# Environmental Sustainability Funding and Donations Policy

BSBI School of Business and Innovation

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## Introduction

The BSBI School of Business and Innovation (BSBI), a PRME Champion institution and member of the United Nations Global Compact's Principles for Responsible Management Education (PRME), is dedicated to advancing sustainability through its mission to empower students and alumni to address global challenges. This Environmental Sustainability Funding and Donations Policy ensures that BSBI's fundraising and donation activities align with its strategic focus on ethical, social, and environmental responsibility, supporting Sustainable Development Goals (SDGs), particularly SDG 13 (Climate Action), SDG 4 (Quality Education), and SDG 17 (Partnerships for the Goals). By prioritizing funding and donations that advance environmental sustainability, BSBI reinforces its commitment to its sustainable campus design, leadership in responsible management education, and global partnerships, such as those with the Goa Institute of Management and the PRME Secretariat. This policy outlines guiding principles, objectives, and strategies to ensure that funds and donations contribute to a sustainable future.

## Purpose and Scope

This policy establishes a framework for integrating environmental sustainability into BSBI's fundraising and donation activities, including grants, corporate sponsorships, alumni contributions, and individual donations. It applies to all fundraising efforts managed by BSBI's development team, leadership, and external partners across its Berlin campus and global operations.

## Definitions of Key Terms

- **Sustainable Funding:** Financial contributions that support projects with positive environmental impacts, such as renewable energy initiatives or climate research.
- **Donor Screening:** The process of evaluating potential donors to ensure alignment with BSBI's sustainability and ethical standards.
- **ESG Criteria:** Environmental, Social, and Governance factors used to assess the sustainability and ethical impact of donors and funded projects.
- **Green Grants:** Funding from governmental or non-governmental sources dedicated to environmentally beneficial projects.
- **Impact Assessment:** A method to evaluate the environmental outcomes of funded projects, such as reductions in carbon emissions or waste.

## Guiding Principles

- **Environmental Alignment:** Prioritize funding and donations that support climate action and environmental sustainability, aligning with SDG 13.
- **Ethical Integrity:** Accept contributions only from donors who adhere to BSBI's policies on anti-corruption, inclusivity, and equality (SDG 16, SDG 5).
- **Transparency:** Ensure all fundraising and donation processes are documented and publicly reported on BSBI's Policy Portal.
- **Community Impact:** Direct funds toward projects that benefit disadvantaged communities, reflecting BSBI's mission.
- **Continuous Evaluation:** Regularly assess the environmental impact of funded projects to ensure alignment with sustainability goals.

## Policy Objectives

1. **Secure 60% of Funding from Sustainable Sources by 2030**
    - **Description:** Ensure 60% of BSBI's funding and donations come from sources supporting environmental sustainability, such as green grants or eco-conscious donors.
    - **Rationale:** Aligns with SDG 17 and BSBI's PRME Champion commitments.
    - **Monitoring:** Increase sustainable funding from 15% (2025 baseline) to 60% by 2030.
2. **Fund 10 Climate-Focused Projects Annually by 2030**
    - **Description:** Allocate donations to support 10 climate-related projects each year, such as sustainability research or campus greening initiatives.
    - **Rationale:** Supports SDG 13 and BSBI's research leadership.
    - **Monitoring:** Achieve 10 funded projects annually from 2026 to 2030.
3. **Screen 100% of Donors for Sustainability Alignment by 2027**
    - **Description:** Implement a donor screening process to ensure all donors meet BSBI's environmental and ethical standards.
    - **Rationale:** Aligns with SDG 16 and BSBI's ethical governance policies.
    - **Monitoring:** Screen all donors by 2027.
4. **Achieve 50% Reduction in Carbon Footprint of Funded Projects by 2030**
    - **Description:** Reduce the carbon footprint of projects funded by donations by 50% compared to a 2025 baseline through impact assessments.
    - **Rationale:** Supports SDG 13 and BSBI's sustainable campus initiatives.
    - **Monitoring:** Reduce project emissions from 100 $tCO_2e$ (2025 baseline) to 50 $tCO_2e$ by 2030.
5. **Train 100% of Fundraising Staff in Sustainable Funding Practices by 2027**
    - **Description:** Provide all fundraising staff with training on sustainable funding strategies and ESG criteria.
    - **Rationale:** Enhances capacity for sustainable fundraising, supporting SDG 4.
    - **Monitoring:** Train all fundraising staff (approximately 15 individuals) by 2027.

## Implementation Strategies

### Objective 1:

### Secure 60% of Funding from Sustainable Sources by 2030

#### Strategy: Establish a Comprehensive Recycling and Composting Program

- **Actions**: Identify 10 green grant opportunities (e.g., EU Horizon Europe) in 2025, launch a sustainability-focused donor campaign in 2026, and allocate €30,000 annually for outreach.
- **Risk Mapping:**
  - **Risk**: Limited availability of sustainable funding sources.
  - **Likelihood**: Medium; **Impact**: High.
  - **Mitigation**: Leverage PRME networks and alumni to access diverse funding pools.

  - **Risk**: High competition for green grants.
  - **Likelihood**: Medium; **Impact**: Medium.
  - **Mitigation**: Hire experienced grant writers and align proposals with EU sustainability priorities.
- **Monitoring**: Track sustainable funding percentage quarterly via financial reports.

## Objective 2:

### Fund 10 Climate-Focused Projects Annually by 2030

**Strategy: Establish a climate project fund to support research, campus initiatives, and community outreach.**

- **Actions**: Create a €200,000 annual fund in 2026, prioritize projects like climate research and renewable energy upgrades, and promote via PRME networks. Budget €20,000 for project selection processes.
- **Risk Mapping:**
  - **Risk**: Insufficient high-quality project proposals.
  - **Likelihood**: Low; **Impact**: Medium.
  - **Mitigation**: Collaborate with faculty and PRME Champion students to develop project ideas.

  - **Risk**: Limited funding for all proposed projects.
  - **Likelihood**: Medium; **Impact**: Medium.
  - **Mitigation**: Seek co-funding from corporate partners and prioritize high-impact projects.
- **Monitoring**: Evaluate funded projects annually and report outcomes on BSBI's Policy Portal.

### Objective 3:

## Screen 100% of Donors for Sustainability Alignment by 2027

### Strategy: Develop a donor screening framework based on ESG criteria.

- **Actions**: Create screening guidelines in 2025, implement for all donors by 2026, and integrate into BSBI's fundraising CRM system. Budget €15,000 for framework development.
- **Risk Mapping:**
  - **Risk**: Resistance from potential donors to screening process.
  - **Likelihood**: Medium; **Impact**: Medium.
  - **Mitigation**: Communicate BSBI's ethical standards clearly and offer alternative engagement opportunities.

  - **Risk**: Limited expertise in ESG screening.
  - **Likelihood**: Low; **Impact**: Medium.
  - **Mitigation**: Partner with ESG consultants and PRME for screening tools.
- **Monitoring**: Track screening compliance and donor rejections annually.

### Objective 4:

## Achieve 50% Reduction in Carbon Footprint of Funded Projects by 2030

### Strategy: Conduct impact assessments for all funded projects to minimize carbon emissions.

- **Actions**: Develop an impact assessment toolkit in 2025, mandate assessments for all projects by 2026, and prioritize low-carbon initiatives. Budget €15,000 for toolkit and assessments.
- **Risk Mapping:**
  - **Risk**: Lack of accurate carbon data for projects.
  - **Likelihood**: Medium; **Impact**: Medium.
  - **Mitigation**: Use third-party carbon accounting tools and train staff in assessment methods.

  - **Risk**: High costs of low-carbon project alternatives.
  - **Likelihood**: Medium; **Impact**: Medium.
  - **Mitigation**: Allocate funds incrementally and seek co-funding from green grants.
- **Monitoring**: Conduct annual carbon audits of funded projects and report results.

### Objective 5:

## Train 100% of Fundraising Staff in Sustainable Funding Practices by 2027

### Strategy: Develop a training program on sustainable funding and ESG criteria.

- **Actions**: Partner with PRME and sustainability experts to design a 10-hour curriculum in 2025, deliver annual workshops starting in 2026, and certify all fundraising staff by 2027. Budget €10,000 for training development and delivery.
- **Risk Mapping:**
  - **Risk**: Staff time constraints for training.
  - **Likelihood**: Medium; Impact: Medium.
  - **Mitigation**: Offer flexible online training modules and integrate into professional development plans.

  - **Risk**: Limited availability of expert trainers.
  - **Likelihood**: Low; Impact: Low.
  - **Mitigation**: Utilize PRME network resources and online platforms like Coursera for training content.
- **Monitoring**: Track training completion rates and collect staff feedback annually.

## Roles and Responsibilities

- **Development Team:** Implement policy, conduct donor screening, and manage fundraising campaigns.
- **Sustainability Committee:** Oversee policy implementation, monitor progress, and advise on sustainable funding priorities.
- **Leadership Team:** Approve funding strategies and allocate budget for policy implementation.
- **External Partners:** Provide expertise on sustainable funding and align with BSBI's ESG criteria.
- **Faculty and Students:** Contribute ideas for climate-focused projects and participate in fundraising campaigns through PRME Champion initiatives.

## Monitoring and Reporting

- **Monitoring**: The Sustainability Committee will review fundraising data quarterly, tracking sustainable funding percentages, project outcomes, and donor screening compliance.
- **Reporting**: Annual sustainability funding reports will be published on BSBI's Policy Portal, detailing progress on objectives and adherence to guiding principles.
- **Audits**: External auditors will verify fundraising practices biennially to ensure alignment with EU and German sustainability regulations.

## Review and Updates

This policy will be reviewed annually by the Sustainability Committee to incorporate new regulations, funding opportunities, and best practices. Updates will be communicated via BSBI's Policy Portal and staff training sessions. The first review is scheduled for July 2026.

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