021:
PERCENTAGE OF EMPLOYEES WHO
RECEIVED THE RESPECTIVE TRAINING**



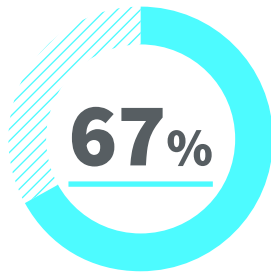
Skills-based training
to advance core job
responsibilities



Cross-job functions
beyond regular
responsibilities



Training on
**life skills for personal
development**



Specialised
training on **labour
or human rights**

2,323

Average staff count
(2021)

607

Part time employees
(average, 2021)

> 1,490

Full-time employees
(average, 2021)

79

Nationalities
represented
among
employees

69

Average hours spent on
training per employee
(2021)

DIVERSITY DAY AT IU

On May 31, the Germany-wide Diversity Day is celebrated. It is initiated by the Charta der Vielfalt (Charter of Diversity), combating prejudices and exclusion in the work environment. At IU, we have been one of the signatories since 2019 and have thus officially committed to measures for respectful inclusion - regardless of gender, nationality, ethnic origin, religion, ideology, age, disability, or sexual orientation.



We are also one of the founding members of the Employers for Equality program, aiming to raise awareness and educate employees, managers and stakeholders on gender equality and diversity.

To celebrate this day in 2022, IU held several online and offline events for its team. Whether from their private desk, in the offices, or on campuses with our students, IU employees were invited to dive deeper into this important topic, meet new colleagues, and exchange ideas with them. IU held, amongst others, a webinar-style learning lunch about diversity, as well as hosted a photo challenge and an online quiz. IU employees were also invited to attend diversity and inclusion learning courses available on the corporate learning portal.



„Diversity is anchored in the DNA of IU, firmly integrated into our vision and embodied daily.”

Nicola Schmidt-Geheb,
Equal Opportunities
Officer

We are committed to equal opportunity because education without borders is what we strive to achieve. The idea of diversity shapes our work and study culture. Everyone is welcome and should feel safe, valued, and included.



“We consider diversity as enrichment and are convinced that sustainable growth can be achieved only through different perspectives and potentials.”

Tim Kaltenborn,
Director, People, Organization
& Culture at IU Group



IU RECEIVES AWARD FOR EQUAL OPPORTUNITIES AND DIVERSITY

In 2022, we were awarded the **TOTAL E-QUALITY** distinction for our extraordinary commitment to equal opportunities and our diversity-oriented personnel and organisational policies, procedures, and processes. The IU underpins its socio-political commitment by, among other things, being a signatory of the Diversity Charter (Charta der Vielfalt) since 2019. A clear zero-tolerance policy promotes appreciative, prejudice-free behaviour within the organisation and acts against any form of abuse of power, discrimination, harassment, or violence.

The award also recognises numerous measures and offers of IU to promote and treat its learners and employees equally – from reducing possible bias in the recruitment and integration process of new employees, to flexible working conditions (such as mobile work, working from abroad, sabbatical), and training for mental and physical health.

With initiatives such as Women in Tech, the Study Access Alliance, as well as reduced access barriers through studying without A-levels and without numerus clausus or entrance exams, IU is opening access to education to more people and making a significant contribution to educational equity.

PEOPLE DEVELOPMENT AT IU

As a provider of high educational knowledge for our customers, we also want to inspire our employees to help inspire our students. People Development is an integral part of the entire employee journey at IU. We build and maximise strength for possible career progression through Learning & Development and Leadership Development. Close to that, IU identifies and fosters talent, ensures succession and boosts potential through Talent Management and Performance Management.

OUR APPROACH TO PEOPLE DEVELOPMENT IS BASED ON 4 PILLARS:

- 1.** Formal learning provided via IU's corporate Learning Management System (IU Learning Hub and IU Manager Learning Hub).
- 2.** Open informal learning formats: regular events like Learning Lunches and Deep Dives provided by our own staff for inhouse upskilling as well as community internships for social and peer learning.
- 3.** Non-linear IU-wide Knowledge Management: established corporate network (mainly intranet-based) with information about the organisation, processes, contact persons, etc.
- 4.** Role- or target group-specific offers such as the leadership induction programme, leadership space (one-stop-shop for leadership information, communication, and knowledge sharing) or development tracks for certain roles at IU.



As of today, the IU Learning Hub contains 650+ courses for ~3,300 employees including apprentices, trainees, and fixed-term employees. Additionally, the IU Manager Learning Hub has 80+ courses (like Product Management, Sales, Product Marketing, languages, tools & applications etc.) for ~570 managers today.

3,100+ employees out of ~3,300 registered employees regularly use the IU (Manager) Learning Hub. Each IU employee spent on average more than

8 days in formal training in 2021 which was provided almost entirely through IU (Manager) Learning Hub and about 2,500 employees were trained from our learning platform in 2021. More than 180 courses have received a top rating of 5-star (out of 5) and the average rating of all courses is 4.57 stars and over 71K course enrolments in 12 months demonstrate a profound learning culture at IU.

Our passion and efforts also convinced the expert jury of the eLearning Journal, leading to an eLearning Award 2022 in the "University" category.

COMMUNITIES





Our social role: always in focus

ALEX ČAIČICS,
ESG COMMUNICATIONS COORDINATOR AT IU GROUP

“We strive to be an active part
of the communities around us.”

We are a part of society and work to serve the society, including the economies of the countries our students are from. While being an educational institution that largely provides distance learning, and with our team being largely home-office-based, we also strive to be an active part of the communities around us. Our offices and campuses have traditionally been engaged in important local initiatives promoting sustainable development, volunteering, and fundraising.

Social welfare is an important part of our everyday work. IU is the largest educator of social workers in Germany. Every fourth IU student is a student of healthcare or pedagogy. Together with psychology, the rate is close to 40%. Social work is a significant focus of our Dual Studies study programmes,

where students receive their education while simultaneously obtaining practical experience by working at our corporate partners. The majority of our main Dual Studies corporate partners are social, charitable, and humanitarian organisations.

Teaching sustainability and integrating it in our study programmes is another important aspect of our social role. We believe in the need to reinvent higher education by assigning sustainability a special and essential role of management studies and stop seeing it as a separate or stand-alone topic. Sustainability is therefore a vital, integral part of teaching and research processes at IU, whether through modules, projects, or entire programmes. Our professors are opinion leaders in the field of sustainability.



35.4
thousand

Students study healthcare, social work, pedagogics, and psychology at IU, making up almost 40% of our total student number

128
out of 200

IU's largest Dual Studies corporate partners are social, charitable, and humanitarian organisations



SOCIAL DAY IN FRANKFURT

In early October, the team of IU's Frankfurt campus organised a Social Day and donated their working hours to helping Caritasverband Frankfurt e.V., a local charitable organisation and one of IU's Dual Studies partners, which maintains and develops a housing facility for children and young people from disadvantaged families. IU volunteers helped to improve the housing facility's outdoor territory by planting herbs and plants, including a 15-year-old cherry tree.

PARTNERSHIP WITH UNESCO'S GLOBAL EDUCATION COALITION

In June 2022, we became the first higher education institution in the European Union to be a member of [UNESCO's Global Education Coalition](#), which aims to help students worldwide in crisis by providing resources to mitigate educational disruptions. Our membership will provide students who are most in need with crucial support – an opportunity to learn key topics, obtain useful skills, and simultaneously earn credits (ECTS) so that they can apply for a globally recognised, top-rated bachelor's degree through IU.

Aligning with the coalition's mission, IU will offer students – at no cost to them – flexible online micro-credentials (5 ECTS in total) in the fields of computer science, engineering, and data science, which can later be applied toward a bachelor's degree. Joining the Global Education Coalition, whose goals and principles resonate well with that of IU, we want to be part of the collective efforts to build more resilient education systems for the future.



“It is of the utmost importance that the potential of digital technologies is leveraged to the maximum, hereby facilitating the mitigation of unprecedented educational disruption and beyond. At IU, our main principle is the democratisation of education, which is built on our strong belief that everyone should have access to education.”

Dr. Sven Schütt,
CEO at IU Group

NINE TIMES AROUND THE WORLD FOR BETTER ACCESS TO EDUCATION

“For each other, with each other,” says the motto of our fitness challenge “I&U Around the World”. In spring 2022, as part of it – focusing on collective commitment and strengthening the sense of community among colleagues – we joined our forces to circle the earth nine times. IU employees from all locations worldwide collected kilometres during a variety of sporting activities, tracked them in an app, and together covered 355,380 kilometres. For each circumnavigation of the globe, we donated ten bicycles to the organisation [World Bicycle Relief \(WBR\)](#) – in total 90 bicycles.

WBR is an international aid organisation, working in development cooperation, that provides people in rural developing countries with bicycles to enable greater mobility and, therefore, greater independence. In line with the IU vision ‘Everybody can access education to grow’, the provision of bicycles enables better access to education, work, and health, resulting in an improved perspective of self-reliance and better security.



“We thought five circumnavigations of the world would be realistic. The fact that, with our combined efforts, we even made it around the world nine times in the end makes us extremely happy. Together we can achieve great things, even with small steps.”

Tim Kaltenborn,
Director, People,
Organization & Culture
at IU Group

WE FEMALE FOUNDERS

Women represent only 20.3% of start-up founders in Germany, resulting in being the exception, rather than the rule. To support them and make the start-up scene more diverse, IU, together with its partner FSIWS, has initiated the [we Female Founders](#) project.

It is a free online programme for women founders with sustainable and innovative business ideas. After a successful launch in 2021, the programme entered its second round in February 2022, with an expanded range of events. The focus of the programme for 2022 was on sustainable founding.

During this year, 90 programme participants were invited to attend 15 live workshops, as well as being granted access to over 50 recorded webinars.

More importantly, we Female Founders provides its participants with an AI-based network platform that serves as a safe space for female founders to discuss issues that concern them, make contacts, and engage in networking with the aim of sharing knowledge and know-how, as well as establishing direct contacts (including



with angel investors) and receiving support. This is a way how participants can identify, promote, and develop their ideas, and benefit from the experiences of others.

In February 2023 the programme's third round will launch.



SOLIDARITY WITH UKRAINE

We condemn the belligerent attack of Russia on Ukraine. Our thoughts and solidarity are with the children, women, and men of Ukraine. Together with all German universities immediately after the start of this unprecedented military aggression, we declared our solidarity with Ukraine and supported the statements of the German Academic Exchange Service and the German Rectors' Conference.

We are committed to supporting the students from Ukraine in the best possible way. We have nominated special contact individuals from the student administration who are available for their Ukrainian peers for any help and assistance needed.



“I was able to take away so much from the workshops and am grateful for every person who shared their knowledge and experiences with us.”

**Sina H.,
programme participant**



“It helped me a lot and now I have a better understanding how to start a in Germany.”

**Julie C.,
programme participant**



EXAMPLE OF SUSTAINABILITY RESEARCH AT IU: SUSTAINABLE MEDIA MANAGEMENT



Brands are increasingly evaluating not only the reach of media, but also their contribution to society in terms of sustainability: primarily, sustainability in the sense of responsible managing information and content.

IU's Professor Dr. Lisa-Charlotte Wolter, in a partnership with Prof. Dr. Sylvia Chan-Olmsted (University of Florida, College of Journalism & Communications), is supporting Serviceplan/Mediaplus Group as an academic partner throughout the process of developing and establishing a sustainable media model. The project started in January 2022; its final results will be presented in 2024.

The research includes comparison of sustainable and traditional

media planning strategies, assessment of the effect of sustainable media planning on advertising impact, analysis of approaches and trends in the international market, and other related questions.

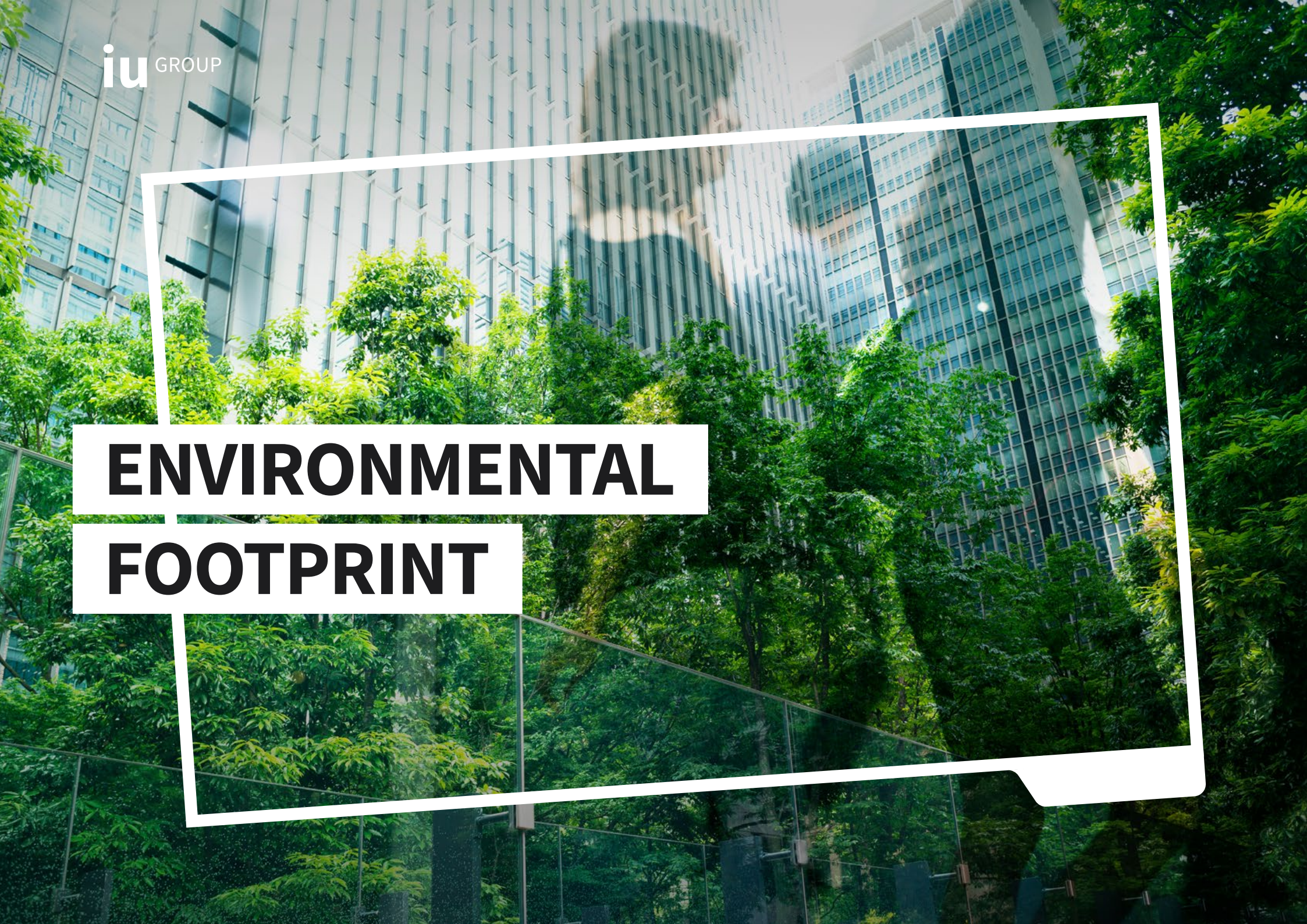
"We will explore the connections between brands, media, content, and audience in the context of sustainability. The aim of the project is to develop an applicable and scientifically sound model for media planning that meets the demands of contemporary sustainability strategies," explains Prof. Dr. Lisa-Charlotte Wolter.

The project is part of the Consortium on Trust in Media and Technology (CTMT), whose mission is "to foster a diverse community of scholars and thought leaders who will build an unparalleled ecosystem for the study of how media and technology can become more trustworthy and develop programs for the application of new knowledge and tools and the creation of new policies and laws."

In October 2021, the research paper 'Sustainability and Brand Communication: Consumer Segment and Media Platform Implications', which was a pre-study of the Sustainable Media Management research project, received the Emma Best Paper Award 2021.

[More information](#)

ENVIRONMENTAL FOOTPRINT





IU as a pioneer of climate neutrality

WOLFGANG HUSS,
HEAD OF REAL ESTATE MANAGEMENT, IU GROUP

“For three years in a row, we have managed to decrease our carbon intensity despite significant growth of our operations both in terms of student number and revenue.”

To a large degree, the education process at IU is based on distance learning and online courses. Most of our employees work in a home-office setting. This unique operational model allows us to have an inherently small environmental footprint with greenhouse gas emissions about half of what they would be if we would operate like traditional offline-based universities do. Needless to say, that this format helps us to save costs and ensure maximum comfort for both students and staff.

Nevertheless, as of June 2022, we have operated 39 offices and campuses in different parts of Germany, and are in regular contact with our landlords to ensure the implementation of best environmental standards at all our locations.

In 2020, IU became one of Germany's first universities¹ to be officially certified as climate-neutral², and the world's first climate-neutral distance learning university. Every year we conduct official recertification of our carbon-neutrality by organising an external audit of our carbon footprint. For three years in a row, we have managed

to decrease our carbon intensity despite significant growth of our operations both in terms of student number and revenue.

We compensate for our CO₂ emissions through renowned international climate projects. For instance, in 2022 we support the expansion of renewable energies in Brazil and Laos and promote access to clean drinking water in Mozambique.

To reduce CO₂ emissions, IU has set up a system for recording and accounting for all greenhouse gas emissions. We constantly seek ways to improve our environmental performance and to optimise our resource usage. At each of our offices and campuses, we have appointed an energy officer who reviews and implements energy saving solutions. These include, for example, introducing digital thermostats where necessary, as well as motion detectors for light sources, or converting to LED lamps. All in all, IU is currently working to completely switch the existing electricity supply to renewable energy sources with the aim of obtaining 100% green electricity at all IU locations.

1. "Hochschule" under the German education system

2. Certified by TÜV-SÜD in accordance with the PAS2060 standard

IU-FINANCED CARBON FOOTPRINT COMPENSATION PROJECTS



Climate change is one of the greatest challenges of our time, and of our university as well. Climate neutrality has always been our focus, priority, and social responsibility. We have made serious and continuous efforts for climate protection in several ways, including financial contribution to projects compensating IU Group's carbon footprint.

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HYDROPOWER PLANT PROJECT IN LAOS

The IU supported hydropower plant project contributes to a stable, sustainable, and independent energy supply in Luang Namtha region, northern Laos, which historically has been completely dependent on fossil fuels energy supply, partly coming from China. The project has helped to decrease the existing significant gap between energy demand and supply, reduced energy costs, as well as improved access to sanitation and clean water by providing more than 230 households and 1,000 people access to clean water. The hydropower plant's total capacity of five megawatts generates approximately 37 gigawatt hours per year, but the project itself saves about 20,860 tonnes of CO₂ annually.

14 WIND PARKS IN THE NORTH-EAST OF BRAZIL

This IU supported wind energy project comprising 14 wind farms contributes significantly to climate action, sustainable development, and ensures a clean energy feed to the surrounding communities in north-east Brazil. The project focuses particularly on the needs of local communities, improving local infrastructure and creating access to training opportunities. A total of 156 turbines supplies renewable electricity to the Brazilian power grid with a total capacity of 358.8 MW, thus saving approximately 652,150 tonnes of CO₂ per year.

CLEAN DRINKING WATER FOR PEOPLE OF MOZAMBIQUE

This IU financed project using borehole technologies provides access to clean drinking water to about 102,000 residents of Tete, Sofala and Manica provinces in central Mozambique. The project has a fundamental social, environmental, and health impact: by replacing the need for water purification (boiling) at open fireplaces, it substantially reduces the household smoke (up to 90%) and potential health risks, since women and children are less exposed to the air pollution caused by open fireplaces. The project saves approximately 180,000 tonnes of CO₂ emissions per year.





7 times

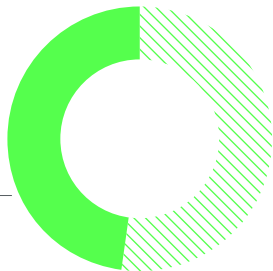
Lower greenhouse gas emissions by one distance student versus regular off-line student.

(Source: IU own research, 2020)

Waste management

During 2021, IU facilities have generated an estimated amount of 250 tons of waste, of which approximately 120 tons were recycled.

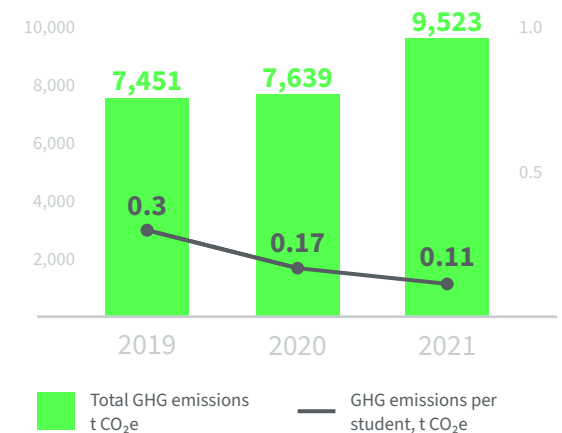
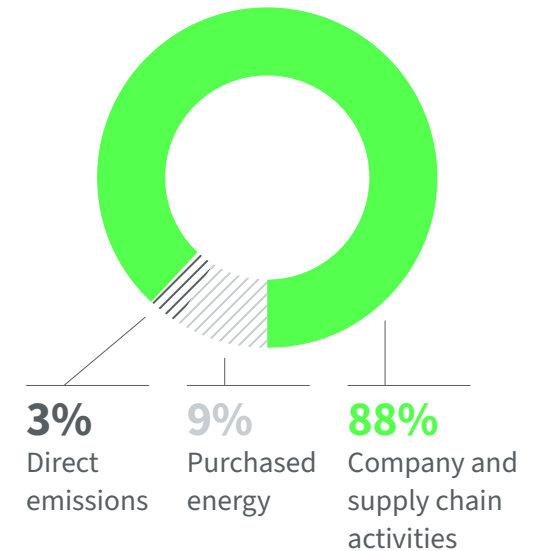
120 tons recycled



Current priority areas for the further reduction of our carbon footprint

- Reduction of average energy use of offices
- Increase use of electricity from renewable energy sources
- Reduction of the amount of ordered student lecture notes
- Reduction of business travels by airplane
- Other measures

IU's carbon footprint





**CORPORATE
GOVERNANCE**



Integrity and fairness are key to success in the education industry

**KATARINA THANASSIS,
GENERAL COUNSEL, IU GROUP**

“Our management team is committed to professionalism and effectiveness.”

As a unique organisation of our kind, IU combines features of a traditional university and those of a company in the technology sector. This also applies to the structure of our governance, where we have corporate management represented by the Management Board, and academic

management represented by the University Senate and Rectorate. The University Senate comprises of representatives from all groups of our university population - from the Rectorate to the students. It decides on the key questions that affect the entire university, or are of crucial impor-

tance, including fundamental questions of research, teaching, evaluation, and cooperation as well as paramount strategic directions of the university's further development. Apart from the University senate and the Management Board, in 2022, we set up an Advisory Board from out-

standing key opinion leaders in science, business, and politics. The Advisory Board will comprehensively advise the university in its further development - including the strategic orientation, study formats and the university's global growth towards maintaining its status as a globally



competitive and attractive provider of digital education.

Our key internal document ensuring adherence to high standards of corporate governance is our Ethics Policy which is available in two languages and is constantly being enhanced and developed. In 2022, we introduced our Supplier Code of Conduct which will serve as a guideline for our suppliers in terms of sustainability.

Our management is committed to professionalism and effectiveness by exploring the opportunities the global education market provides us with, as well as designing best solutions to meet all the challenges of 21st century education, including digital learning. We manage our legal and regulatory environment with our professional Legal Department committed to ensuring compliance with all regulatory regimes in Germany and other relevant jurisdictions. A separate team of pro-

professionals dedicated to academic excellence is led by IU's Rector Prof. Dr. Holger Sommerfeldt. The university operations are regulated by the university law of Thuringia - the region of Germany where IU is officially registered. In addition, a compliance officer is appointed (as part of the Legal Department) and a whistle-blower hotline in accordance with the legal requirements is available. For students and employees alike, a dedicated Diversity & Equality Officer is available. The Accounting & Financial Team has appointed a Senior Revisor to implement a framework for internal auditing & revision.

The education business is about people. This is why integrity and fairness are key to success in this industry and help to attract the best talent. It is the basis of trust – of students, of employees, of corporate partners and all other stakeholders.



ETHICS POLICY

The Ethics Policy is IU's key document covering the most important areas of corporate governance and ethics within the frame of the applicable laws, rules, and normative regulations. It sets out the ethical principles of IU Group and provides general guidelines protecting against corruption, economic crime, conflicts of interest, and other misconduct. The topics covered by the policy include personal responsibility, honest conduct, corporate citizenship, integrity, accounting practices, privacy and confidentiality, respectful treatment, and others.



Ethical principles of IU Group:

- 1.** We conduct ourselves with honesty, integrity, and according to the highest ethical standards
- 2.** We seek, and are open to, diversity – valuing diversity of people, their views, and experiences
- 3.** We contribute to the communities in which we work and live through civic engagement, both globally as a company and privately as individuals.
- 4.** We observe and comply with the laws, rules and regulations that apply to us wherever in the world we operate
- 5.** We believe that the way we do business is as important as the results we achieve in doing so.

SUPPLIER CODE OF CONDUCT

We, as the IU Group, have the ambition not only to adhere to the best standards ourselves, but also to foster ethical business conduct and share our values among our partners. That is why, in 2022, we introduced the Supplier Code of Conduct as an integral part of IU Group's Ethics Policy.

The Supplier Code of Conduct reflects our understanding of corporate social responsibility and sustainability, setting our requirements and approach to doing business with suppliers and contractors.

The Supplier Code of Conduct covers the most important spheres of business conduct. IU expects its suppliers to be socially responsible and respect human rights, to meet high standards of environmental performance and to implement ethical governance and business practices.

We want our Supplier Code of Conduct to be an effective real-life guide and a basis for a broad dialogue with our business partners on sustainability-related issues. IU reserves the right to perform code compliance audits and to engage in discussions with suppliers regarding potential corrections and improvements. In the case of serious constant non-compliance, we even reserve the right to suspend business relations.



DATA SECURITY AT IU

Data security is an important factor for IU academic sustainability as the trust in our product and the safety of our students' data are major determinants for our success. All our activities comply with strict European and German data security regulations. Throughout our history, we have never experienced any material data nor security breaches. We regularly monitor Distributed Denial-of-Service (DDoS) attempts and phishing attacks, while also reviewing processes and software for flaws and incidents that would need to be reported to the authorities. In order to ensure a well-structured approach to address cybersecurity and General Data Protection Regulation (GDPR) issues, we have implemented an Information Security Management System (ISMS) programme over the last two years while, simultaneously, developing a dedicated cybersecurity team. Both ISMS and internal CyberSec review risks and define measures to ensure a pre-emptive approach by running phishing simulations, pen tests and test backups. We have successfully completed an IT audit with TÜV – an independent, and the most respected, German testing and certification organisation – and received a relevant certification. Additionally, we conduct regular training for our employees with a focus on data security and protection.

LEADERSHIP



Sven Schütt,
CEO,
IU Group

Experience

Sven has been CEO at IU Group and International University of Applied Sciences since 2010. His professional and managerial experience also includes the positions of Managing Director at Hertie School of Governance GmbH, Management Director at the German Federal Employment Agency (Bundesagentur für Arbeit), as well as consultant position at McKinsey & Company.

Education

Max Planck Institute for Neurobiology (PhD, Neurobiology); University of Bremen (degree in Physics and Master degree in Philosophy); University of Göttingen, University of Otago (degree in Neuroscience).



Marvin Lange,
Managing Director/CFO,
IU Group

Experience

Marvin has been Managing Director and CFO at IU Group since January 2019. Before that, he held several managerial positions in Germany and in the UK as CFO and Member of the Board at Gameforge; CEO and CFO at PayVoD ProSiebenSat.1 Media; as well as CFO at Prinovis UK.

Education

INSEAD Business School (Bertelsmann University Programme); Cranfield University (Bertelsmann Leadership Programme for leaders in technology and management); Pfeiffer university (Mini-MBA programme).

LEADERSHIP



Holger Sommerfeldt,
Rector of IU
International University
of Applied Sciences

Experience

Holger has been Rector of IU International University of Applied Sciences since early 2021. He has been with IU for more than 14 years as management professor, vice-chancellor for online studies, head of the distance learning department and head of IU's campus in Bad Reichenhall. Prior to that, he worked in various management positions at companies of the Bertelsmann group in Germany, France and the United States.

Education

University of Oxford (PhD, Management and Organisation);
University of Oxford (Master, Management Research);
Karlsruhe Institute for Technology (degree in Economics).



Carmen Thoma,
Managing Director
of IU International University
of Applied Sciences

Experience

Carmen has been with IU for more than 8 years in various positions - as a Chief Operating Officer for online studies, Director for Online Operations, Senior Business Development Manager. Before joining IU Group, she worked at the Economics research department of the Ludwig Maximilian University in Munich and as a management consultant.

Education

Munich Graduate School of Economics (PhD, Economics); Center for Digital Technology and Management (Honours Degree, Technology Management); Ludwig Maximilian University (degree in Economics).

ADVISORY BOARD

In 2022, IU additionally established an Advisory Board composed of renowned key opinion leaders from science, business, and politics. With the expertise and diverse experience of its members in central strategic fields of IU, the Advisory Board will comprehensively advise the university in its further development, including the strategic orientation of IU, its study formats and the university's global growth. IU's goal is to further expand its creative power as a driver of high-quality education both in Germany and internationally and to establish itself as a globally relevant provider of digital education.

Members of the Advisory Board:

Dr. Frank-Jürgen Weise

Chair of the IU Advisory Board

Former Chairman of the Executive Board of the German Federal Employment Agency from 2004 to 2017 and simultaneously Head of the German Federal Office for Migration and Refugees between 2015 and 2016. Dr. Frank-Jürgen Weise is one of Germany's leading experts on the future of education and employment.

Prof. Dr. Tobias Bonhoeffer

Director at the Max Planck Institute for Biological Intelligence (in foundation)

Ambassador Kamissa Camara

Former Minister of Foreign Affairs and Minister of Digital Economy and Planning of the Republic of Mali

Dr. Karina Montilla Edmonds

SVP, Head of Academies and University Alliances at SAP

Raffaella Rein

EdTech expert, entrepreneur, formative protagonist in the European start-up, VC, and tech industry

Lucy Stonehill

EdTech expert, founder of BridgeU – a service linking school, higher education and professional life using data-driven decision-making

Jimmy Wales

Entrepreneur, co-founder of Wikipedia, advocate for the democratisation of knowledge

RECTORATE AND SENATE OF IU INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES

The education process is managed by the Rectorate comprising the university's top academic and administrative staff, as well as by the Senate which includes representatives of all main stakeholder groups within IU's university community: Rectorate, professors, university staff and students. The composition of the Senate is aimed at ensuring top quality of IU's education services as well as protection of the interests of IU's key stakeholders.

Rectorate

Prof. Dr. Holger Sommerfeldt,
Rector

**Prof. Dr.
Kamal Bhattacharya**

Vice-Rector,
Research and Transfer

**Prof. Dr.
Regina Cordes**

Vice-Rector,
Accreditation and Offering

**Prof. Dr.
Patrick Geus †**

Vice-Rector,
Campus Studies

**Prof. Dr.
Anastasia Hermann**

Vice-Rector,
Quality Management

**Prof. Dr.
Florian Hummel**

Vice-Rector, International
Development Studies

**Prof. Dr.
Alexandra Wuttig**

Chancellor

**Prof. Dr.
Karsten Leibold**

Vice-Rector, Teaching
and Further Education

Professors (elected for two years)

Prof. Dr. Cordula Kreuzenbeck

Distance Learning,
Essen

Prof. Dr. Gerhard Sälzer

Distance Learning,
Bad Reichenhall

Prof. Dr. Katrin Sen

Dual Studies,
Frankfurt am Main

Prof. Dr. Gabriele Schuster

Dual Studies, Hamburg

Prof. Dr. Markus Walther

Dual Studies, Nürnberg

Prof. Dr. Thomas Winner

Dual Studies, Berlin

Student representatives

(elected annually)

Laura Rohkrämer

Distance Learning

B.A. Health management

Henri Tomic

Distance Learning

B.Sc. Psychology

Max Richter

Dual Studies, Nürnberg

B.A. Social Work

Academic staff

(elected every two years)

Sandra Alansigan

Bad Honnef/Remote

Project manager,
Accreditation

Jasmin Erb

Distance Learning,
Bad Reichenhall

Team Leader, Appeals
Processes

Stephanie Schmid

Distance Learning,
Bad Reichenhall

Team Leader,
Teaching Formats and
Communication

Stefan Böhm

Distance Learning,
Bad Reichenhall

Product Manager

Catrina Brummer

Dual Studies, Bad
Reichenhall

Head of the Central
Examination Office

Barbara Buxbaum

Distance Learning,
Bad Reichenhall

Lecturer (Team Inclusion)

OFFICIAL

ACCREDITATION

IU International University of Applied Sciences is accredited by key German state institutions. Official accreditation not only requires the fulfilment of formal requirements regarding academic standards but is also an assessment of the quality of staff, equipment, and quality management system.

State accreditation. Unlimited.

Institutional accreditation. next review in 2026 (after 5 years). On 22 January 2021, the German Wissenschaftsrat (Council of Science and Humanities) granted reaccreditation to IU for a period of five years.

System accreditation. On 4 December 2018, the FIBAA Accreditation Commission for Institutional Procedures (project no. 17/145) granted reaccreditation to IU until the end of the summer semester 2025. Being system-accredited gives the university the right to independently validate its own programmes in

accordance with legally defined quality standards.

Programme accreditations. All study programmes offered by IU International University of Applied Sciences are accredited and bear the seal of the German Accreditation Council. This accreditation documents that the study programmes meet all the quality requirements pertaining to the formal aspects and content of a study programme. This confirms that they meet the required level of study and are comparable with courses at national and international level.



WR | WISSENSCHAFTSRAT



Contacts

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LEGAL NOTICE

The IU Group N.V. (hereafter IU Group), holding company behind IU International University of Applied Sciences, is a private university group. The IU Group strives to keep its materials up to date, accurate and complete. Nevertheless, and despite careful processing of information, it cannot be entirely ruled out that errors occur. When referring to IU as a “university” in the text of this report, the official status of “university of applied sciences” (German: “Hochschule”) in accordance with the German classification of institutions of higher education is understood, unless stated otherwise.

iu GROUP

2022