

# 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,  
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For this week's Editorial, I'm sharing a great poem by Edgar Guest. Its title is very significant: "Have you earned you tomorrow"

Is anybody happier because you passed his way?

Does anyone remember that  
you spoke to him today?

This day is almost over,  
and its toiling time is through;

Is there anyone to  
utter now a kindly word of you?

Did you give a cheerful greeting to  
the friend who came along?

Or a churlish sort of "Howdy" and  
then vanish in the throng?

Were you selfish pure and simple  
as you rushed along the way,  
Or is someone mighty grateful  
for a deed you did today?

Can you say tonight,  
in parting with the day that's slipping fast,  
That you helped a single brother of  
the many that you passed?

Is a single heart rejoicing over what you did or said;  
Does a man whose hopes were fading now with  
courage look ahead?

Did you waste the day, or lose it,  
was it well or sorely spent?

Did you leave a trail of kindness or  
a scar of discontent?

As you close your eyes in slumber  
do you think that God would say,  
You have earned one more tomorrow by  
the work you did today?

## Photo of the Week



The first "Provost's Roundtable" got arranged on 1 September 2022 with a special focus on "The Future of Energy in Europe"

## Inspirational Quotes

Life is not a problem to be solved, but  
a reality to be experienced.

— Soren Kierkegaard

Success doesn't come to you, you go  
to it.

— Marva Collins

Suffer the pain of discipline, or suffer  
the pain of regret.

— Jim Rohn

Talent wins games, but teamwork and  
intelligence win championships.

— Michael Jordan



Success is not final;  
Failure is not fatal;  
It is the courage to  
continue that counts.

— Winston S. Churchill

# Article of the Week

Maimunah Mohd Sharif

## Connecting Innovation and Culture for Cities of Opportunity

As we celebrate the start of the third decade of the millennium, we have an opportunity to reflect on past achievements to inspire and galvanize ourselves to greater and more effective action for the achievement of the [2030 Agenda](#) for Sustainable Development and its 17 [Sustainable Development Goals \(SDGs\)](#). Fittingly, the first major United Nations event of this decade will be the [Tenth Session of the World Urban Forum \(WUF10\)](#).

A unique, United Nations, all-around stakeholder platform, WUF is a biennial opportunity for Member States, local governments, the private sector and civil society to engage in constructive discussions about urbanization—this century’s megatrend—which will determine whether we succeed or fail in achieving the SDGs.

What better place to mark WUF10 than in the Emirate of Abu Dhabi. This will be the first time the [United Nations Human Settlements Programme \(UN-Habitat\)](#) convenes this pivotal urban forum in the Arab region, which features some of the world’s oldest cities and the most up-to-date manifestations of the urban form.

For nearly two decades, urban practitioners have congregated at WUF to exchange ideas, learn about innovative urban solutions and foster partnerships that benefit the most vulnerable in society. UN-Habitat intends to continue this tradition of bringing together thinkers, innovators, city managers and professional groups to help advocate for people living in urban settings and widen opportunities for them to participate in making rapid urbanization work for everyone, everywhere. For WUF10, my team and I have worked closely with the Department of Municipalities and Transport, our partners in Abu Dhabi, to bring about a forum where key stakeholders can dedicate themselves to a set of declared actions that will contribute towards sustainable urbanization. More importantly, as WUF is a non-legislative stakeholder forum, we hope that communities and civil society will

participate actively in forging these commitments. One outcome I would like to see from WUF10 is collaboration among all stakeholders on decisive actions that are crucial and urgent to addressing persistent and new development challenges. Such problems include extreme poverty, socioeconomic inequality, slums, social exclusion and marginalization, gender-based discrimination, humanitarian crises, conflict, air pollution, climate change and high unemployment.

The international community has already responded with the adoption of far-reaching global agendas, such as the [2030 Agenda](#), [the New Urban Agenda](#) and [the Paris Agreement](#), to name but a few. WUF10 is an opportunity for us to commit ourselves to fulfilling these important programmes.

UN-Habitat is ready to provide a strong and structured response to countries’ needs and priorities in an integrated manner. At WUF10, UN-Habitat will seek support from our partners and all stakeholders for the [UN-Habitat Strategic Plan 2020-2023](#), which emphasizes outcomes and impacts in four key domains of change: reducing inequity and poverty, shared prosperity in cities and regions, strengthening climate action and urban environments, and crisis prevention and response in urban areas.

We are working with other United Nations agencies by inaugurating a One UN platform, through which we hope to collaborate closely with United Nations Resident Coordinators and other agency heads involved in sustainable urbanization. As the mandated United Nations agency monitoring SDG 11 on sustainable cities and communities, UN-Habitat is also unveiling the New Urban Agenda platform to allow Member States and other stakeholders to monitor progress on the implementation of SDGs with urban elements. We are also encouraged by the efforts of local governments to conduct voluntary local reviews, which keep track of the localization of SDGs at the city and community levels.



*Culture constantly evolves as it is being constructed, challenged and contested in urban environments.*

We are very grateful to Member States as well as our Stakeholder Advisory Group Enterprise (SAGE) for their willingness to contribute their time and

resources to help ensure that WUF10 meets its objectives. We encourage delegations to use the Forum as a platform to direct resources towards sustainable urbanization among their members, be they Governments, professional bodies, academia, the private sector or civil society. WUF is truly an inclusive platform functioning in the spirit of leaving no one behind.

No WUF would be complete without a strong thematic focus. Together with the host city, we agreed on the theme “Cities of Opportunities: Connecting Culture and Innovation”. In this context, culture is defined broadly to refer to our way of life and traditions as well as modern adaptations that are associated with and shaped by urbanization. Culture constantly evolves as it is being constructed, challenged and contested in urban environments. It is also inextricably bound up with innovation, from the preservation of material and documentary heritage to new ways of thinking and experimenting that result in unique urban environments. It is the city that attracts creative and innovative people and communities, and provides a space for chance encounters, for new ideas to meet with talent and capital, and where the most persistent urban challenges find their solutions.

Ultimately, WUF10 will be an important milestone event in the lead-up to 2030. We intend to establish as its most lasting legacy the opportunity to transform advocates into participants and policy into practice; and the tangible impact and actions that we will report in subsequent Forums until 2030. This would be a fitting tribute during the year marking the 75th anniversary of the founding of the United Nations, as we ensure that no one anywhere is left behind in our rapidly urbanizing world.

### About the World Urban Forum:

Established in 2001, the World Urban Forum is the world’s premier gathering on urban issues. The Forum examines the impact of rapid urbanization and its implications for social, economic and environmental policies in communities, cities and towns. UN-Habitat, the convener of the Forum, is the United Nations focal point for sustainable urban development working for an inclusive and prosperous urban future. The Tenth Session of the Forum in February 2020 will bring together some 12,000 delegates from more than 150 countries. It will provide an opportunity to strengthen relationships and engagement, and demonstrate the feasibility of incorporating sustainable and context-based practices in developed and developing countries.

Source: [Link](#)

# Websites of the Week

- Systematic Design Association
- Most effective marketing strategies
- On Management Information Systems
- AI and Business
- What are logical data models?

# Books of the Week

## Videos of the Week



Cross Cultural Communication



Visualisation can change your life



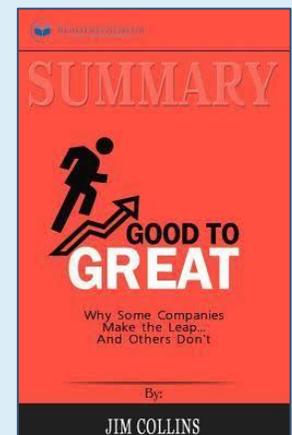
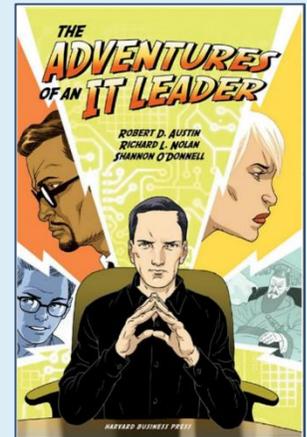
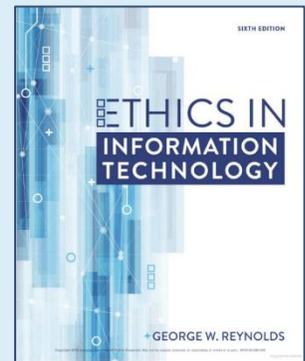
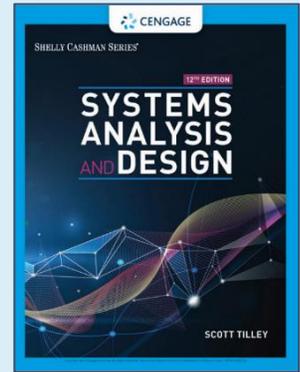
The power of emotional Intelligence



The power of mindfulness



Mind mapping and better learning



# Week in Review

All you need to know about everything that matters



**Flavio Andrew Santos**  
Lecturer

**Areas of expertise:**

Behavioral Economics in Tourism, Behavioral Pricing, Decision Making, Revenue Management

**TOURISM**

*UNESCO World Heritage City Lab: Urban Heritage and Traditional Building Practices for Sustainable Development.*

On 12, 13, and 14 September 2022, the World Heritage City Lab in Córdoba will wrap up the celebrations of the 10th Anniversary of the UNESCO Recommendation on the Historic Urban Landscape (HUL Recommendation). The event is organised by the UNESCO World Heritage Center, World Monuments Fund Spain, and the Municipality of Córdoba, with the collaboration of American Express, the Mosque-Cathedral of Córdoba, and ICOMOS Spain.

The event will take place in a hybrid format, both online and on-site. The sessions will also be broadcast live on YouTube.

Access the programme:

<https://whc.unesco.org/en/events/1703/>

Free registration:

[https://docs.google.com/forms/d/e/1FAIpQLScP5Q9AXH\\_e0UIVcPtqmK51xydaJB8CrtTkGjoxm4\\_25mvz6A/viewform](https://docs.google.com/forms/d/e/1FAIpQLScP5Q9AXH_e0UIVcPtqmK51xydaJB8CrtTkGjoxm4_25mvz6A/viewform)



**Dr Anastasios Fountis**  
Head of Undergraduate Studies

**Areas of expertise:**

Business, Cybernetics, STEM

**GAME THEORY**

Game theory has been around for more than 50 years. It has numerous applications. Many economists vying for depth in their research need to be aware of agency theory, reputation theory, the new industrial organisation, auction theory, improvements in equilibria, issues with common knowledge, and game theoretic applications to biology, political science, law, and even anthropology. Even people who are completely ignorant of game theory have heard of terms like "zero sum game" and "Prisoner's Dilemma."

<https://plato.stanford.edu/entries/game-theory/>

<https://www.santafe.edu/research/results/working-papers/game-theory-complexity-and-simplicity-part-i-a-tut>

[https://www.researchgate.net/publication/304413337\\_From\\_game\\_theory\\_to\\_complexity\\_science\\_and\\_agent-based\\_modeling\\_in\\_world\\_politics](https://www.researchgate.net/publication/304413337_From_game_theory_to_complexity_science_and_agent-based_modeling_in_world_politics)



**Mostafa Gaballa**  
Lecturer

**Areas of expertise:**

Tourism, Hospitality, Travel

**TOURISM**

The World Tourism Organization (UNWTO) has joined the European Historic Thermal Towns Association (EHTTA) and the Spanish region of Galicia in the north of the country (Axencia Turismo Galicia) to announce plans for this year's "International Congress on Thermal Tourism", which kicks off on World Tourism Day (27-29 September in Ourense, Galicia).

To coincide with the announcement, UNWTO and its Affiliate Member, the EHTTA, have signed a Memorandum of Understanding aimed at further promoting thermal tourism and its benefits. The Association's President, Manuel Baltar, said: "The growing demand for open-air and nature-based tourism activities after the pandemic makes thermal tourism an important segment for the future". For more information, visit the following link <https://www.unwto.org/news/unwto-joins-partners-in-galicia-to-promote-thermal-tourism>. Thermal Tourism is closely connected to the natural and cultural environment and represents one of the most valuable forms of sustainable tourism. As well as promoting health, well-being, learning, entertainment and mindfulness, it also supports jobs and promotes social opportunity, in rural destinations as well as urban. UNWTO is committed to promoting thermal tourism as a powerful tool to contribute to safeguarding the world's cultural and natural heritage as well as to provide socio-economic benefits, including the revitalization of rural areas and the creation of stable employment and income-earning opportunities.



**Swati Jeevan**  
Lecturer

**Areas of expertise:**

Information Technology, Innovation, Digital Transformation

**DARK DATA**

The Dark Truth or Dark Data: Have you ever noticed this message after an email? I am sure you've received this at least once in your life:

*Please do not print this email unless it is necessary. Every unprinted email helps the environment.*

Or:

*Is it necessary to print this email? If you care about the environment as we do, please refrain from printing emails. It helps to keep the environment forested and litter-free.*

Unfortunately, this is half of the information.

Generally, digital data does hurt the environment more than printed data on paper. The reason is that there are physical servers (i.e. database servers) that are always needed to store the data. Print and paper industries represent 1% of worldwide carbon emissions which makes this the lowest of all industrial emitters of global greenhouse gas emissions – whereas the data centres generate far more.

According to a report, every day, 500 million tweets, 65 billion WhatsApp messages and 294 billion messages are sent, 4000 terabytes of information are created on Facebook and 5 billion web looks are made. To keep all that advanced data streaming, data servers sending or storing data from one side of the planet to the other, are now eating up 2% of the worldwide power supply - and that is anticipated to increase to 8% in the following decade. You can read more about [Dark Data here](#).

For over 2,000 years, people have been communicating with each other on paper, which is still the best way to communicate. I think Germany is still following this tradition, therefore, printed letters are still on trend in Germany for sending confidential data.

I am not telling you to start printing and saving your data. Instead, I'm suggesting removing any unwanted data that is saved on your social media profiles, Whatsapp or emails. Then only required or important information will be saved on data servers.



**Athanasia Kairou**  
Academic Officer

**Areas of expertise:**

Educational Psychology, Systemic and Family Therapy, HRM, Coaching

**PSYCHOLOGY**

A growing number of studies have shown that visiting green spaces and being exposed to natural environments can reduce psychological stress. However, whether nature affects our brain functions remains unknown. Recent studies have shed light on this phenomenon by examining the activation of stress-related areas of the brain. More specifically, researchers studied the brain function of 63 volunteers before and after a one-hour walk in the Grunewald Forest, and in an urban shopping street in Berlin using functional magnetic resonance imaging (fMRI).

According to their results, amygdala activity decreased in those who walked for an hour in the forest, highlighting the positive effect that contact with nature has on reducing stress. It is remarkable that walking in the city did not increase the activity of brain regions associated with stress; Instead, they remained the same. This fact contradicts the common view that urban exposure causes additional stress.

According to the above, it seems that contact with nature can be a preventative measure in the development or a reduction of mental illness. However, our daily life stands in the way of developing such habits, forcing us to spend more time indoors (work, home, etc.) than outdoors. In addition, performing various daily tasks becomes more difficult than ever in terms of requiring skills such as quick decision-making and responsibility, effective goal-setting ability and adaptability, flexibility, critical thinking, etc. Therefore, we come to the point of physical and mental exhaustion.

Maybe we need to change our daily routines for a while and choose ways to strengthen our mental abilities. By taking a walk in nature we give ourselves the opportunity to get in touch with our cognitive frame of reference. In short, we allow our subconscious mind to take over from the conscious mind for a while. Acquiring such a habit may be the way to get closer to our desired selves.

Please click on the below links for more on this topic:  
Link 1: [How Does Nature Nurture the Brain? - Neuroscience News](#)  
Link 2: [Occupations and the occupational therapy process - ScienceDirect](#)  
Link 3: [Self-Concept in Psychology: Definition, Development, Theories \(verywellmind.com\)](#)



**Mostafa Khaki**  
Lecturer

**Areas of expertise:**

Artificial Intelligence, Deep Learning, Computer Vision

**ARTIFICIAL INTELLIGENCE**

*Can artificial intelligence help us talk to animals?*

An organisation in California wants to use machine learning to decipher communication across animals, but some scientists are skeptical about this project.

Raskin is the co-founder and president of the Earth Species Project (ESP). The nonprofit group has an ambitious goal: deciphering non-human communications using a form of artificial intelligence called machine learning.

Understanding the sounds of animals has been of interest to humans for a long time. Until recently, deciphering animal communication relied mostly on hard-to-find observations; but researchers are increasingly interested in using machine learning to work with the massive amounts of data that can now be collected with the help of sensors attached to animals.

Another algorithm called DeepSqueak judges whether rodents are under stress based on their ultrasonic sounds. Another initiative, Project CETI, aims to use machine learning to translate the communications of sperm whales. Although ESP says it has a different approach because it is not focused on deciphering the communication of one species but targets all species.

Ruskin acknowledges that AI alone may not be enough to figure out how we communicate with other species, but he points to research that has shown that many species communicate in much more complex ways than humans imagine.



**Dr Konstantinos Kiousis**  
Lecturer

**Areas of expertise:**

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

**POLITICAL LEADERSHIP**

Friday 9th September 2022, was the first day in more than 70 years, where Britain existed without its Queen. In keeping with the royal tradition, a written statement announcing the Queen's death was displayed on the palace gates yesterday "The Queen died peacefully at Balmoral this afternoon". As the whole country mourned, many flowers and candles accompanied the quiet singing of "God Save the Queen". The following days, official engagements were cancelled and union flags were flown at half-mast on royal residences, government buildings, across the Armed Forces and on UK posts overseas, while members of Parliament paid tribute to the Queen.

In addition, there were church bells ringing and gun salutes as local and national organisations and charities organised ways to pay their respects. World leaders from across the globe have made statements honouring the Queen's life, underscoring the global impact she made during her 70-year reign.

The Queen's death, at the age of 96, brings an end to her reign that spanned seven decades and made her the most recognised woman in the world. As monarch, the Queen is automatically granted a publicly funded state funeral and her eldest son, Prince Charles, immediately becomes King of the United Kingdom under the name King Charles III. In this way, the longest reign in British history came to an end, a period during which the Queen oversaw the last throes of the British empire, weathered global upheaval and domestic scandal, welcomed 15 prime ministers and dramatically modernised the monarchy. Though people rarely looked to the monarchy for political leadership, the Queen has been a steady presence highly esteemed by many throughout decades of significant change that saw Britain transform from a war-weary declining imperial power into a modern multi-cultural state. For more information, please visit [Link1](#) and [Link2](#)



**Konstantinos Skamagkas, PhDc**  
Lecturer

**Areas of expertise:**

Management and Business Development, Educational Programmes

**MARITIME AND SHIPPING**

The most significant news in global shipping logistics during the past week was that the global maritime environmental congress took place on the 7<sup>th</sup> September. The main discussion was on the shipping industry's part in tackling the growing climate crisis.

According to the International Maritime Organisation (IMO), the United Nation's agency responsible for regulating shipping, the ocean-vessel emissions must be cut in half by 2050 compared to the 2008 level, with the aim of eliminating them altogether. This requires the industry to set a course toward cleaner fuels.

However, the boundaries are blurred at the moment. Although the usage of LNG (liquified natural gas) is a move forward to the goal, it is considered as a transitional one as it is fossil fuel and generates CO2 emissions. Other alternatives, such as electricity, ammonia and hydrogen, come with trade-offs of their own. As the perfect fuel "zero emission" does not exist, the most promising technological advancement seems to be the harness of the wind aboard ships for direct propulsion, perhaps with the assistance of the greenest fuel available.

<https://ec.europa.eu/research-and-innovation/en/horizon-magazine/emissions-free-sailing-full-steam-ahead-ocean-going-shiping>

<https://www.seatrade-maritime.com/sustainability-green-technology/decarbonisation-will-require-more-resilient-and-efficient-energy>



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