

# BSBI Gazette

Editor: Professor Dr Kyriakos Kouveliotis / Associate Editor: Dr Farshad Badie

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## Editorial

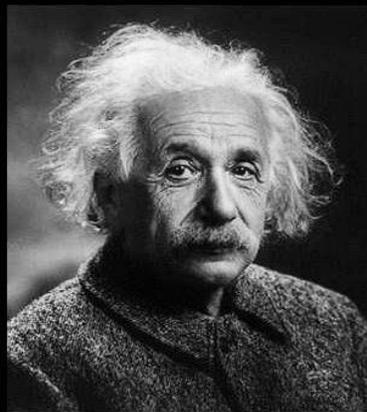


**Professor Dr Kyriakos Kouveliotis**  
Provost & Chief Academic Officer,  
Berlin School of Business  
and Innovation

For this week's Editorial I'm sharing a poem  
by Shelagh Bullman: "It's Really Up To You"

One Word Can Start A Friendship,  
One Kiss A Love Affair,  
One Smile Can Bring You Laughter,  
One hug can show you care,  
One wave of your hand can say hello,  
One tear can make you cry,  
One gentle touch can warm a heart,  
One dream can make you fly,  
One song can bring back memories,  
One thought sees brighter days,  
One wish can bring colourful rainbows,  
One good deed can bring you praise,  
One moon can light your darkness,  
One star can guide your soul,  
One step will start each journey,  
One hope to make your goal,  
One hand to hold in friendship,  
One heart that's kind and true,  
One Love...One friend, is all you need,  
It's really up to you.

## Photo of the Week



"Logic will get you  
from A to B.  
Imagination will take  
you everywhere."

Albert Einstein

## Inspirational Quotes

The way to get started is to quit  
talking and begin doing.  
— **Walt Disney**

There are no secrets to success. It is  
the result of preparation, hard work,  
and learning from failure.  
— **Colin Powell**

It is better to fail in originality than to  
succeed in imitation.  
— **Herman Melville**

The question isn't who is going to let  
me; it's who is going to stop me.  
— **Ayn Rand**



Life is a succession of  
lessons which must be  
lived to be  
understood.

— **Ralph Waldo Emerson**

# Article of the Week

Carl Bruch

Senior Attorney and Director of International Programs at the Environmental Law Institute

## Integrating Security into Sustainable Development to Build More Peaceful Societies

Twenty years ago, the United Nations General Assembly declared 6 November of each year the International Day for Preventing the Exploitation of the Environment in War and Armed Conflict. Since then, the observance has focused international attention on everything from blood diamonds and other conflict resources to the intentional targeting of the environment through scorched earth tactics.

We have made substantial progress in both understanding and action. In 1991, the [United Nations Compensation Commission](#) completed its evaluation of the wrongful environmental damage caused by the 1990-91 Gulf War, [awarding](#) \$5.3 billion in compensation. The [United Nations International Law Commission](#) developed [draft principles](#) of international law on the protection of the environment in relation to armed conflict. The United Nations Development Group, which preceded the [United Nations Sustainable Development Group](#), adopted guidance on [Natural Resource Management in Transition Settings](#), applicable across 38 United Nations agencies, funds, and programmes. The United Nations Security Council has addressed issues related to natural resources and the environment in its resolutions more than [300 times](#) (and counting). [Peace agreements](#), which used to mention natural resources and the environment only occasionally, now do so regularly and in multiple ways. Post-conflict environmental assessments, often undertaken by the [United Nations Environment Programme](#) (UNEP), have become standard practice. For all the progress, however, it is important to note that all of these measures inject consideration of the environment into security concerns. More attention needs to be focused on the integration of peace and security into sustainable development.

War is [development in reverse](#). To be effective, sustainable development must address conflict and promote peace.

The adoption of [Sustainable Development Goal \(SDG\) 16](#)—“promote peaceful and inclusive [Page 2](#)

societies for sustainable development...”—was important for initially integrating peace into a United Nations-wide policy framework. Unlike the other SDGs, though, there are no meaningful targets or indicators to track progress towards a peaceful society. Some targets are relevant, notably “significantly reduce all forms of violence and related deaths everywhere” ([Target 16.1](#)) and “significantly reduce illicit financial and arms flows” ([Target 16.4](#)). In comparison to the detailed targets and indicators for gender equality ([SDG 5](#)), clean water ([SDG 6](#)) and even justice (part of [SDG 16](#)), the targets and indicators related to “peaceful” societies are notably absent.

The [Stockholm+50](#) conference will mark the fiftieth anniversary of [the United Nations Conference on the Human Environment](#), which launched the global environmental movement and led to the creation of UNEP. This high-level meeting will be held from 2 to 3 June 2022 and provide a unique opportunity to celebrate progress and map out the future of environmental action. In addition to whatever political declarations come from the meeting, it will also serve as a platform and springboard for United Nations Member States, agencies and other partners to begin to articulate a more inclusive and effective framework for sustainable development.

Since the [Earth Summit](#), held in Rio de Janeiro in 1992, sustainable development has often been viewed as a three-legged stool comprising environmental, economic and social elements. SDG 16 presumed to add a fourth leg—peace—and Stockholm+50 provides an opportunity to expand on that initial framing. Further targets and indicators are a starting point but no more than that.

We need to be willing to address peace and sustainable development more directly to understand the linkages and where it may be appropriate to act on them. This is not as easy as it sounds.

First, we need to better understand the linkages between peace, conflict and sustainable development. The [2011 World Development Report](#) was instrumental in identifying many of these linkages, and we have continued to investigate the related dynamics. While we have gained a better understanding of the problems, there is still much to learn, particularly regarding which solutions are effective under what circumstances.

Second, we need to be willing to act. There is a widespread reluctance on the part of many environmentalists to incorporate considerations of peace and security into their work. There is fear that if the environment is “securitized”, countries may be compelled to act militarily in spheres they do not understand. At the international level, “securitizing” environmental

to become involved in what many countries regard as their internal, sovereign affairs. Given these concerns, the existence of SDG 16 is a minor miracle. Notwithstanding the politics, there is a robust body of evidence and scientific understanding regarding the numerous ways in which environment, conflict and peace are interlinked. There are political economy dimensions, particularly with regard to valuable resources. There are identity dimensions, particularly concerning land and territory. There are also historical and structural dimensions, which can be related to the legacies of colonialism. As the science of these realities grows stronger, policy and action must follow.

Recognizing the linkages between sustainable development and peace does not mean that all things related to development become security matters.

The development of conflict-sensitive approaches highlights how sustainable development can be made more effective through a consideration of peace and security. A [2020 evaluation](#) of programming by [the Global Environment Facility \(GEF\)](#) in fragile and conflict-affected situations is illustrative. A substantial portion of the 4000+ GEF environmental projects have been undertaken in situations affected by fragility and conflict. More than \$4 billion in GEF funding (about 30 percent) has been spent in countries affected by armed conflicts with more than 1,000 battle deaths; and 88 percent of the country-level GEF projects were launched in fragile situations categorized as “alert” (i.e., very fragile) or “warning” (i.e., of concern).<sup>1</sup> Fragile and conflict contexts had statistically significant impacts on the outcome of projects.

It is notable that at the time of the evaluation, GEF had no policies, guidance or safeguards addressing conflict or fragility. Instead, such considerations were left to implementing agencies. However, only half of them had policies regarding conflict-sensitive programming.

Notwithstanding the limited guidance on conflict sensitivity, GEF projects have innovated and employed five conflict-sensitive strategies to manage risks posed by conflict and fragility: acknowledgement, avoidance, risk mitigation, peacebuilding, and learning. The starting point is to acknowledge the presence of armed violence and insecurity in the project area, even if many such projects do not take the next step of attempting to manage the conflict-related risks. The remaining measures—other than acknowledgment—are aimed at managing risks associated with conflict and fragility (see [Figure](#)).

As the figure shows, many GEF-supported projects both acknowledge risks associated with conflict and fragility and propose measures to manage those risks. To reduce conflict-related risks, some project leaders chose areas that were unaffected by conflict. This reduces the risks but leaves the areas most needing assistance without due attention. Other projects employed mitigation

strategies such as participatory approaches and early warning. Some projects actively embraced the peacebuilding opportunities presented by the conflict situation, often to generate political support for the project (e.g., by supporting the implementation of the peace agreement in Colombia in 2016). Many GEF projects incorporate lessons learned both from their own experiences and from other programming.

In most cases, conflict-sensitive conservation programming does not change the mission of environmental organizations. Instead, conflict

concerns could provide the Security Council with a justification

sensitivity is viewed as a way to minimize the risks associated with conflict and maximize opportunities. Conflict-sensitive conservation projects are more likely to succeed in meeting their objectives. As such, conflict sensitivity illustrates how sustainable development can integrate consideration of conflict and peace without securitizing development.

Stockholm+50 provides a point of inflection where the international community can reflect on what we have achieved and learned, and strategically map the way forward. Sustainable peace and a sustainable

environment must be central to any vision for sustainable development, if it is to be truly sustainable. Achieving this vision will require further integration of United Nations agencies, funds and programmes working for peace and sustainable development.

**Note:** <sup>1</sup> Global Environmental Facility, “Evaluation of GEF support in fragile and conflict-affected situation”, prepared by the Independent Evaluation Office of the GEF, virtual meeting, 7-10 December 2020, p. vii. Available at <https://bit.ly/3q6C8P3>.

Source: [Here](#)

## Websites of the Week

- 🕒 [Knowledge Societies: Characteristics](#)
- 🕒 [Leadership & Innovation Mgmt.](#)
- 🕒 [How Good AI is Getting?!!](#)
- 🕒 [On AI-based Health Care Systems](#)
- 🕒 [AI and Parkinson Detection](#)

## Books of the Week

## Videos of the Week



How to create a successful work culture?



How to lead tough conversations?



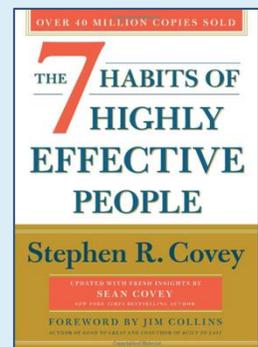
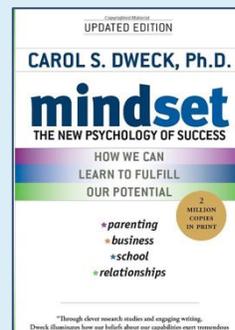
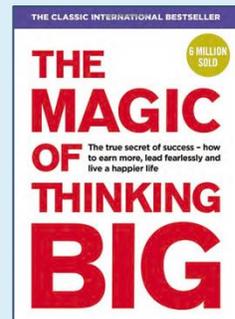
Emotional Mastery



Master your successful communication



Let's make our brains happy!



# Week in Review

All you need to know about everything that matters



**Dr (MD) Ahmed ElBarawi**  
Academic Support Manager

### Areas of expertise:

Orthopedic Surgery, International Trading  
(Medical Supplies), Agribusiness

### Surgical Logistics and Technologies

It is comic and shameful from a surgeon point of view, horrifying and distrustful from the patients point of view, it is a failure of healthcare management and a failure of the population to understand the logic behind falling into the trap of forgetting a surgical item somewhere in the surgical field ( most probably the patient's body).

An extensive retrospective study that was recently published in the Journal of the American College of Surgeons suggests that surgical teams who use radiofrequency (RF) identification chips and the TeamSteps protocol significantly reduce the likelihood of unintentionally leaving surgical items in the patient's body.

**Source:** *Fewer Retained Surgical Items With RF Chips and TeamSTEPPS*  
- *Medscape* - Aug 25, 2022.



**Dr Anastasios Fountis**  
Head of Undergraduate Studies

### Areas of expertise:

Business, Cybernetics, STEM

### Business Ecosystems and Platforms

A business ecosystem is defined as a network of enterprises that participate in the delivery of a particular good or service through both competition and collaboration. It can include

suppliers, distributors, customers, competitors, governmental entities amongst others. The notion is that each component of the ecosystem influences and is influenced by the others, resulting in a dynamic interaction in which each component must be adaptable and flexible in order to exist, much like in a biological ecosystem. On the other hand, a business concept known as a platform facilitates transactions between two or more interdependent parties, typically producers and consumers, in order to create value. Successful platforms enable externalised innovation while also lowering transaction costs to ease trades.

Sources: [Link 1](#), [Link 2](#), [Link 3](#)



**Mostafa Gaballa**  
Lecturer

### Areas of expertise:

Tourism, Hospitality, Travel

### Tourism

Scaling-Up Tourism Action at the UN Ocean Conference. Tourism has the potential to lead the shift towards a circular and regenerative blue economy, the UN Ocean Conference has been told.

*UNWTO* centred the discussions on tourism in a special Tourism Ocean Action side event of the Conference, held latest in Lisbon. Organised alongside the One Planet Sustainable Tourism Programme and in collaboration with the Portuguese and Kenyan governments, the discussions highlighted the strong incentive that tourism provides for ocean conservation. For more information, visit this [link](#).

Addressing the Conference, *UNWTO* Secretary-General Zurab Pololikashvili said: "Our wellbeing depends on a healthy ocean. As part of its responsible recovery, tourism needs to

play a more active role in protecting coastal and marine environments. That's why we are taking steps to shift to a more circular and resilient tourism model, and the benefits of this will be felt far beyond the sector itself."



**Swati Jeevan**  
Lecturer

### Areas of expertise:

Information Technology, Innovation, Digital Transformation

### Li-Fi

Wi-Fi is well-known to everyone but now is the time to learn a new revolutionary term *Li-Fi* (*Light Fidelity*). This Technology is 100x Faster than Wi-fi. In 2011, in a TedGlobal Talk, this was firstly introduced by German Professor Harald Haas in Edinburgh. Check it out via this [link](#).

We are moving towards AI (Artificial Intelligence) & IoT (Internet of Things) which means our devices will be talking to each other. For this reason, it is important to have good communication connectivity between the devices. Hence, Li-Fi can be the best option. Li-Fi is basically the connection that we will get data from a simple Light Bulb in our Room. Anyone can use the data 100x faster than normal Wifi.

Li-Fi can likewise be utilised in a more extensive scope of areas. This incorporates regions defenceless to electromagnetic impedance, for example, emergency clinic activity theatres, aeroplane lodges and underneath the ocean, as well as thick conditions commonly inclined to obstruction with a Wi-Fi association. I believe especially in underground trains where we have almost low or no connectivity. What is additionally fascinating is that Li-Fi is a Cleaner and Green Communication Technology. Because Wifi generally uses Radioactive waves which are harmful to the Human body whereas the Visible Light Spectrum is used by Li-Fi. Therefore, it is safer for the human body.



**Mostafa Khaki**  
Lecturer

**Areas of expertise:**

Artificial Intelligence, Deep Learning, Computer Vision

**Artificial Intelligence, Biochips**

An artificial intelligence-based under-skin microchip (i.e. biochip) can detect diseases before their symptoms appear.

Researchers have developed a new biochip that uses artificial intelligence to track data related to the health of people and process this information by imitating the function of the human brain.

What if wearable electronic devices (or biochips) could monitor your health and detect diseases even before symptoms appear? That's exactly the question Sihong Wang and his research team at the University of Chicago's Pritzker Molecular Engineering (PME) have been pursuing.

Wang says: "With this, we've combined wearable technology with artificial intelligence and machine learning to create a powerful device that can analyse health data right on our bodies".

Wang and his team envision a future in which wearable biosensors can track health indicators such as blood sugar, oxygen levels, and a person's metabolites. Considering their goal, these researchers have built a chip that can collect information from several biosensors and use machine learning to conclude a person's health.

Wang and his research team's biochip can accurately classify heartbeats. The assistant professor emphasizes that his research is actually the starting point of this path, and he is planning new versions of the chip and a variety of machine learning algorithms to expand the devices it can integrate with.

Ultimately, such chips could be used to send alerts to patients or doctors or automatically change medications. Such action is one of the attractive applications of artificial intelligence.



**Dr Konstantinos Kiousis**  
Lecturer

**Areas of expertise:**

Human Resource Management, Leadership, Counselling & Career Guidance, Modern Educational Approaches

**Gaming Industry**

The early Covid-19 pandemic era made people stay inside for a long time. When consumers were stuck in, they turned their attention to Technology, scooping up new PC's, Laptops, TV Monitors, Gaming consoles etc. trying to make living and working from home a bit easier. Nowadays, people have returned to offices, gone back to gyms and are going out again after a long quarantine period. As they do so, they rethink their spending as inflation starts to bite and sales of gadgets are taking a hit, as are the companies making the chips that power them.

Nvidia, warned earlier in August that sales were dropping due to weaker gaming revenue posting an income of \$6.7 Billion between May and July, 19% lower than the previous quarter. Company shares doubled in 2021, but this year, they're 41% down. The firm said that revenue for its current quarter would come in around \$5.9 Billion, reduced by 17% as the gaming business would continue to retrench.

Nvidia isn't the only company in the industry that's run into trouble. Last month, Intel announced a surprise loss, pointing to the sudden and rapid decline in economic activity. The firm forecast a sharp drop in PC chip sales this year, as top customers tried to clear out existing inventory. Additionally, Sony trimmed the annual operating profit forecast for its gaming unit by 16%, citing an expected fall in games sales. Its group-wide operating profit forecast for the year to next March was cut by 4% to \$8.37 Billion.

The growth of the overall game market has decreased as opportunities to go out have been raised following a decline in Covid infections recently. A report by analytics firm Canalys, published on Thursday, mentioned that PC shipments from China fell by 16% in the second quarter, the worst decline in the last nine years. For more information, please visit [Link1](#), [Link2](#), [Link3](#) and [Link4](#).



**Dr Milos Petkovic**  
Lecturer

**Areas of expertise:**

Strategic Management, Intellectual Capital, Knowledge Management

**Finance**

According to the Wall Street Journal, to increase employee retention, GameStop decided to reward its employees with stocks and pay raises. However, the Company's shares have continuously declined since December 2021, and it's now at the level of \$32.20 with a -0.92% negative trend. This decision is a very common one in financial practice that would certainly influence employees' motivation and better contribution to the final company's success. Unfortunately, investors still feel sceptical mostly because they do not see the overall strategy for such a decision.



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