

Welcome Address – Management Workshop April 2-

Dr. Andrea Bör, Provost of Finance and Administration, Freie Universität Berlin

April 2, 2018, 10.30am, 02052 Seminarraum, Fabeckstr. 25-27 (Holzlaube)

Dear Ladies and Gentlemen,

Dear colleagues,

I am delighted to welcome all of you to the Management Workshop of this year's Spring Campus. As Provost of Administration and Finance at Freie Universität Berlin, it is my great pleasure to open this workshop, which addresses one of the key questions of this year's conference – sustainable mobility.

According to the Federal Environment Agency, the transport sector accounts for around one fifth of greenhouse gas emissions in Germany. The mobility sector is the only one to not have decreased its emissions in the last three decades, which have even risen by almost 10 percent since 1990. Without a significant change in the area of mobility, efforts to curb or stop climate change will not be successful.

Universities as the core of the research and education system have a special responsibility to address such significant change – be it in research, teaching, or operations.

Universities are labs where answers to the key questions of the future are addressed. As public institutions, universities are important societal stakeholders. With about 36,500 students, 5,200 employees, and three campuses, Freie Universität Berlin is comparable to a medium-sized city. We have the capacity to become a living lab for the mobility transition and transfer our results and experiences to a wider society.

Regarding the topic of mobility: Employees, students, and researchers are also part of an international network. As highly mobile people, they are key in developing a sustainable mobility policy.

Sustainability has a long tradition on our campus at Freie Universität Berlin. However, we haven't focused so much on mobility issues so far. This will change with our new mobility

policy, which will give a higher relevance to sustainability. We will make FU Berlin a testbed by implementing this mobility strategy. By doing so, we will focus on the participation of internal and external stakeholders.

Sustainable mobility at Freie Universität Berlin will address the following fields of action:

- promoting bicycle and pedestrian-friendly transport and infrastructure
- optimizing and expanding the public transport connections
- striving for a CO₂-free and cost-efficient vehicle fleet
- taking an experimental approach to implementing sharing and hailing offers,
- developing an exemplary concept for combining business travel with the requirements of climate protection.

The slogan for our mobility strategy is: "New Mobility in a Sustainable Form: Freie Universität Berlin on the Road to a Climate-Neutral University"

We are, however, aware that this is a long and winding road. FU Berlin's key profile is "International Network University". Besides our strategic partnerships, which are also reflected in the University Alliance for Sustainability, we have many international partnerships – the rising number of our international business trips reflects those close academic ties. In addition to our clear conviction to reduce CO₂ emissions due to academic travel, we also know that international exchange in science is paramount. Not all meetings, exchanges, and research stays can be cancelled or virtually substituted. Our mobility policy has to address both: the need for personal academic exchange and high climate protection targets.

One future focus will, therefore, be on connecting the internationalization, sustainability, and digitalization strategies of our university.

In all measures mentioned, we want to realize digitalization opportunities. We are convinced that digital platforms will increase the usability of the various mobility offers for students, researchers, and staff. In the field of virtual communication, we will use not only excellent technical equipment, but also implement a pilot study to better understand the social and psychological factors of fruitful virtual communication.

As I mentioned, sustainability has a long tradition at Freie Universität Berlin. As an overarching topic, it opens many avenues for cooperation. Looking at our mobility strategy, this is especially true: It aligns sustainability aspects with financial considerations as well as helps push innovation in administration and digitalization.

That said, I would like to stress how important this workshop and the discussion of sustainable mobility models are. The key findings will also inform our progress in this field. I, therefore, very much look forward to learning about the results of your workshop.

I strongly encourage you to share your ideas and experiences. I wish you all inspiring discussions and hope that the workshop will provide you with new, valuable insights. Thank you very much.