Berlin School of Business & Innovation Issue 64 — 11.08.2023

BSBI Gazette

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Editorial

Professor Dr. Kyriakos Kouveliotis FRSA

Provost & Chief Academic Officer,
Berlin School of Business and Innovation

For this week's Editorial I want to share an amazing infographic:

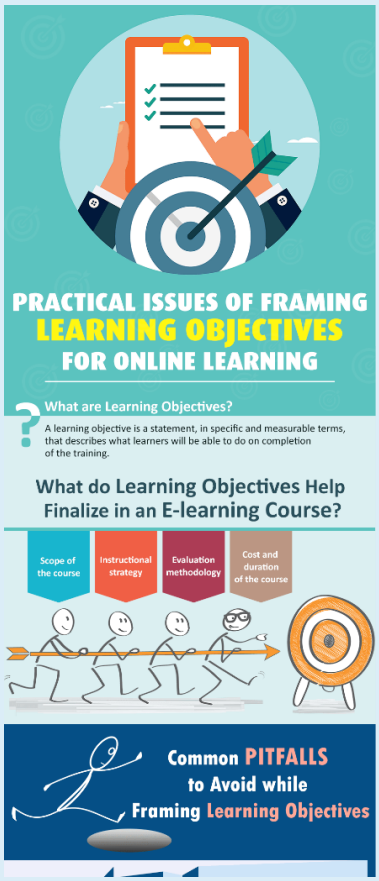
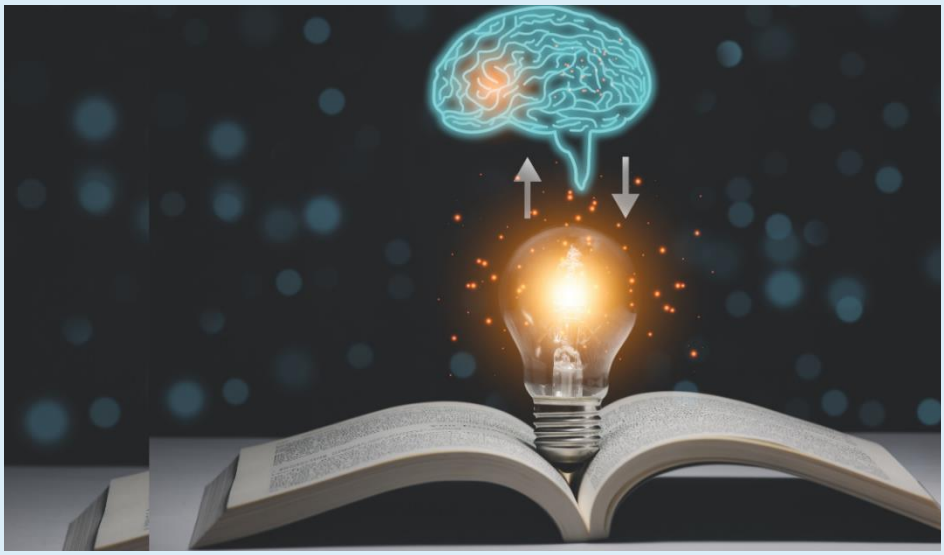


Photo of the Week



Inspirational Quotes

Don't be pushed around by the fears in your mind. Be led by the dreams in your heart.
— **Roy T. Bennett**

To know, is to know that you know nothing. That is the meaning of true knowledge.
— **Socrates**

Be the reason someone smiles. Be the reason someone feels loved and believes in the goodness in people.
— **Roy T. Bennett**

Knowledge is power. Information is liberating. Education is the premise of progress, in every society, in every family.
— **Kofi Annan**

Quote of the Week

One ought to hold on to one's heart; for if one lets it go, one soon loses control of the head too.

-Friedrich Nietzsche

Article of the Week

Engr. Dr. Fareed Hussain Mangi
Lecturer

Areas of expertise:
Renewable Energy, Energy Management, Industrial Energy Systems, Fluid Dynamics

Transforming Transportation with Electric Vehicles

Introduction

Over 26 million electric cars were on the road in 2022, up 60% relative to 2021 and more than 5 times the stock in 2018. The automotive industry is experiencing an extraordinary transformation that could reshape how we view transportation's environmental impact. Electric vehicles (EVs), powered by electricity instead of fossil fuels, offer a promising solution to address emissions, air quality, and redefine mobility. They play a crucial role in decarbonizing road transport, accounting for a significant portion of global emissions. The growth of EV markets relies heavily on ambitious policies and an accelerated shift to renewable energy sources. This becomes paramount as the world confronts the urgency of reducing fossil fuel reliance and combating emissions, positioning EVs and renewable energy as key players in this transformation.

Advantages

EVs provide numerous advantages, including substantial emission reductions, energy efficiency, and lower operational costs. Their quiet operation contributes to a more serene urban environment, and home charging stations enhance convenience. The instant torque delivery ensures a dynamic driving experience, making EVs appealing beyond their environmental benefits.

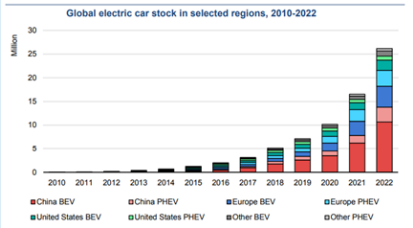
Challenges and Solutions

Charging infrastructure is pivotal for EV adoption. Investments from various sectors are expanding charging stations, alleviating concerns about range anxiety. Battery technology advancements have increased ranges, and decreasing battery costs coupled with government incentives are bridging the affordability gap. Efforts in battery longevity and recycling aim to mitigate environmental impacts, complementing the EV movement.

The Future of Electric Vehicles (EVs)

The future of electric vehicles (EVs) is an exciting horizon marked by innovation, sustainability, and transformative effects on global transportation. Technological strides, spanning batteries to connectivity, redefine mobility with extended ranges, faster charging, and diverse options. With an eye on environmental concerns, the integration of smart grids and autonomy pledges to reshape transportation systems. This transition towards cleaner mobility, buoyed by evolving business models and widespread adoption, paints a more environmentally conscious and electrifying path ahead.

Rapid Market Growth: The global EV market has been experiencing remarkable growth. According to the International Energy Agency (IEA), global electric car sales surpassed 2.1 million units in 2020, a significant increase from just a few years ago. This trend is expected to continue as governments implement stricter emissions regulations and offer incentives to boost EV adoption.



Infographic source: link

Battery Advancements: Battery technology is a cornerstone of EV development. The average cost of lithium-ion batteries has dropped significantly over the years. According to Bloomberg NEF, the cost of lithium-ion batteries per kilowatt-hour (kWh) declined from over $1,100 in 2010 to around $137 in 2020. This decline in battery costs is crucial for making EVs more affordable and competitive with traditional internal combustion engine vehicles.

Increased Range: Range anxiety, the fear of running out of battery charge, has been a concern for potential EV buyers. However, advancements in battery technology have led to increased ranges for electric vehicles. Many modern EVs offer ranges well above 200 miles on a single charge, making them suitable for a wide range of daily commutes.

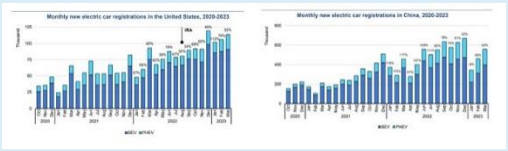
Charging Infrastructure Expansion: The growth of EVs is closely linked to the expansion of charging infrastructure. According to the IEA, there were more than 7.3 million public EV charging points globally by the end of 2020. This infrastructure growth is critical to alleviate range anxiety and provide convenience for EV owners.

Government Policies and Incentives: Government policies and incentives play a significant role in driving EV adoption. Various countries have set ambitious targets for phasing out internal combustion engine vehicles. For example, the European Union aims to reduce CO2 emissions from new cars by 55% by 2030, accelerating the transition to EVs.

Economic Impact: The EV market's growth has implications for job creation and economic development. According to the International Labour Organization (ILO), the transition to electric mobility could create up to 10 million jobs worldwide by 2030 in the manufacturing, maintenance, and charging infrastructure sectors.

Environmental Benefits: EVs contribute to reducing greenhouse gas emissions and improving air quality. A study by the Union of Concerned Scientists found that driving an EV in the United States produces less than half the emissions of the average gasoline car, even when accounting for electricity generation.

Evolving Business Models: The shift to EVs is prompting automakers to revise their business strategies. Many established manufacturers are investing heavily in EV research and development. Additionally, new entrants and startups are emerging, focusing exclusively on electric mobility solutions.



Infographic source: link

Conclusion

The future of EVs holds immense promise, propelled by decreasing battery costs, the expansion of charging infrastructure, and a rising appetite for environmentally conscious mobility options. As battery expenses continue to decline steeply, electric vehicles are becoming increasingly economically viable, making them appealing to a wider range of consumers. This transition is further facilitated by the continuous growth of charging networks, ensuring convenient access to recharging points. The combined impact of these factors is steering us towards a future where EVs play a pivotal role in sustainable transportation. Simultaneously, the rise of charging infrastructure addresses a key barrier, range anxiety, making EVs more accessible and convenient. As the automotive industry embraces this change, the environmental benefits, reduced emissions, and improved air quality come to the forefront. The surge in EV adoption signifies a revolution that's rewriting the rules of transportation, propelling us towards a cleaner, more sustainable, and electrifying future.

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3. Union of Concerned Scientists. (n.d.). Cleaner Cars from Cradle to Grave: How Electric Cars Beat Gasoline Cars on Lifetime Global Warming Emissions.
4. International Energy Agency. (2021). Global EV Outlook 2021.
5. Various government policies and announcements on phasing out internal combustion engine vehicles.
6. International Labour Organization. (n.d.). Electric mobility and the just transition to sustainable and inclusive societies.
7. Union of Concerned Scientists. (n.d.). Cleaner Cars from Cradle to Grave: How Electric Cars Beat Gasoline Cars on Lifetime Global Warming Emissions.
8. Reports on automaker investments and startups in the EV sector.

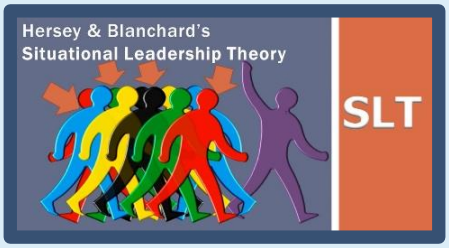
Websites of the Week

- Ethics in International Business
- Supply Chain Resiliency in Detail
- Strategies for a More Resilient Supply Chain
- What is Global Logistics?
- What is Social Responsibility?

Videos of the Week

What is a Mission Statement?

Organizational Culture

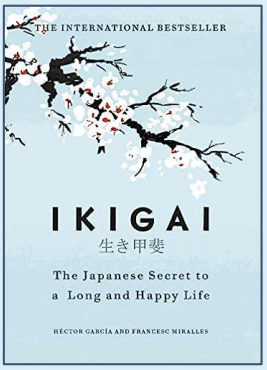


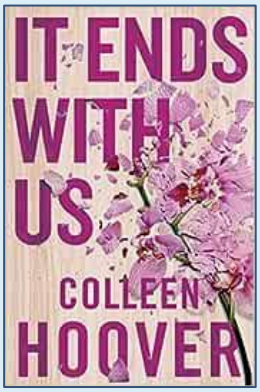
Situational Leadership

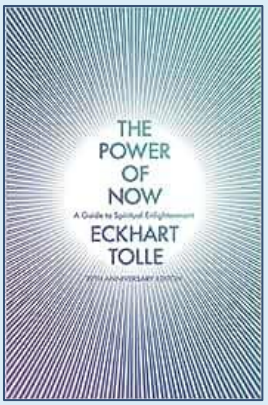
What is Policy?

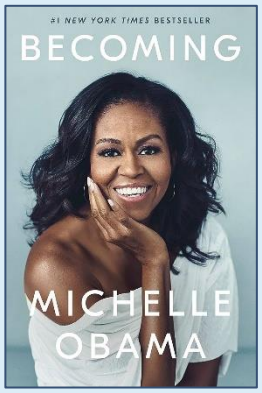
Mission, Vision and Values

Books of the Week









BERLIN SCHOOL OF BUSINESS & INNOVATION

Week in Review

All you need to know about everything that matters

Dr. Niloufar Aminpour
Lecturer

Areas of expertise:
Gender Studies, 20th Century American Drama, Literary Criticism

PHILOSOPHY/PSYCHOLOGY

Pain and Pleasure: The Delicate Balance of Human Experience

Human experience is comprised of two intertwined aspects: pain and pleasure. These two feelings are closely related and often overlap. Philosophical examination of this relationship can be approached from numerous perspectives, including considering human desires, the purpose of life, and the consequences of our actions. Both joy and anguish are essential for our survival. Joy motivates us to engage in positive behaviours and experiences, such as eating when we are hungry or interacting with others. Conversely, pain serves as a safeguard by warning us of risks and hazardous situations. These instincts have evolved over time into sophisticated emotional and psychological responses.

The Greeks described a "golden mean" as a balance between too little and too much. This balance can be disrupted by excessive joy or persistent avoidance of pain. For instance, constantly seeking happiness may result in suffering, either from physical excess or the internal emptiness of a hollow life. Avoiding discomfort can also hinder personal growth and inner strength.

Many philosophical and religious traditions emphasize that holding onto happiness too tightly or avoiding sorrow can lead to misery. Buddhism, for instance, teaches that attachment, even to joy, often leads to sadness. We may find ourselves trapped in an endless cycle of yearning in our constant pursuit of happiness. However, the pursuit of joy alone is not inherently negative. Actively seeking out pain, whether for self-punishment or transformation, can be unsettling. Balance and understanding are essential.

We can maintain a balanced perspective by recognizing that both joy and grief are temporary. The tips below may help you maintain a balance between pleasure and pain: Self-awareness: Be aware of your motives. Are you seeking happiness as a distraction or because it supports your values? Acceptance of impermanence: Realize that both joy and sorrow are temporary, and clinging to either can lead to pain. Personal development: Consider both joy and grief as opportunities for growth. While joy can encourage gratitude and awareness, pain can teach resilience and compassion. As can be observed, the relationship between suffering and joy is intricate and deeply rooted in human nature. To live a happy life, both must exist in perfect harmony. Pursuing more joy does not always equate to more pain, but the unchecked pursuit of either can lead to imbalances and dissatisfaction. By considering our goals and the impermanence of life, we can find this delicate balance.

Dr. Kamyar EsmaeiliNasrabadi
Lecturer

Areas of expertise:
Human Resource Management, Business Management, Tourism, Customs

EMPLOYEE SUSTAINABILITY

Emotional Flexibility: A Cornerstone of Employee Sustainability

In the realm of Emotional Intelligence (EQ), one crucial component that profoundly influences employee sustainability is Emotional Flexibility. It stands as a pillar of adaptive emotional intelligence, allowing individuals to navigate the intricate web of emotions in both themselves and others. Emotional Flexibility refers to the ability to adjust one's emotions and responses according to the demands of a situation.

This trait empowers employees to remain composed and open-minded in the face of challenges, changes, and unexpected circum-stances. By harnessing Emotional Flexibility, individuals can steer away from rigid reactions, fostering an environment of under-standing and collaboration. The role of Emotional Flexibility within EQ is paramount. It serves as the bridge between emotional self-awareness and effective interpersonal relationships.

Employees who exhibit this trait are more adept at empathizing with colleagues' perspectives, grasping the underlying emotions of a situation, and reacting thoughtfully. The impact of Emotional Flexibility on employee sustainability cannot be overstated. In an ever-evolving professional landscape, individuals who possess this skill are better equipped to handle the complexities of teamwork, adapt to shifting priorities, and maintain mental well-being. This directly translates to increased job satisfaction, reduced burnout, and enhanced long-term performance. Improving Emotional Flexibility necessitates self-awareness and deliberate practice. Mindfulness techniques, such as meditation and deep breathing, can aid in managing immediate emotional reactions. Engaging in open conversations and seeking diverse viewpoints also contributes to expanding one's emotional repertoire. Additionally, embracing change as an opportunity for growth rather than a disruption can foster a more flexible mindset. Emotional Flexibility emerges as a pivotal component of EQ, nurturing resilient employees capable of thriving amidst challenges. Its role in facilitating meaningful connections, adaptive responses, and improved emotional well-being underscores its significance in the journey towards fostering sustainable employee success. As we delve into the intricate facets of EQ, addressing each component individually, we further equip ourselves with insights to cultivate a harmonious and enduring work environment.

For further informaton you can visit the following links: Link1, Link2, Link3, Link4

Moustafa Gaballa
Lecturer

Areas of expertise:
Tourism, Hospitality, Travel

TOURISM

UNWTO has recognized the most influential innovators reshaping tourism in the Kingdom of Morocco. The finalists of the first Moroccan Tourism Startup Competition showcase the power of the sector for driving post-pandemic recovery, protecting cultural and natural heritage, and providing opportunities for both rural and urban communities.

UNWTO Secretary-General, Zurab Pololikashvil says: "The Kingdom of Morocco is a true leader in tourism, with innovation being a crucial aspect in its rapid recovery from the impacts of the pandemic". for more information visit the following link.

After being announced in November 2022, the competition attracted 135 applications from across the Kingdom. The competition focused on identifying solutions to advance the development of the Moroccan tourism, reaching out to startups with a focus on five pillars:

- Innovation in blue and green economies (life under water)
- Innovation in natural heritage: Nature, trekking & hiking.
- Innovation in natural heritage: Desert & Oasis Adventure.
- Innovation in cultural heritage: Preservation through cultural innovation.
- Sustainable Urban Futures: Innovation in urban tourism.

The startups were judged on their solutions and on their commitment to tourism as a pillar of the Sustainable Development Goals. Of the 135 startups that entered the competition, 60% look forward to achieving sustainable SDG8, focused on decent work and economic growth, and 54% wish to achieve SDG17, focused on partnerships.

The collaboration between UNWTO and the Moroccan Agency for Tourism Development has two key aims. Firstly, to invigorate the tourism sector by infusing it with fresh ideas and creative solutions. And secondly, to create a sustainable framework that benefits both the environment and the local communities.

SMIT guides the growth and planning of Moroccan tourism and aims to support groundbreaking ideas to fulfil the needs of startups and SMEs. UNWTO has collaborated with Huawei, Plug and Play, Cercle de l'innovation, Accelab, Hospitality Web Services, Emerging Business Factory who will be supporting the finalists with mentorship and acceleration programmes, and will participate in the Tourism Tech Adventures edition where the winners will be announced.

Dr. Ali Kamali
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Areas of expertise:
Information Systems, Project Management, Supply Chain Management, Research Methodology

EDUCATION

Exploring the Transformative Potential of 3D Printing in Education

Introduction

Technology's advancement has continually impacted different industries, including education. 3D printing is one of the most astounding breakthroughs to emerge in recent years. 3D printing, often known as additive manufacturing, was originally created for industrial prototyping but has quickly acquired appeal in educational settings. This article investigates the transformational potential of 3D printing in education, covering its uses, benefits, obstacles, and future possibilities, all of which are backed by citations and references.

1. Applications in Education

Because of the adaptability of 3D printing, it may be used in a variety of educational settings. It facilitates the construction of accurate prototypes, models, and tangible representations of complicated topics in science and engineering. Students studying biology, for example, can create realistic models of cell structures to aid in visualizing tiny parts. 3D printers in architecture and design enable the fabrication of elaborate architectural models, enabling hands-on learning.

2. Benefits of 3D Printing in Education

The use of 3D printing in education has various benefits. For starters, it boosts student engagement by offering tactile and engaging learning experiences. Students may physically manipulate the items they create, allowing them to gain a better understanding of abstract concepts. Second, 3D printing encourages creativity and problem-solving abilities. Learners are given the freedom to experiment with designs, iterate on them, and develop them, fostering critical thinking and innovation.

3. Challenges and Considerations

While the potential benefits are significant, there are barriers to integrating 3D printing in education. The costs of obtaining and maintaining 3D printers, as well as the materials needed for printing, can put a strain on budgets. Furthermore, educators must be trained in order to properly integrate 3D printing into curricula. It is also important to ensure that all pupils have equal access to 3D printing tools.

4. Future Prospects

As 3D printing technology advances, its impact on education is projected to grow even more. Integration with virtual and augmented reality can result in immersive learning environments in which students can engage with their virtual creations. Furthermore, collaboration between educators and 3D printing professionals can result in the creation of specific educational resources and curriculum that fully utilize the capabilities of this technology.

Conclusion

3D printing has emerged as a significant educational tool, transforming how students learn and engage with challenging subjects. 3D printing develops creativity, critical thinking, and problem-solving abilities through its applicability in a variety of fields. While obstacles remain, the promise for creative learning experiences is obvious. As technology advances, the incorporation of 3D printing into education has the potential to shape a future in which students are empowered to explore, develop, and thrive.

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4. Citations: 4. Wang, F., & Tong, X. (2020). 3D Printing and VR/AR for Education: A Review of the Literature. IEEE Access, 8, 210001-210012.

Dr. Konstantinos Kiousis
Lecturer

Areas of expertise:
Human Resource Management, Leadership, Counselling & Career Guidance, Modern Educational Approaches

TECHNOLOGY

Apple services - An increasingly important part of Apple's earnings

Shoppers are not snapping up as many of Apple's sleek gadgets, but they're still spending big with the tech giant. The iPhone maker reported its third straight quarterly revenue drop on the first days of August. On the other hand, its services including Apple TV, Apple Music, Apple Pay and the App Store, raked in $21.2 billion, up 8% over last year. That being said, it is an increasingly important part of Apple's earnings as it branches out beyond its core business selling iPhones, MacBooks and iPads. Thanks to an installed base of more than 2 billion active devices and constant investment in new service offerings over the past decade, Apple now has more than 1 billion paid subscriptions, nearly double the number it had 3 years ago.

While traditionally viewed as a hardware company, Apple has made major strides to expand its services business over the past few years. The reason behind the services push is quite obvious: as smartphones, tablets and other devices have matured and breakthrough innovations have become few and far between, replacement cycles have gotten longer, making it harder and harder for a company like Apple to keep growing or even maintaining revenue at its incredibly high level. On the other hand, services, which provide Apple with a steady stream of recurring (and high-margin) revenue, is just too good of an opportunity to pass on. Moreover, Apple‘s services are tightly integrated with its hardware, meaning they help with customer lock-in.

Sales of iPhones, still Apple's largest revenue stream, were off 2.4% amid a wider slowdown in the smartphone industry. Shares fell after the report and Apple's market value dipped below $3 trillion, a milestone it first reached in June. It is the first-ever company to hit that valuation.

For further information, please visit Link1, Link2 and Link3.

Dr. Mahmoud Manafi
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Areas of expertise:
Human Resources Management, Marketing Management, Economics, Mathematics

CINEMA

" Un Uomo in Ginocchio”

"Un Uomo in Ginocchio" is an Italian film directed by Damiano Damiani. Released in 1979, the movie follows the story of Elio, a skilled worker who becomes involved in a labor dispute that ultimately leads to tragic consequences. The film delves into themes of social injustice, exploitation, and the struggle of the working class against powerful forces.

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Critics have praised "Un Uomo in Ginocchio" for its powerful and thought-provoking storytelling. The film offers a poignant commentary on the plight of the working class and the challenges they face in their fight for fair treatment. Damiano Damiani's direction and the performances of the cast, including Lino Ventura in the lead role, have been lauded for their authenticity and emotional depth. The movie presents a compelling narrative that exposes the social and economic disparities of the time, resonating with audiences and sparking conversations about labor rights and social equality. See here.

While specific critical reception of "Un Uomo in Ginocchio" may vary, the film's exploration of societal issues, compelling storytelling, and strong performances have contributed to its enduring legacy. It remains a notable entry in Italian cinema, offering a gripping portrayal of a man's struggle against injustice and shedding light on the larger systemic challenges faced by the working class. See here.

Dr. Noah Mutai
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Areas of expertise:
Applied Statistics, Econometrics, Business Analytics

DATA ANALYSIS / E-COMMERCE

Recommender Systems: Personalized Experiences at Your Fingertips

In the contemporary age of rapid technological advancements, the copious amount of information and alternatives accessible to individuals can prove to be daunting. Whether it pertains to choosing a film to watch, identifying a novel to peruse, or pinpointing the ideal product to procure, individuals frequently turn to recommendations from others to make well-informed decisions. This is where recommender systems assume significance, fundamentally transforming the way we navigate the extensive realm of choices by offering tailored experiences that cater to our unique preferences.

Recommender systems encompass intricate algorithms that aim to anticipate and propose items or content that are anticipated to be of interest to users. These systems employ comprehensive data analysis, encompassing user preferences, past actions, demographic data, and item attributes, to generate pertinent suggestions.

Through the utilization of machine learning and data mining methods, recommender systems have become an essential component of our everyday activities, revolutionizing our media consumption habits, online shopping experiences, and exploration of novel areas of interest.

Recommender systems have significant significance in the field of e-commerce, as they enable online retailers to provide personalized product recommendations to customers. Online shopping platforms often feature sections such as "Customers who purchased this item also bought" or "Recommended for you," which are generated through a combination of collaborative filtering, content-based filtering, and hybrid methods. These systems analyze browsing history, purchasing behavior, and individual preferences to identify items that align with the customer's tastes and increase the likelihood of discovering products that genuinely appeal to them.

Customized suggestions not only improve the user's satisfaction but also yield noteworthy implications for businesses. Through tailoring recommendations to individual users, companies can enhance customer involvement, boost sales, and cultivate customer allegiance. Recommender systems empower businesses to suggest complementary or higher-priced options, thus enabling cross-selling and up-selling. Additionally, they simplify targeted marketing initiatives, enabling companies to provide personalized promotions and advertisements that align with user preferences, demographics, and behavior.

Recommender systems have had a significant impact on the way content is explored and consumed. However, it is crucial for developers and users to recognize the challenges and factors that need to be considered. In this regard, the preservation of privacy and safeguarding of data are highly significant, as recommender systems heavily depend on the gathering and examination of user data. Consequently, achieving a suitable equilibrium between customization and privacy becomes imperative to uphold user confidence and guarantee the responsible utilization of data.

The problem of "filter bubbles" and the limited exposure to diverse content is a potential disadvantage of personalized recommendations. Recommender systems tend to strengthen users' existing preferences, potentially restricting their access to new and different perspectives. Achieving a balance between personalized recommendations and chance discovery is a difficulty that designers of recommender systems persistently strive to tackle.

In conclusion, recommender systems have revolutionized the way we navigate the digital landscape, offering personalized experiences at our fingertips.

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In conclusion, recommender systems have revolutionized the way we navigate the digital landscape, offering personalized experiences at our fingertips. By leveraging advanced algorithms and vast amounts of data, these systems provide tailored recommendations that align with our preferences, increasing engagement and satisfaction. Whether in the realm of entertainment, e-commerce, or other domains, recommender systems have become indispensable tools for enhancing user experiences and driving business success. As technology continues to evolve, the future holds exciting possibilities for further personalization and refinement of recommender systems, ultimately enhancing the way we discover and engage with the world around us.

Dr. Anna Rostomyan
Lecturer

Areas of expertise:
Cognitive Psychology, Neuropsychology of Emotions, Education

PSYCHOLOGY / EDUCATION

The Positive Effects of Flow in Education

Flow is an ecstatic state to such a point that you feel as though you almost do not exist at all. This description can be found in men and women and most strikingly in rock climbers, chess champions, surgeons, even managers and clerks. The state when they are so much concentrated on their task is called “flow” which was proposed by Mihaly Csikszentmihayli, the University of Chicago psychologist who has collected such accounts of peak performance during his two decades of research.

A vivid example is the case of Diane Roffe-Steinrotter, who was awarded a gold medal in skiing in 1994 at the Winter Olympics, who said that during the process of competition she felt fully immersed in relaxation. According to her own words: “I felt like a waterfall”.

Other examples are surgeons who during the operations do not focus on anything else but the patient and even do not afterwards remember the other distracting activities of the others in the room.

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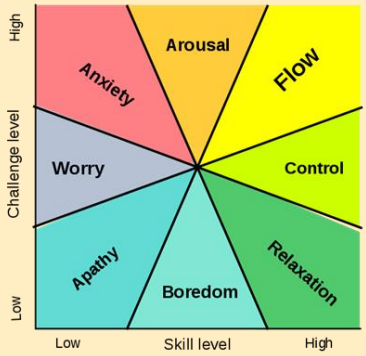
Being able to enter flow is emotional intelligence at its best, since you focus on what is being required and put all your nerve and sinew into the task at hand. Flow then represents the ultimate in harnessing the emotions in the service of performance and learning. This actually means eliminating any distracting things that might hinder you in accomplishing the given task.

Flow thence is a state of self-forgetfulness, the opposite of worry and anxiety: so, instead of being lost in nervous preoccupations, people in flow are so much absorbed in a certain task at hand that they drop all the other activities of daily life.

People in flow exhibit a great control of what they are doing at the given moment and their performance is perfectly attuned with the task. And although people perform perfectly while being in flow what strikes the attention is that at that moment they are not concerned about how they are performing, actually not worrying about success of failure, the sheer pleasure of the act by itself is actually what motivates them in the process.



Infographic source: link

Sahar Shekaliu
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Areas of expertise:
Communication Science, Social Media, Corporate Sustainability, Circular Economy

SUSTAINABILITY

Climate changes

Complaining about the weather is a German art form, one we at BSBI mastered it recently. This year wet and cold august varies completely from hot-tub temperature of last year. Few days ago, in southwestern German city of Reutlingen, snow ploughs were deployed after a severe hailstorm coating the city up to 30 centimeters white. Not only the same weather won’t occur every year in one city but also there are giant swings in temperature over short distances in cities.

The fact that our climate is changing is a recurring public health concern and we will have to adapt our way of living. The warnings that more fires, floods and storms would occur as the atmosphere heated up are here. Climate change is threatening the sources of livelihood of future generations and limiting their freedoms. We need more trees in the cities, more greenery on the roofs, more space for rivers and much more. And it must happen quickly, because many measures take time to take effect.

But how could we protect the environment without jeopardizing economic growth? The balance between climate protection and economic growth is a complex and critical priority. Climate protection aims to safeguard our planet's future by mitigating environmental damage, curbing emissions, and promoting sustainability. Economic growth drives prosperity, job creation, and technological advancement. Striking the right balance is crucial; neglecting climate protection risks irreversible ecological harm, jeopardizing long-term prosperity. Sustainable economic growth can coexist with climate priorities through green innovation, renewable energy adoption, and responsible resource management. A harmonious approach, prioritizing both climate protection and economic growth, ensures a resilient and prosperous future for generations to come.

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