

CAMPUSBLATT

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Coverage

**TELL US
YOUR
STORY**



ISSUE 02

WHAT IS INSIDE ...

IMPRINT

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GO. WIE. NIEMAL.

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FOREWORD

TELL US YOUR STORY!



The campus publication is continuing! In the winter term 2019/20 the AStA worked together with you in order to publish a campus journal for the very first time. We want this to become a semi-annual tradition, starting off the new semester with our impressions of the past months. We are not only interested in your (digital) campus experience but want to know your opinions and perceptions of literally anything! This is the campus journal's main purpose – giving you the opportunity to share your thoughts with the whole HWR.

Even though the summer semester has slowed down immensely due to the Covid pandemic and we all had to adjust to many changes and compromises inside and outside university, we as the AStA still gave our best to be there for you. And new commitment has been successful as well. The HWR Queer Community and the Sustainability Club formed and met for the very first times – both digitally and in person. Your engagement and interest in our activities showed us that solidarity and positivity in uncertain times can be a source of great strength and inspiration. The upcoming semester will also take place mainly online and students will have little opportunities to be present at our campus. But we as your representative entity want to ensure that we are able to listen to all of your concerns, offer you extracurricular chances to connect with your fellow HWR students and positively influence the experience you make during your studies. And of course, we will communicate your demands to the university officials.

In order to publish the campus journal in the upcoming semester as well, we do not only require your input but also your feedback. Tell us what you liked and disliked about this issue. Together with you we will be able to enlarge and strengthen the HWR community. If you already have ideas for new articles or want to get in contact with us in any context, contact us via our facebook page or send a message to hopo@asta-hwr.de.

Have fun reading and a good start to the new semester.
Your AStA of the summer semester 2020!

MORE INTER- NATIONALITY IN CAMPUS POLITICS

copy / Bjarne Schnars

The HWR likes to present itself as the most international university in Berlin. In view of the 600 guest students from 170 partner universities every year, this claim is not without its arguments. But what does the university life of this group of students at the HWR look like?

In my work in higher Campus politics, at the SÖB and the AStA, I have often met international students who are dissatisfied with the university offerings. Info mails about events, offers and general happenings at the HWR were often only sent in German. Posters and leaflets on campus are still rarely bilingual.

That is why I and my colleagues from the AStA board of Legislature 19/20 made a concerted effort with the university management to make all information addressed to the student body bilingual. The university management was very open-minded about the idea and at least pays more attention to providing e-mails with an English version now.

We also wanted to set a good example in Campus politics. With StuPa applications from the Social-Ecological Alliance, we were able to ensure that all our materials on Campus politics, such as protocols, invitations and this publication, are bilingual.

The fact that the effort was worthwhile can be seen particularly well in the event commissioner Drilon Llaloshi, who was drawn into Campus politics in May 2020. Thanks to the comprehensive bilingualization of the AStA, he was able to perform his duties entirely in English.

We in the SÖB have made great progress in this area and I hope that international students will now have better access to campus life and perhaps get more involved in Campus politics in particular.

EVERYTHING HAS 2 SIDES

copy & photo / Katharina Hauff

Due to the corona situation we were all exposed to special circumstances, at the beginning everyone just complained and seemed hopeless. Some lost their driving force, others found themselves and could strengthen their inner self.

Every one of us students has experienced stories in the past months and also told many, there were more dreams than hopes and more trials than successful results. However, this is not arduous, but indispensable for personal development.

I spent my last months with us on the farm in the Uckermark. There is no appropriate word to describe how instructive this change of location was in many ways. On the one hand, like many, I felt that the technical conditions were not the best and on the other hand I was able to spend so much time with my family. In today's hectic everyday life, many of us forget how important all the little things in life are. I would like to draw attention to this, especially how good it is to show gratitude and to maintain a sincere relationship with each other.



Our daily dream

***Am Junihimmel spannten sich über den glutroten Mohnfeldern,
direkt neben all den verlassenenen Wäldern,
die strahlenden und wärmenden Sonnenstrahlen.***

***Gegenüber auf der saftig grünen Weide,
welche der flinke Feldhase meidet,
grasen die Ochsen und Kühe,
stets bereiten Sie dem Bauern viel Mühe.***

***Aber auch der liebe Bauer weiß,
all seine Mühe wird sich für die Zukunft lohnen.
In der Gegend sagt ein jeder, sei besser als der Jäger –
ständig achtsam, aber nicht unentwägt auf der Jagd.***

***Häng nicht nur am Telefon,
sondern verfolge deine Motivation.
Sei wie die Uckermark,
sei so wie du bist – egal ob dich ein jeder mag!***

To say goodbye to you, I would like to give you a little poem, in the hope that you too will always follow your dreams.

THINGS I LOVE ABOUT THE CORONA RULES

copy / Kyra Fügart

CONTACT RESTRICTIONS

In the social media I often come across articles that are mainly about people missing their friends. But I really like being alone. Almost always, when I spend time with several people, I wish my togetherness with my bed and me back after just 1-2 hours. I love nothing more than waking up in the morning knowing that I have no plans at all and that I can spend my day watching series on my bed in my pajamas and eating pizza.

I used to wonder from time to time if I should do something with people, after all it is Friday night and everyone is going out to celebrate and I am sitting on my bed burping with the third pizza of the day. Occasionally I started to have doubts about my social skills and the fear of missing something drove me into the stuffy walls of a club where the bass almost burst my eardrum, I scream hoarse to entertain myself and have to give my last shirt for a beer (maybe not literally, unless the level is right). But now, thanks to the Corona measures, I no longer have the urge to do anything against my will. I can just lie around all day without any sense and don't have to talk. I finally have a legitimate reason to be antisocial and keep people off my back.

MORE FREE TIME

When the university was still open, my brain was useless after a three-hour lecture on civil procedure and an equally long lecture on land registry law, except for turning on Netflix and preparing a frozen pizza. So the rest of my day consisted only of eating, watching series and sleeping.

But with the online lessons, which are clearly more relaxed, which makes me much less stressed, I still have the motivation to make more out of my day afterwards. So after I have more or less slept in, listened halfway through an online lecture and finally got my brain up to operating temperature after a shower, I start to be really productive. Besides the extremely gifted jingling on my keyboard, I feel much better right away and I can feel my inner Wolfgang Amadeus Mozart coming to life. This is followed by a session on my ukulele. I confidently sing along to some songs of which I only know two or three chords and I start to wonder if my talent is enough for the next casting show. But this fantasy is quickly but brutally destroyed by my roommate who comes into my room: „Ey, since when can you actually NOT play the ukulele?“ he grins at me.

With an annoyed look I throw him out of my room and throw my career plans overboard again, I sit down on my cell phone and browse through the Instagram Feed. All the Influencer and Instagram models make me complex and for fun I download Photoshop to use the tricks of image editing and also look like a Kylie Jenner. After a few minutes I get bored of just retouching skin blemishes or correcting lighting conditions and I start to use Photoshop properly. From then on, the rest of my life is really just photoshopping Zac Efron into my bed. Carpe diem, I would say. ■

WHITE FEMINISM

WHY „WHITE FEMINISM“ WILL NOT SAVE US.

copy / Tübâ Cayli | photo / Greg Kantra

White feminism is the kind of feminism that focuses only on Western privileges and ideals of white women from the middle or upper classes. All struggles of black, indigenous and Women of Color are ignored and suppressed. Nor are non-heterosexual, transsexual women and women belonging to religious and cultural minorities in the West considered.

A classic example of white feminism is this statement:

„Muslim women should not wear headscarves because they lead to oppression.“

This statement ignores the needs of Muslim women and decides over their head. White feminism does not ask a Muslim woman if she wears the headscarf voluntarily. Thus, the ideals of white feminism are forced upon the Muslim woman.

Furthermore, white feminism establishes a racist and classist hierarchy between white and non-white women. White feminism transfers Western ideals and perspectives to black, indigenous and Women of Color who may have different ideals.

White feminism, with the slogan „My Body my choice,“ demands only freedom to dress liberally and the right to abortions. But what about women who do not want to dress permissively? What about women who like to dress traditionally? What about women who want to dress religiously? What about women who want to have children and become housewives?

One of the most important principles of feminism is a woman's right to self-determination. The woman is allowed to decide for herself where and whether she wants to work. The woman can decide for herself whether she wants to wear a burka or a bikini.

White feminism deprives black women, indigenous women and Women of Color of their right to self-determination by prohibiting or tabooing everything that does not fit into the Western world view of an emancipated woman.

To include all women in the struggles against patriarchal oppression, intersectionality is the most important thing. In intersectional feminism, all women of different skin color, class, body, sexuality, religious and cultural minorities are given voices and rights of co-determination.

It is important to include the fight against the isms such as ableism, racism, classism, anti-Semitism, anti-Muslim racism and queer hostility in feminist struggles. Without the consideration and reflection of these isms no equality and freedom for women can be achieved. Therefore, white feminism and not save, but intersectional feminism will. ■



MARKETING STRATEGIES

11 EFFECTIVE MARKETING STRATEGIES DURING COVID-19 CRISIS

copy / Kiran Bisht | photo / Claudio Schwarz

The Covid 19 pandemic has affected the whole world and companies are trying to do their best in this situation. Although the extent of the impact varies from one sector to another, it is clear that the travel and tourism industry, the hospitality industry and food chains have been hit hardest. For some, routine is least disrupted, while others are more vulnerable and subject to a full 360-degree turn.

Change in Consumer behaviour

This situation has brought enormous change in the consumer behaviour. Consumers who were more attracted towards fashion and beauty or were impulsive buyers are now making a more informed shopping decision. The number of consumers using online platforms to buy essentials have spiked. Hoarding of basic goods like sanitizer, hand wash, masks, toilet paper, flour was also observed in most of the countries. Consumers are focusing more on their health and also indulging in several hobbies, hence the search for news, health, cooking & gardening portals have increased. Few brands have **adapted** but few even **reduced** their marketing expense.

Is reducing Marketing spend a wise decision?

Well the answer to this question is subjective and vary across brands. For small and new players, it's far more difficult to cater and adapt to the changes the situation demands, while the market leaders have the resources and capability to explore new ways. But the solution for this cannot be to reduce the marketing expenses for any brand. The lower the visibility the higher the chance of low recall rate. It is better to push back your existing marketing plan and focus on the current situation to craft a message that is more empathetic and humane. A simple message with extra emphasis on the tone and language is far more productive as this will keep your brand in front of your consumers or even improve your brand image among consumers. ▶

What shall a brand do to sustain in this current situation?

1. Brands need to rethink and re-vamp their marketing game to be more relevant and empathetic. They should build engaging content to divert the consumers from this stress.
2. The cost of paid advertisement is comparatively low, and the time spent online is increasing. Brands can use this phase to advertise more & increase their ROI or at least remain visible.
3. Be more active and engage with your consumers. This can be done by going live on social media platforms, hosting webinars & podcasts, videos, commenting on social media posts etc. Creating videos is an effective way to connect with your audience. Studies suggest that 80 % of consumers have consumed more video content.
4. The use of online payment gateway is on the rise. It is crucial for brands to transition on easy & secure online payment methods. To increase/maintain sales at this time when people are losing jobs/getting lesser salaries, it is also an important step to allow payments in instalment/EMI's or even provide levy on instalment for few months.
5. Study the change in the media consumption pattern, devices and the platforms used by consumers and target your content/campaign accordingly. This is variable across geographies and demographic. Analyse your consumer data and make changes in your strategy.
6. Explore new technologies. Augmented reality along with AI will prove to be an efficient solution to aid consumers try products virtually. This will give a personalized experience to consumers at the comfort of their homes.
7. Another major change is the focus on product quality. Consumers are now extra cautious to buy products that are safe. It is extremely instrumental for a brand to showcase its quality standards across the supply chain to stand out.
8. Digital adoption has been significant among consumers and it will stay. If you are a small local brand, going digital would be a game changer for you. Introducing the business on digital platforms will increase the reach and awareness of your brand.
9. Few countries have even brought a new wave of releasing commercial movies on OTT platforms. This trend is new, but it will have a long-lasting impact. Specifically, in India, movies starring biggest celebrities are utilizing digital platforms like YouTube, Netflix & Amazon prime. This clearly depicts the power & reach of these platforms.
10. Brands should also be more careful of the actions taken throughout the business. A wrong step can ruin the brand image completely. Retaining your employees, providing salaries and small gestures of care creates a good image. This is well depicted by Tata Consultancy Services (TCS). TCS ensured the safety of not only their current employees but also of their alumni by checking up on them through personal calls. Brands should also focus on providing a helping hand by contributing to the society. TCS stands tall here by donating funds for providing equipment, testing kits, setting up medical facilities etc.
11. Lastly, be more agile and flexible. Following the same tactics won't suffice at this time of the crisis. Connect with your audience and provide meaningful solutions.

As the saying goes, **All great changes are preceded by chaos**, it might appear as a disruption and it is one, but the only way forward is to 'Change'. Covid-19 pandemic has altered the way we live and perceive things, some of it will remain forever as a way of life. Being stagnant and waiting for the time to return to normalcy won't let the business grow. Through creative thinking and effective use of consumer data, explore new ways and make your brand a meaningful one in this situation. ■



UNCERTAIN TIMES

copy / Leyla Dastan

When I think about the beginning of 2020, I have to admit: I was naive. I thought all my dreams and goals will come true and that this year will be MY year. I bet, most of us felt the same way. I was desperately waiting for this year to come! If someone had told me just then that my life will be turned upside down and that life would be so different than expected – I wouldn't have believed them.

I really thought I had it all figured out – my graduation was to happen, then my career, my future goals were laid out for the next years, my friends, my family and my relationship. I had it all planned out and everything was going the way I wanted. And I have always been such a person since I was a small child. I felt the more I had things planned, the more control I had over my life and the things to happen. Then this pandemic happened and now we are living in the most uncertain, unpredictable times ever. Even making a

„What I realized throughout this phase is that freedom and independence is the only worth-while thing living for.“

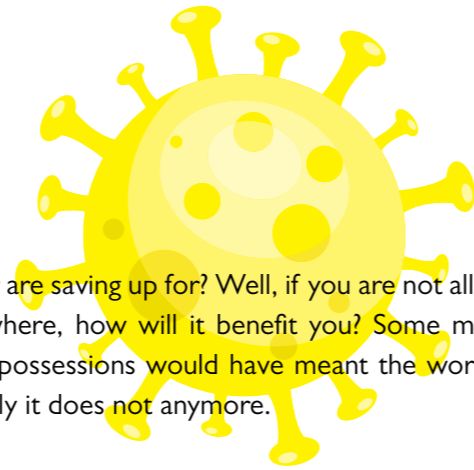
plan for a small vacation or trip seems too far-reaching. But this made me think – when did we ever live in „certain“ and „safe“ times anyway? It only took a pandemic for us to realize and rethink our lives. How fragile and delicate each and every thing in our lives actually is. The so called secured government job that you are dreaming about? Well, it can be lost in a blink of an eye. That car

you own or are saving up for? Well, if you are not allowed to go anywhere, how will it benefit you? Some months ago, those possessions would have meant the world for me. But truly it does not anymore.

Because those illusions and institutions can not guarantee or promise security or safety, happiness or freedom.

What I realized throughout this phase is that freedom and independence is the only worth-while thing living for. All other goods can be taken away from us easily. I am not saying, let us forget to plan or have a certain idea what to for our futures. But let us not depend our happiness and end goals for a future which is unknown to all of us. Let us slowly learn to value and cherish what we have right now, with us and inside of us.

I dearly hope that once this phase of our lives is over, we can stop our little friend „control“ monitor our lives and take out what truly matters. I hope we can find more magic in other goods which we have long forgotten, that are our gifts and guides to us – the freedom to express ourselves, to be ourselves, to travel and be carefree, to be independent, to not let our lives be ruled by just „hoping“ and „wishing“ for good things to come in the future, but to really value what we have right now, the PRESENT moment. Because we might want to imagine we have more than that, but we only have this moment right now. And we have to learn to let go of the need and urge to control everything that is happening around us and to us. And having that freedom and not depending on a future to be happy is the only real security for our fulfilled, happy lives. ■



#IDAHOBIT 2020

copy / Florian Straub

On 17 May the International Day against Homophobia, Biphobia and Transphobia took place. It was launched in 2004 and celebrated for the first time worldwide in 2005. The date was chosen on purpose, as in 1990 the WHO no longer listed homosexuality as a mental illness. Since then, 30 years have passed and in many countries of the world achievements for queer people have been made. It is particularly gratifying to note that Taiwan became the first Asian country to legalize same-sex marriage in

2017. This is, by the way, the same year that in Germany marriage for homosexuals was legitimized by law. Since this year the day could not be celebrated in public, members of the AStA have come together to lay down flowers on the memorial for the persecuted homosexuals during the Nazi dictatorship. This place is a memorial to the horrible history of Germany, which is often regarded as past and closed. However, vandalism at the memorial¹ occurs again and

again. Similarly, the number of violent crimes against members of the LGBT+ community in Berlin in 2019 increased by 32 % compared to the previous year. (2019: 997, 2018: 733 violent crimes)². Thus, in times of corona and the cancellation of events such as the CSD or the Motzstraßenfest, it is particularly important to stand up for equal rights and acceptance of all people and to show solidarity with disadvantaged groups in society. ■

¹ <https://www.rbb24.de/panorama/beitrag/2019/11/denkmal-berlin-tiergarten-videoueberwachung-ns-opfer.html>

² http://www.maneo.de/fileadmin/user_upload/dateien/dokumentationen/MANEO-Report-2019-Teil1-online.pdf [Seite 9]



TRY & ERROR

copy / Lilly Kasner | photo / Daniel Tafjord

THE WINTER SEMESTER AT THE HWR STARTED AGAIN ON OCTOBER 1, 2020. AFTER A DIFFICULT ONLINE SEMESTER, WHICH WAS PROBABLY CHARACTERIZED MORE BY „TRY AND ERROR“ THAN BY COUNTLESS SUCCESSES, WE LEARNED A LOT AND CURSED A LOT.

While the numbers are rising, a new situation is emerging that again expects a lot of flexibility and creativity from all participants: the mix model between online and face-to-face events - sometimes even simultaneously. Students who have spent the online semester with their families, in the countryside or abroad and have had many positive experiences as a result are now facing a new challenge. A fellow student is also confronted with one of these challenges. She wanted to spend the current semester, as well as the last one, with her parents in order to minimize the risk of corona infection. Since Tempelhof-Schöneberg and now the whole of Berlin is considered a risk area, an understandable reaction that many other students have certainly also considered. The lecturer now decided retrospectively that, instead of online as announced, the event should now be held in attendance with compulsory attendance. When asked whether there could be a compromise or an exception, the fellow student only received the answer that she could still drop out of the course - the others would certainly be pleased. Does she risk the higher risk of infection by deliberately travelling to the risk area by public transport or does she repeat the course? A decision that has to be made unnecessarily.

On the first day of classroom teaching, it was still not possible to stick to the hygiene concept because there was no soap or running water in the toilet. No comment on this.

These examples show: There are definitely still many things that need to be improved and changed. Be it in communication, offers or simply ensuring that minimum requirements are met. Who of us hasn't cursed the website because it's confusing and the things we're looking for strangely never match what we find? Who has never had lecturers who obviously violate existing regulations - especially when it comes to online exams?

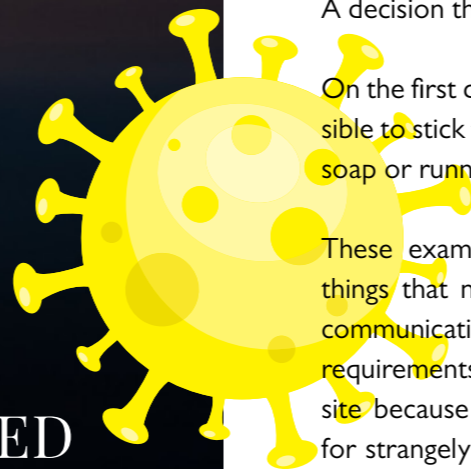
All these topics have moved us in the last weeks and months. We - that is Campus Digital. At the HWR, we stand up for the students - in the Academic Senate, in the student parliament - wherever we can. We want to work together for a free, fair and high-quality university. The big issues of the world are important to us. With moderation and reason we want to start where we can - at our univer-

sity and at the university itself. If you type „Education is ...“ into Google, you get the following message: „Education is the most powerful weapon you can have to change the world. So we want to have the best education possible. This includes modern equipment, current topics in the individual modules and an optimal learning atmosphere. We asked ourselves what we need to achieve these goals. We came up with a whole list: The standardization of the exams so that the grades do not depend on the choice of the teachers. Digital further education/deepening possibilities promote, for example, with a voluntary Excel or programming course. Retain and promote the digital skills acquired in the last semester by making lecture recordings accessible and by enabling students to submit exam papers uniformly via Moodle. We want the networking between the departments to be better. At Campus Digital, we have representatives from almost all departments with us and thus gain insight into their problems and life realities. For example, we are specifically calling for a standardization of the practice transfer reports for Faculty 2. The transfer to a university for the master's degree should be better communicated (keyword statistics 2). It would be cool if a message was sent in advance, before the late fee for re-registration is due and not only when it is already too late.

We have many ideas and are motivated to initiate the implementation of as many of them as possible. We have already been able to get some of them under discussion, for example the demands for an extension of the regulations for online exams. Lecturers should confirm the submission of exams in the future, if the exam is lost by the lecturer the exam should be graded 100% and students receive 30 minutes extra time for uploading and downloading the exam.

We are happy to study at the HWR. But we also see many opportunities for improvement for students. We are happy about every idea, every insight into the reality of students' lives and everyone who is motivated to get involved! ■

If someone feels addressed and would like to contact us, please write us a message on Instagram: [@campusdigitalberlin](https://www.instagram.com/campusdigitalberlin)



ANTI-DISCRIMINATION ACT

copy / Florian Straub | photo / Sushil Nash

At the beginning of June, the state's anti-discrimination law came into force and Berlin will be the first state government in Germany to explicitly provide protection against the following discrimination by schools, administrations or the police:

- on the basis of gender
- ethnic origin
- a racist and anti-Semitic attribution
- religion and belief
- a disability
- a chronic disease
- of age
- of the language
- sexual and gender identity
- of social status

This is accompanied by a shift in the burden of proof against the accused authorities, who are thus obliged to justify themselves. In addition, an ombudsman's office is to be set up to provide advice and assistance to people who have been discriminated against. You can find more information on the official website. Please share this so that people affected are encouraged to make use of it.

German language

ANTIDISKRIMINIERUNGSGESETZ (LADG)

www.berlin.de/sen/lads/recht/ladg

CURRENT INSIGHTS

INSIGHTS INTO OUR CURRENT HIGHER EDUCATION POLICY – ON THE PARTS OF STUDENTS. HOW THE SOCIAL-ECOLOGICAL ALLIANCE (SÖB) STANDS UP FOR YOU!

copy / Helena Gräf i.A. SÖB | photo / Unseen Histories

You have not only chosen your study place at the BSEL (HWR) just for the sake of studying, but you would also like to play an active role in shaping our university and helping to solve today's and tomorrow's challenges? This is exactly our motivation! And the interests and wishes of you students are the focus of our commitment.

We represent you with 12 seats in the student's parliament, with 2 seats in the Academic Senate as well as with one seat each in the Board of Trustees, Departmental Council, Central Women's Council and in the Women's Council of Department 1 – with true continuity and firmness. What drives us is to integrate your topics of concern across departments and programs and to represent a strong. We want us as students to have a strong voice in the entire higher education policy. So, we are also pleased that some of our members have been elected and reelected to the new AStA (Allgemeiner Studierenden Ausschuss = government of the student body) in the current winter semester.

We are committed to a social, **ecological and democratic BSEL** – in a transparent way. And it's this article's purpose to show you what we are currently doing for you and what we have already achieved for you!

At the last university elections in the summer term 2019 we received numerous votes from you. Many thanks for that! Now one year later, we can say that we have fully exercised these mandates! Of course, the pandemic has also changed our work. Much is now taking place digitally. During the last months we focused on getting you students through the Corona time. ▶



- Sustainability
- Plural teaching
- Fairness & equality opportunities
- Diversity
- Social & solidaric cooperation on campus

One of our long-time members was represented as the only student in the pandemic team and has stood up for the interests of us students! Only one student's representative is way too little. Therefore, we had unanimously supported the demand for an extension of the security team.

As SÖB, we have also called for a form of social semester that would give students more possibilities to earn money or get involved after the outbreak of the Corona pandemic.

We have made a strong case for the university elections, which should have taken place in May, to be held digitally and on schedule! For this purpose, a concrete plan on how to execute the elections digitally was worked out and presented to the president of the BSEL. However, the university is and has been slow in implementing this plan. There will be two test rounds in October and the next elections will probably not take place before December.

We have been at your side as contact persons!



AND THE FOLLOWING DEMANDS ARE NEXT ON OUR AGENDA

“ *Despite the challenges of the last months it is great to see what we have achieved so far and to live an active BSEL student life, both off- and online!* ”

THIS IS WHAT THE SÖB HAS ACHIEVED SO FAR

- ✓ On the initiative of the SÖB, the 'UniGardening Project' - also conceived as a meet and greet location - was successfully launched and then integrated into the specially newly founded AStA Department for 'Sustainability', which will now also address other sustainability issues at the BSEL. Your participation is most welcome!
- ✓ Our demands for an increased need for soft and digital skills training have been acknowledged by the university and are gradually being implemented.
- ✓ Thanks to the SÖB, all committees from the students side now communicate in German and English. Language barriers should not make studying more difficult, especially since we are an international university. We also push the university to gradually changing its communication to both languages where necessary and possible.
- ✓ The SÖB was committed to increasing the wages of student employees as part of the countrywide initiative of other students! In which we succeeded!
- ✓ The SÖB made a significant contribution to the fact that the BSEL now finally has water dispensers!
- ✓ The SÖB supported the preservation of the master program 'Labor Policies and Globalisation (GLU)'!
- ✓ The language tandem program at the BSEL also goes back to the initiative of the SÖB.
- ✓ There is now the Moodle course 'university policy'. This provides you an overview of how higher education policy works at BSEL - also thanks to infographics - as well as opportunities to participate. It's worth taking a look at it!

- Sustainability should have top priority and become an integral part of teaching and campus life!
- A cafeteria for Lichtenberg!
- Delimitation of student contracts - as it is actually regulated by law!
- More personnel in the university administration! The administrative staff do a lot for us, but they often reach their capacity limits. That is what we would like to see differently!
- Further improvement of technical deficits in the universities and digital qualification possibilities!
- Reduction of semester fees!
- We also lobbied for a sports hall and student housing at the Lichtenberg Campus!
- Transparency in the use of the AStA contributions! The finances of the AStA should be made freely accessible to everyone. AStA contributions are also to be used increasingly for events of all kinds in order to create a vibrant campus.
- Abolish attendance requirements! Such an obligation does not lead to the desired effect! During our studies, there should be time to learn self-determined, to engage in voluntary work and to gain first practical work experience.
- The new building on the Schöneberg campus should not only be built sustainably but should also provide affordable housing for us students!
- Last but not least, we are looking forward to your input and suggestions! You see a need for action at the BSEL? Feel free to contact us...

...or join us! This way you can put your ideas and wishes directly into practice yourself. We are happy about every new and committed member. This is not only a good opportunity to gain experience in university politics, but also a chance to network and meet like-minded fellow students. ■

We would be happy to count on your votes again at the next elections! We will keep you posted and up to date on these channels:

Facebook: sozial.oekologisch.hwr
Instagram: sozialoekologisches.buendnis

**We hope you had a good start to the semester!
 Your SÖB-Team**

INTERVIEW

STUDENT MELANIE OTTO IS CONSULTANT FOR PR AND COMMITTEE COMMUNICATION SHE DESCRIBES HER FIRST IMPRESSIONS

text / Melanie Otto | photo / Norman Treiber



How was the cooperation and the cohesion in your year?

At this point I can only speak for my self. Actually, it was quite good, very digital, but I used everything I could to stay in contact and exchange with my fellow students. It's quite different when you sit together in a lecture and experience the class together. There are just not many points of interaction with other students with whom you are not working on a concrete project or where friendships have already developed. These social contacts are completely missing and that is a great pity.

What brought you to your studies and what makes the program special?

My name is Melanie Otto. I am 35 years old and have been studying Nonprofit Management and Public Governance at the HWR Berlin since October 2019. Before that I studied Business Communication at the HTW Berlin and worked in the marketing department for some time. I came to a point where I realized became that I was looking for a more meaningful activity. To realize this professionally, I started this study.

What is your opinion about HWR and Which offers did you use?

I study at the Campus Lichtenberg and it has a charm all of its own. The HWR offers me the opportunity to study what I would like to study. Furthermore, there are a lot of possibilities to get involved and to participate in the design. It always stands and falls with what you make of it. I used the university sports at the HWR and used the library for research.



Which grievances or Obstacles became obvious?

I think it was most difficult for the university and the teaching staff in the first place. Switching teaching to online so ad hoc is not easy and not every professor has succeeded. Especially with the exams, it has become apparent that there are no uniform standards here and that everyone still has to get used to them, especially to the different procedures or if technical problems occur. Here I would like to see a best practice or a guideline for the coming semester that everyone can use as a basis for orientation.

Is this how you imagined the online semester?

No, not really. But who could do that in such a new situation? Still, I thought it would be much more chaotic.

What new opportunities have opened up?

What I personally found very pleasant was that I was able to arrange the classes/lectures in a way that suited me best. The possibility to fast-forward and rewind or to repeat things is very practical.

How satisfied are you with the work of the ASTA?

Yes, very much, because the situation was/is very difficult for all involved. It is very important to have a contact person here who can understand the private and university situation. A student council that is committed even in this difficult phase and that discusses the important issues and communicates them to the relevant authorities is extremely important.

Would you study like this again?

Yes of course, I have chosen the Master's program consciously and the topics mostly correspond to my ideas and interests.

How do you look forward to the following semester?

Very confident! I think everyone has come to terms with the situation, so nothing will change that quickly. And yes, I am very optimistic, but it will also be very exhausting again and I miss the personal social contacts to my fellow students and teachers. ■



FACTS & FIGURES

THE LARGEST CONTRIBUTOR WITH THE LEAST GAINN

copy / Kiran Bisht

MSME are micro, small and medium sized enterprises and are considered the backbone in any economy.

The parameter of categorizing MSME differ across nations. In Europe, the main factors determining whether an enterprise in an MSME is staff head-

count and turnover whereas in India the classification is based on turnover and investments in equipment/plant and machinery.

MSME Classification in European Union & India

Company category	European Union		India	
	Staff headcount	Turnover or balance sheet total	Turnover	Investment
Medium-sized	< 250	≤ € 50 m ≤ € 43 m	≤ INR 1 B	≤ INR 200 m
Small	< 50	≤ € 10 m ≤ € 10 m	≤ INR 500 m	≤ INR 100 m
Micro	< 10	≤ € 2 m ≤ € 2 m	≤ INR 50 m	≤ INR 10 m

MSME's contribution

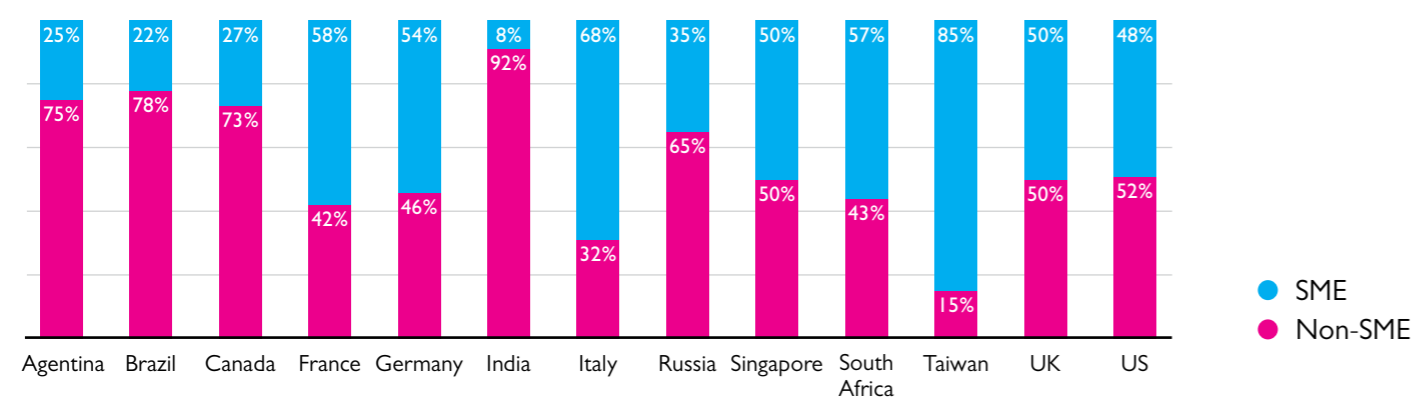
The total number of MSME in the European Union is over 25 million, with vast majority of Micro sized firms. MSME represent over 99% of businesses in the EU and employ two out of every three employees. They cre-

ate 85% of all new jobs and generate about three-fifth of the EU value-added. In India, the total number of MSME was over 63 million in 2019, with majority of Micro enterprises in the rural areas. MSME's contribute

to over 45% of India's Total Industrial Employment, 50% of India's Total Exports and 95% of all industrial units of the country and more than 6000 types of products are manufactured in these industries. ▶

Global GDP contribution by MSMEs

Source: KPMG (2014-2015)



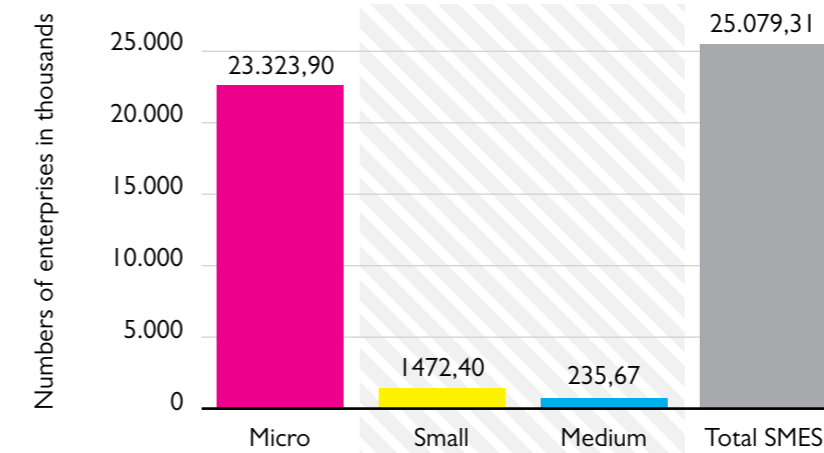
How many of these MSME make it to the next level?

The MSME comparatively struggle more than the large enterprises in the phases of development. These firms find it difficult to get financial aid, infrastructure and knowledge to support and grow their business.

Governments play a major role here. With easing access to finance, promoting entrepreneurship, supporting start-ups, providing guidelines, initiating policies specific to the interest of MSME, tax exemptions etc. they

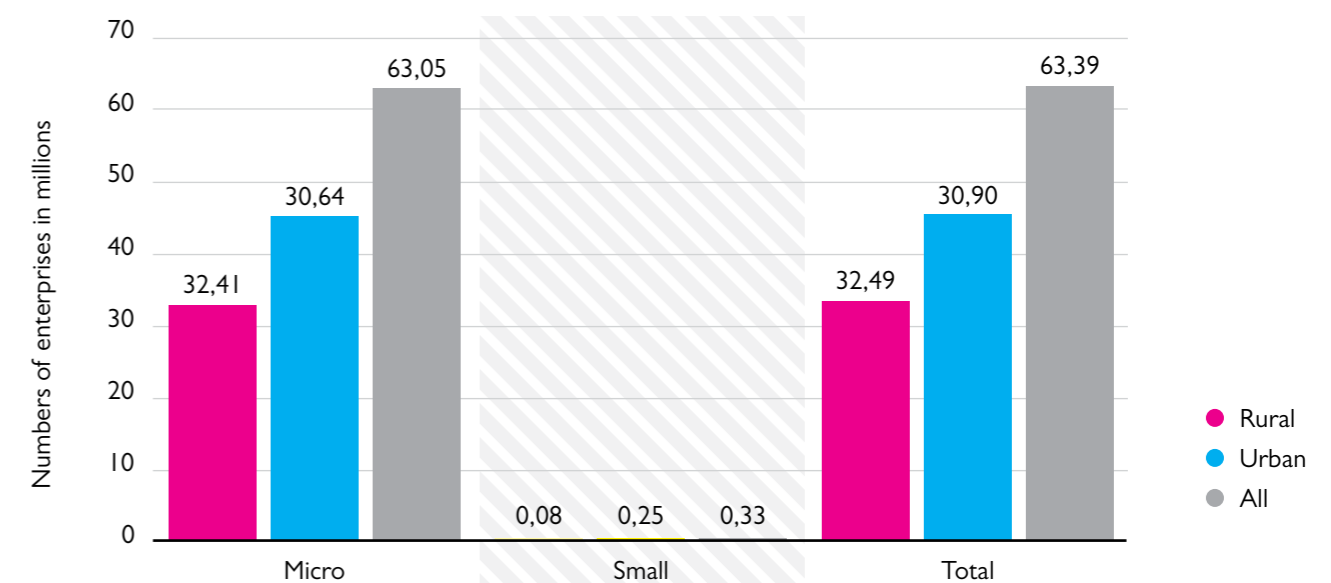
prove to be a helping hand. Most of the nations have these policies in place to help and assist MSME and have proven to be effective to move them up the ladder, but this cannot be concluded for India and also for Europe as we can see a 'Missing middle'.

Number of MSME in European Union (2018)



The substantial gap between the huge number of Micro enterprises to a very small ratio of Small and Medium sized enterprises discloses the challenges the MSME have to face in their survival and growth.

Number of MSME in India (2019)



What can an MSME do on its own to grow their business?

MSME's can do plenty of things to survive and grow. From utilizing the government aid, learning and acquiring new skills and knowledge, transiting from manual ways of doing business to investing in technology, building infrastructure, gathering funds, finding new opportunities for exports etc. One secret ingredient

for the growth of MSME's is **effective marketing** of its business. For a small business it is extremely difficult to understand and implement marketing strategies with huge budget but there are enormous ways that can help companies to stand out and carve a path of their growth through little understanding of Marketing efforts.

India is paying immense importance to help & support small local firms. As the saying goes, **Success is achieved and maintained by those who try and keep trying**, and it is time that MSME's should try going online and marketing themselves to create an unbounded market that advances their growth. ■

STARTUP CLASS 2020

2 WEEKS OF IDEAS WORKSHOP

copy / Helena Kargol | photo / Mika Baumeister & Magnet.me

This year I took part of the Startup Class 2020 and it impacted me in so many ways that I decided to share my experience with you. The Startup Class is a two-week program consisting of workshops and inspiring talks about... well you guessed it... how to start a Startup.

Due to Corona the whole program had to be held online, which in the beginning seemed like a pretty exhausting idea, but soon enough I came to discover the benefits of it, as people from all around the world could take part.

Secondly this time around you could enter the Startup Class without bringing a business idea to the table, as the idea was to form teams of 4-5 around one idea. I heard about the Startup Class through my work, as I am a working student in the Entrepreneurship Education department of the HWR.

In the last couple of years, I had some potential business ideas pop into my head, but nothing ever stuck, however I still would like to found a company at some point in my life. The Startup Class was a great opportunity for me to take my first few steps in the entrepreneurial world.

I applied for the Startup Class with an idea to create a platform to help people become more sustainable. Long story short my idea was not one of those to get picked to be worked on. There was no time to cry about it, as I picked a different idea-team to work with. Fernando, a HWR exchange student from Argentina, pitched an idea to create a platform to make it possible for students from developing countries apply for remote internships all over the world. Our team, Team 9, consisted of six people with five different nationalities: Argentina, Israel, India, Nicaragua, and Poland. I personally highly appreciate working

with people from all over the world, as the contrasting perspectives that are brought to the table help to understand the user problems from all the different sides and further the development of a solution.

As I mentioned, our idea was to support students with limited career opportunities to find remote work all around the world. The Startup Class provided us with a two-week program that made us understand the problem, our user, come up with a solution, iterate and prototype. Yes, all of

this in 2 weeks. All of this was possible due to the flawless organization and highly competent coaches of the class. In the first phase of our project we had to make sure we understood the problem, as well as the user of our future product. As Fernando could tell us from first-hand experience, how the working student / internship situation in Argentina looks like, the problem was very clear.

Due to the lack of working student job, students either have to rely fully on their parents to be supported throughout their studies, which is a luxury, or take full-time jobs in fields that are mostly not related to their studies. By taking a full-time job next to their full-time commitment in getting a degree it is nearly impossible to finish with a university in the regular study time. Furthermore, none of these jobs are compensated very well. Internships are not common and are often viewed rather as exploitation more than a learning experience. My teammates from Nicaragua and India also told us about similar situations in their countries.

Our first big task was it to interview potential users for our product. It was not very hard to find students, who confirmed everything my teammates have been telling me. There was no doubt a platform like this is needed.

However, a platform with students looking for jobs would not be any good if there were no jobs to apply for. So, we needed to also interview companies, meaning employers that are responsible for hiring, especially interns. As you can imagine it was much harder to find interviewers for this side of the platform. In the end we did manage to get a few, and the results were quite interesting: We started by asking the interviewed employee how they felt working from home, how the relationship with their colleagues was during that time. Afterwards we started going more into the specifics and talking about the hiring process during Corona. Can you hire someone without ever meeting in real life? Have you worked with interns solely online?

One of the interviewees, coming from the gaming industry, told us that working remotely has not been an issue, maybe even better. However, working with interns has been quite a challenge. For many of them, these are the first steps in the working world, and they need to learn what to do, how to do it and who to ask about it. In person it might be just easier to walk around the office, get to know your co-workers and find multiple "mentors". Working online was harder, as the intern mostly only got assigned one existing employee, so the employee had to invest a lot of time into talking to intern on a daily basis and creating a valuable experience. Our interviewee explained to us that he and the company he works for differs between how they treat working students and interns. As working students are seen as workers, who would like to earn money next to their studies and the working/learning experience is viewed secondary. For interns, the learning experience has to be the primary motivation. Nevertheless, he did hesitate after we told him about our idea and asked him if he would for example hire an IT student from Argentina to do simple programming task that did not necessary need any big interaction with the rest of the company. He did really like our idea, but honestly answered that he would have doubts about the time difference, cultural difference, onboarding process and etc.

Other interviews either gave us either similar results or conveyed the impression of a company culture that does not enjoy working remotely at all. This was actually the next step in the Startup class. We had to synthesize our interviews, which means turn the collected data into insights. The insights that we gathered were also the problems we needed to find solutions to.

How can we make companies want use our platform?
How can we make our idea profitable? ▶



We participated in different exercises to get into the best idea flow and then we put those ideas through an imaginary funnel and then work on the best.

In full honesty we could not think of a real good idea on the spot to make our doubts go away, but that was totally okay. Nobody in the world expected a group of students to develop a bulletproof start-up idea in less than 2 weeks. In the next stage we started the prototyping, and we were introduced to different tools that we could use. We used one to create a mock website that had certain similarities with another job offering platform. We made sure to create a different website for the student user and the company user and advertise the added value of our platform to each of the sides.

Throughout this experience we were offered constant coaching by the Startup class team, as well as additional in-

put on how to make a pitch deck, what serendipity means, what numbers we should be aware of and many more ways of entrepreneurial working. For the final day of the class every team created their own pitch and presented it to the rest of the participants. We may not have solved all of the problems that we encountered on the way but seeing what we could achieve in two weeks was remarkable.

We realized that working on a social project in a world ruled by capitalism might be harder than we like to admit, nevertheless we are all still committed to continue working on the project, as we believe that the future of working will be remote.

Furthermore, the start-up class gave me a great first overview of the entrepreneurial world, taught me more than six semesters of classes and most importantly connected me with likeminded people.



ASTA-TEAM SOSE 2020

INTRODUCES ITSELF ...



Chairman Internal Affairs
Yannic A. Herzog



Social & Diversity CL
Tûbâ Cayli



Chairman External Affairs
Zacharias Al-Awami



Sports & Culture CL
Drillon Llalloshi



Finances
Bjarne Schnars



PR & Committee Communication
Melanie Otto



Social & Diversity CS
Florian Straub



Sports & Culture CS
Timm Mühlenberg



Sustainability
Helena Kargol



Higher Education Policy
Linus Zechlin