

SOLBRIDGE

SUSTAINABILITY REPORT 2024



ABOUT SUSTAINABLE DEVELOPMENT GOALS (SDGs)

The 2030 Agenda for Sustainable Development, adopted by all UN member states in 2015, outlines a blueprint for global peace and prosperity. At its core are the 17 Sustainable Development Goals (SDGs), a call to action for all countries to work together to end poverty, promote health, education, and economic growth, reduce inequality, and combat climate change. The SDGs build upon decades of work and previous initiatives like the Millennium Development Goals (MDGs) and international agreements on sustainable development, including the Paris Agreement on Climate Change.

The UN's Division for Sustainable Development Goals (DSDG) provides critical support to advance the SDGs, covering issues like water, energy, climate, and urbanization, and encourages strong commitment from all stakeholders. Through annual reviews at the High-level Political Forum on Sustainable Development, DSDG supports the agenda's implementation, aiming to make sustainable development a shared reality worldwide.

SUSTAINABLE DEVELOPMENT GOALS



SOLBRIDGE AT A GLANCE

Located in Daejeon, Korea's "Silicon Valley," SolBridge is at the forefront of preparing students to become the next generation of Asian thought leaders in an evolving global economy. SolBridge stands out for its unique offerings, including fully English-taught curricula and degree programs, language courses in Chinese, Japanese, or Korean for full-time students, and a faculty composition of 80% international professors with degrees from prestigious universities. With a strong focus on Asia, the school offers diverse academic and cultural programs that blend theory and practice through immersion experiences, special lectures, workshops, and internships. SolBridge also features robust career support, such as the Career Advisor Program (CAP) and the Global Achiever Program, which connect students with the corporate world and leading experts. The International Business Plan Competition allows students to challenge their business acumen, while the school proudly holds AACSB accreditation, EFMD membership, and affiliations with prominent global organizations like ACCA and NIBS. With more than 70% international students, SolBridge is recognized as one of the youngest business schools worldwide to achieve such prestigious distinctions.



SOLBRIDGE VISION FOR SUSTAINABILITY

SolBridge International School of Business is dedicated to developing Asian Thought Leaders with a strong foundation in Global Perspective, Asian Expertise, Cross-Cultural Competence, Creative Management Foundation, and Social Responsibility (GACCS). Through rigorous academic programs, practical experiences, and meaningful engagement with the global business community, SolBridge is committed to equipping students to address the evolving needs of modern organizations across for-profit, non-profit, and governmental sectors. This vision inherently aligns with the United Nations Sustainable Development Goals (SDGs), particularly as SolBridge promotes sustainable, inclusive, and responsible business practices.

Vision Overview

At SolBridge, we strive to ensure that our students and faculty are prepared to engage with global markets while addressing pressing social and environmental challenges. Our holistic approach to education emphasizes the following core values, each with strong connections to specific SDGs:

- **Global Perspective (SDG 4, Quality Education):**

SolBridge instills an entrepreneurial mindset, with a curriculum that exposes students to global business practices and cultural norms across Asia and beyond. This global perspective is integral to preparing students to navigate and positively impact diverse economic landscapes.

- **Asian Expertise (SDG 8, Decent Work and Economic Growth):**

With a focus on Asian business practices, conventions, and economic trends, SolBridge equips students to address regional challenges and contribute to sustainable economic growth in Asia. By fostering a deep understanding of Asia's role in global commerce, we aim to promote job creation and economic inclusivity.

- **Cross-Cultural Competence (SDG 10, Reduced Inequalities):**

Students at SolBridge are trained to understand and appreciate diverse cultural values, beliefs, and practices, enabling them to work effectively in multicultural settings. This commitment to inclusivity supports SDG 10 by encouraging cultural sensitivity and reducing social inequalities.

- **Creative Business and Technology Foundations (SDG 9, Industry, Innovation, and Infrastructure):**

SolBridge's programs emphasize critical thinking and innovative problem-solving in management and technology, preparing students to devise sustainable solutions to business challenges. By integrating sustainable technology and responsible innovation, SolBridge contributes to the advancement of resilient infrastructure and industrial practices.

- **Social Responsibility and Sustainability (SDG 12, Responsible Consumption and Production):**
Students at SolBridge are encouraged to adopt ethical decision-making frameworks and to consider the environmental and social impacts of business decisions. This focus aligns directly with SDG 12, promoting responsible consumption, production practices, and corporate accountability.
- **Supporting Sustainable Development Goals (SDGs) Through Education and Partnerships:**
Beyond academic instruction, SolBridge seeks to build impactful partnerships that reinforce SDG 17, Partnerships for the Goals. Through collaborations with external organizations, including private sector companies, non-profits, and governmental bodies, SolBridge provides students with practical opportunities to work on projects that support sustainable development. These partnerships enhance our commitment to sustainability by encouraging students to apply their skills in real-world contexts, driving shared progress towards the SDGs.





SOLBRIDGE AND SDG

Executive Summary

SolBridge International School of Business is committed to advancing sustainable development through education, research, and community engagement. Our focus areas include No Poverty, Good Health and Well-Being, Quality Education, Reduced Inequalities, and Partnerships for the Goals. In 2024, we made significant strides toward sustainability, aligning our activities with key SDGs.

Key Achievements in 2024:

- New partnerships with national and international organizations
- Integration of sustainability modules in our academic programs and campus
- Increase of community engagement initiatives



SDG Activities



SDG 1 - No Poverty

Fostering Education, Empowerment, and
Global Impact

Woosong University and SolBridge International School of Business are deeply committed to combating poverty and inequality through various initiatives. By offering scholarships and financial aid (e.g. need-based scholarships), we strive to support students and families from underprivileged backgrounds, helping to create a brighter future for all.

Our programs, designed to empower multicultural families, focus on enhancing economic opportunities through education and skills training. These efforts are highlighted in local media and are a testament to our ongoing dedication to creating positive change. Through these efforts, we aim to make a significant impact in eradicating poverty, both within our community and globally.

Read more:

- <https://news.unn.net/news/articleView.html?dxno=563123>

NO POVERTY



SDG 1 - No Poverty

SolBridge Students Turn Competition Winnings into a Powerful Act of Global Change

In an inspiring display of generosity and global responsibility, the winning team of SolBridge's "Beyond SolBridge Orientation Week" competition has chosen to donate their prize money to UNICEF Korea. This act of kindness is a powerful reminder of the impact students can have when they choose to support a greater cause.

The competition, designed to challenge students through teamwork, cultural exchange, and problem-solving, provided an opportunity to showcase skills. However, one group saw an even greater opportunity: using their victory to make a real difference in the lives of vulnerable children. Rather than keeping the prize, they redirected it to UNICEF Korea, an organization providing life-saving aid, health services, and education to children in need.

This gesture embodies SolBridge's core values of Global Citizenship and Social Responsibility, aligning with SDG 2: Zero Hunger and SDG 10: Reduced Inequalities. By supporting UNICEF's work, the students are helping to ensure children have access to education, nutrition, and healthcare, while addressing inequalities in regions where these resources are scarce.

The donation also reflects SDG 17: Partnerships for the Goals, demonstrating how collaboration between students, educational institutions, and global organizations can create meaningful change. This act of giving shows that leadership is not just about business acumen, but about using one's platform to promote justice, equality, and a better future for all.

Through this donation, SolBridge students have proven that success is measured not only by individual achievements but by how one uplifts others along the way.

Read more:

- <https://www.unicef.or.kr/involve/corporate-and-organization/school-support/page/5#school-list>



SolBridge International
School of Business in...



SolBridge International
School of Business in...



SolBridge International
School of Business in...



SDG 3 - Good Health and Well-Being

The university's focus on improving health outcomes highlights its commitment to fostering well-being within the community.

This initiative includes a comprehensive counseling center that provides mental health services, offering support to students in a culturally sensitive manner. The center provides individual and group counseling tailored to meet diverse needs. Woosong also previously launched the joint campaign of the Mental Illness Management Practice Council centered on Panam-dong region. Furthermore, the center has conducted the "Suicide Prevention, Respect for Life" campaign at Woosong University.

Additionally, the university promotes physical well-being through facilities like a free gymnasium exclusively for students and a public gym available to both students and community members for a membership fee. This initiative encourages fitness and social interaction, helping to create a sense of community among students and local residents.

In collaboration with local health organizations, the university has signed agreements to assist multicultural families in the Dong-gu region by leading healthy lives and improving their quality of life through the diagnosis and prevention of dental diseases. Similarly, another agreement aims to enhance the quality of life for the elderly by promoting respect for their human rights and preventing abuse, particularly in the context of the increasing elder abuse in long-term care facilities as Korea faces an aging society.

Such initiatives directly address health disparities, ensuring that all community members have access to essential services and support networks. This commitment aligns with the overarching goal of Sustainable Development Goal (SDG) 3, which seeks to ensure healthy lives and promote well-being for all at all ages. Through these efforts, the university not only enhances health outcomes but also cultivates a supportive environment where individuals feel empowered to prioritize their mental and physical health.



Read More:

- <https://www.newstnt.com/news/articleView.html?idxno=417189>
- https://www.newsis.com/view/NISX20240926_0002900947
- <https://news.unn.net/news/articleView.html?idxno=568762>
- ...



SDG 3 - Good Health and Well-Being



Around Campus

Professors

Professors at SolBridge serve as dedicated advisors for students, offering guidance and support throughout their academic journey. Whether students need help with course selection, career advice, or personal challenges, professors are available to provide counseling and mentorship. Students are encouraged to reach out anytime, whether for a casual coffee chat or a one-on-one meeting in the office, creating a welcoming environment where students can seek advice and feel supported in both their studies and personal growth.

Counselor

At SolBridge Counseling Services, we offer short-term, confidential counseling support to help students manage issues that may be affecting their studies, including personal challenges, relationships, family matters, mental health concerns like depression, anxiety, and stress, as well as substance-related issues. Typically, 3 to 5 sessions can help students regain focus and well-being. However, if additional support is needed, we can work together to develop a plan or provide referrals as appropriate.

We understand that everyone can experience overwhelming thoughts or emotions, and our Counseling Service is here to help you explore your feelings, thoughts, and behaviors and find effective ways to make positive changes in your life. Our service is inclusive and staffed by qualified counselors trained in a range of evidence-based therapies, all dedicated to respecting and valuing individual differences.

Our services are free and accessible to all registered undergraduate and postgraduate students at SolBridge. You can find us on the third floor in Room 305.

A poster for SolBridge Counselling Services. The top section has a dark blue background with the text 'SOLBRIDGE COUNSELLING SERVICES' in white. Below this is a white section with 'IMPORTANT INFORMATION' in bold. It includes the text: 'Please visit the counselling website for more comprehensive information', 'Find us at: https://www.solbridge.ac.kr/counselingservices.org/', 'E-MAIL: janinekeck@solbridge.ac.kr', and 'ON CAMPUS? Room 305'. Below this is a section with a colorful illustration of a person sitting on a chair, surrounded by various icons representing emotions and thoughts. The text reads: 'What is the purpose of the counselling services? Here at SolBridge Counselling services, we provide short-term counselling support for students, for any issues that are impacting on their studies. Often 3 to 5 sessions is enough to help to manage things better and get back on track but, if you need more sessions, we can discuss this with you and work together to develop a plan or offer referrals if appropriate. Anyone, at any time, can have thoughts and emotions that may feel overwhelming. The Counselling Service is here to help you explore how you think, behave and feel about an issue and help you find appropriate ways to make changes in your life. We are a confidential, inclusive service with a qualified counsellor trained in a range of evidence-based psychological therapies. We value and respect differences. Our service is free, inclusive, and available to undergraduates and postgraduate students registered at SolBridge international business school.'

Read More:

- https://www.solbridge.ac.kr/story/page/index.jsp?code=solbridge_n060102

SDG 3 - Good Health and Well-Being

Around Campus



SolBridge Sports Day: Promoting Health, Well-being, and Community

In alignment with Sustainable Development Goal 3 (Good Health and Well-being), SolBridge held its annual Sports Day, bringing together students, faculty, and staff in a dynamic celebration of physical fitness, mental well-being, and team spirit. The event took place on [date], transforming campus grounds into a vibrant arena where participants engaged in various sports, including soccer, basketball, relay races, and traditional games.

Key Highlights:

- **Participation and Inclusivity:** Over 250 students from diverse cultural backgrounds participated, making it one of the most inclusive events of the year. SolBridge Sports Day encourages students to step away from academic pressures and focus on physical activity, essential for maintaining balanced lifestyles.
- **Health Awareness:** Alongside the competitions, health workshops were held on topics such as nutrition, stress management, and the benefits of regular exercise. These workshops support SDG 3 by raising awareness on the importance of healthy habits and providing students with practical strategies for sustaining their well-being.
- **Community Building:** The event fostered a sense of community, with teams organized across classes and cultural groups to promote social interaction and collaboration. This engagement supports mental well-being by encouraging strong interpersonal connections, which are essential to students' overall health.
- **Impact on Health and Well-being (SDG 3):**

By promoting physical activity and well-being, SolBridge Sports Day aligns with SDG 3's goals to “ensure healthy lives and promote well-being for all at all ages.” The event serves as a reminder of the importance of a balanced, active lifestyle and underscores SolBridge’s commitment to fostering a healthy, supportive campus environment.

SolBridge’s Sports Day will continue to play a crucial role in building a holistic educational experience, encouraging students not only to excel academically but also to thrive physically, mentally, and socially.

Read More:

- <https://www.solbridge.ac.kr/story/board/read.jsp?id=8201&code=solbridge0803b>
- <https://www.solbridge.ac.kr/story/board/read.jsp?id=8204&code=solbridge0803b>

SDG 3 - Good
Health and Well-Being



Publications

Yue, H., Cui, J., Zhao, X., Liu, Y., Zhang, H., & Wang, M. (2024). Study on the sports biomechanics prediction, sport biofluids and assessment of college students' mental health status transport based on artificial neural network and expert system. *Molecular & Cellular Biomechanics*, 21(1), 256. <https://doi.org/10.62617/mcb.v21i1.256>

Yunpeng, G. and Zaman, U. (2024), "Exploring mega-construction project success in China's vaunted Belt and Road Initiative: the role of paternalistic leadership, team members' voice and team resilience", *Engineering, Construction and Architectural Management*, Vol. 31 No. 9, pp. 3801-3825. <https://doi.org/10.1108/ECAM-12-2022-1201>

SDG 4 -Quality Education



Woosong University underscores the significance of quality education by offering a wide range of academic programs tailored to cultivate global competencies. The 2024 Fall Curriculum features courses such as Ethics & Sustainability and Luxury Brand Management and Sustainability that emphasize real-world applications, ensuring students are well-equipped for their future careers. The university also champions innovative teaching methods that nurture critical thinking and problem-solving skills, essential for thriving in today's dynamic job market.

In pursuit of enhanced educational collaboration, Woosong University signed a four-party agreement with Daejeon Metropolitan City, Dortmund City in Germany, and FH Dortmund University, establishing a "Woosong-type Glocal Model" for cooperation in economy and science. This partnership was announced during the inaugural general meeting of the World City of Economy and Science, where experts convened to discuss smart city strategies. The collaboration aims to tackle regional industrial challenges and promote innovation through joint educational initiatives, R&D cooperation, and an inter-city cooperation platform that enhances urban competitiveness and economic development.

Read More:

- <https://news.tf.co.kr/read/national/2145293.htm>
- <https://m.joongdo.co.kr/view.php?key=20240903010001045>
- <https://www.dtnews24.com/news/articleView.html?idxno=771983>

Additionally, the university co-hosted the 'Global English Festival (High Five English Travel Day)' with Daejeon Dong-gu at the Dong-gu Office Lawn Plaza, attracting around 700 participants, including children from kindergarten through middle school and their families. The event featured 11 themed booths offering activities such as Halloween crafts, Jenga, and a Harry Potter dormitory test, providing children with opportunities to explore various English-speaking cultures. A standout moment was the "Challenge! English Golden Bell" competition, which saw 100 students compete for top honors. Dong-gu District Mayor Park Hee-jo emphasized the festival's importance in fostering students' interest and confidence in English, further advancing the district's educational initiatives. Moving forward, Woosong University plans to introduce more events and activities like this to continue engaging the community and enhancing educational experiences.



SDG 4 -Quality Education

Educational Events

SolBridge International School of Business is deeply committed to SDG 4: Quality Education, fostering opportunities for students to develop essential skills, tackle global issues, and broaden their perspectives through a range of prestigious competitions. On May 24th, SolBridge hosted its annual Business Plan Competition, inviting students to present innovative solutions for sustainable electric mobility with ecarPlug, a leading electric vehicle company in South Korea. Guided by faculty judges, this event encouraged students to showcase creativity, problem-solving skills, and a strong commitment to sustainable development.

In addition to the Business Plan Competition, SolBridge students excel in global contests like the Hult Prize and the NIBS Worldwide Case Competition. The Hult Prize challenges young people worldwide to address the planet's most pressing issues through social entrepreneurship, inspiring impactful and innovative solutions. Meanwhile, for nearly three decades, the NIBS Case Competition has provided an unparalleled learning experience, where students tackle real-world international business challenges in a competitive team setting. Held in immersive, culturally rich locations, this competition helps students deepen their understanding of global business.

This year, SolBridge students also participated in the Korea Interschool Debate Association (KIDA) Rookie Tournament, held on October 5th and 6th at Korea University, where they demonstrated their critical thinking and negotiation skills against South Korea's top debaters.

Through these enriching experiences, SolBridge exemplifies its commitment to quality education, empowering students to become skilled, thoughtful, and globally engaged leaders.



Read More:

- <https://www.solbridge.ac.kr/story/board/read.jsp?id=8242&code=solbridge0801>
- <https://www.solbridge.ac.kr/story/board/read.jsp?id=8242&code=solbridge0801&page=1>
- <https://www.solbridge.ac.kr/story/board/read.jsp?id=8250&code=solbridge0801&page=1>

SDG 4 -Quality Education



Publications

Khan, H. U. (n.d.). Possible impact of video lecture capture as an e-learning tool: a case study of higher education of Republic of Korea | International Journal of Business Information Systems. International Journal of Business Information Systems. <https://www.inderscienceonline.com/doi/abs/10.1504/IJBIS.2024.136404>

Cui, J., Wan, Q., Chen, W., & Gan, Z. (2024). Application and analysis of the constructive potential of China's digital public sphere education. *The Educational Review USA*, 8(3), 350–354. <https://doi.org/10.26855/er.2024.03.002>

Wang, B., Cui, J., & Mottan, K. (2024). Exploration and analysis of Chinese university students' performance in business innovation. *Economics & Management Information*, 1–9. <https://doi.org/10.62836/emi.v3i2.193>

SDG 5 - Gender Equality

As part of our commitment to SDG 5: Gender Equality, SolBridge has introduced a new leadership team dedicated to fostering a more inclusive and supportive environment for women on campus. We are actively working to promote gender equality through various initiatives. For instance, we are highlighting the achievements of successful female alumni, faculty, and students in our newsletters, events, and on social media. By sharing their stories, we aim to inspire current students and provide them with strong, relatable role models.

Publications

Li S, Setiawan Sanusi E. Entrepreneurial motivations and business performance: A study of female online microbusiness owners. PLoS ONE 18(8): e0289946. <https://doi.org/10.1371/journal.pone.0289946>

He, Chunsun and Sanusi, Edwin Setiawan, Unveiling the Influence of Remote Collaboration on Employee Voice Behavior: A Mediation and Moderation Analysis. Available at SSRN: <https://ssrn.com/abstract=4904361> or <http://dx.doi.org/10.2139/ssrn.4904361>

Read More:

- https://www.solbridge.ac.kr/site/main/image/Newsletter/Newsletter_240923.pdf
- <https://www.solbridge.ac.kr/story/board/read.jsp?id=8187&code=solbridge0709>



SDG 6 - Clean Water and Sanitation

6 CLEAN WATER AND SANITATION



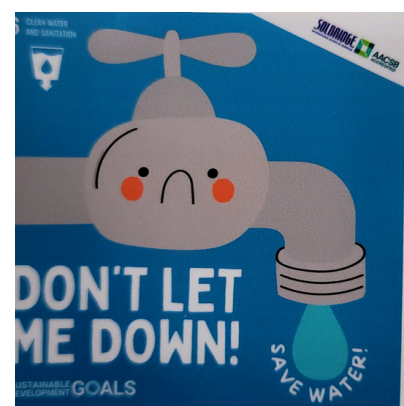
To advance our commitment to SDG 6: Clean Water and Sanitation, we have implemented several sustainable water initiatives across campus. Free-to-use water dispensers are available on most floors, encouraging students, staff, and visitors to reduce single-use plastic bottles by providing easy access to clean drinking water. Additionally, we have installed automatic faucets in restrooms to conserve water by automatically shutting off when not in use. We also promote the use of reusable bottles, aiming to cut down on plastic waste and foster awareness of sustainable water practices.

To further engage the campus community, we are promoting these initiatives through IoT-enabled stickers placed around the campus. These stickers provide information on water conservation and encourage everyone to take part in our sustainability efforts.

Our efforts extends beyond campus as we participate in local stream cleaning projects to help maintain clean water sources in the community. We regularly monitor and maintain our water facilities to ensure quality and reliability, and we continue to explore ways to further reduce water consumption. Through these initiatives, SolBridge is committed to sustainable water management and actively supports the global goal of ensuring access to safe and clean water for all

Read more:

- <https://www.solbridge.ac.kr/story/board/read.jsp?id=8244&code=solbridge0801>



SDG 7 - Affordable and Clean Energy

For SDG 7: Affordable and Clean Energy, Woosong University is actively contributing to sustainable transportation solutions. The LINC 3.0 Business Group, in collaboration with industry and research experts, hosted a seminar focused on improving the quality of new railway vehicles. This event, held with the Korea National University of Transportation and other key organizations, included discussions on the latest technologies in railway vehicle communication systems, energy efficiency measures, and environmental improvements through recycling and extending the lifespan of high-speed railway vehicles. By fostering collaboration between academia and industry, Woosong is supporting the development of energy-efficient technologies in the railway sector, contributing to cleaner and more sustainable transportation systems.

Read more:

- <https://www.veritas-a.com/news/articleView.html?idxno=509612>
- <https://www.smedaily.co.kr/news/articleView.html?idxno=279537>



SDG 7 - Affordable and Clean Energy



Publications

Zhang, X., & Huang, C. (2024). Investor characteristics, intention toward socially responsible investment (SRI), and SRI behavior in Chinese stock market: The moderating role of risk propensity. *Heliyon*, 10(14), e34230. <https://doi.org/10.1016/j.heliyon.2024.e34230>

Zheng, P., Cui, J., & Xiao, B. (2024). Does climate policy uncertainty influence the corporate cost of debt? *Journal of Infrastructure Policy and Development*, 8(12), 9400. <https://doi.org/10.24294/jipd.v8i12.9400>

SDG 10 - Reduced Inequalities



SolBridge International School of Business is committed to promoting diversity, equity, inclusion, and belonging (DEIB) within its community. We strive to foster a welcoming environment where every individual is respected and encouraged to engage in meaningful interactions that celebrate differences in ethnicity, religion, disability, nationality, and gender. This commitment to DEIB not only enriches our academic community but also prepares our students to thrive in a globalized workforce.

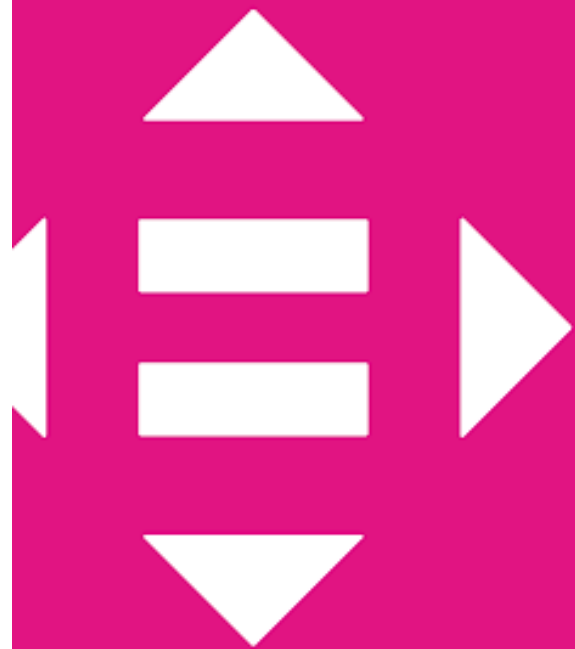
In alignment with this commitment, the College of Woosong Information College actively supports students with disabilities, ensuring they have equal access to effective learning opportunities. We have established a comprehensive in-school learning support system designed to promote a healthy and fulfilling college experience for all students. Our campus is equipped with facilities that cater to the needs of students with disabilities, including accessible classrooms, restrooms, and recreational areas, thereby enhancing their academic success and overall well-being.

Furthermore, to deepen our impact on reducing inequalities, we will implement programs and initiatives aimed at raising awareness of diversity issues and fostering inclusivity throughout our campus. This includes hosting events that celebrate diverse cultures and perspectives. By actively addressing inequalities and promoting a culture of inclusivity, SolBridge and Woosong University aim to create a more equitable society where all individuals have the opportunity to succeed.

Read more:

- <https://www.solbridge.ac.kr/story/main/index.jsp>

REDUCED INEQUALITIES



SDG 10 - Reduced Inequalities

Events

SolBridge International School of Business is a vibrant example of SDG 10: Reduced Inequalities, fostering inclusivity and celebrating diversity through events like the annual Culture Day, which took place on October 16, 2024. With students from over 87 countries, SolBridge provided a platform for cultural expression and unity under the theme “Heritage in Motion: The Evolution of Nations.” This theme allowed students to highlight how their traditions and customs have evolved over centuries, yet remain integral to their identities.

In celebration of Woosong University’s 70th anniversary, students from 21 countries, including South Korea, Brazil, India, Vietnam, and Russia, showcased how their cultures are responding to today’s global challenges. Alumni from Kazakhstan and representatives from Swiss German University in Indonesia joined the event, witnessing the power of cultural exchange to build bridges across nations.

As the Russian representative, one student described the experience as profoundly meaningful. Months of preparation went into choreographing a performance that not only featured traditional Russian dance but also illustrated the evolution of Russian culture, blending ancient traditions with modern influences.

Culture Day at SolBridge is more than an event; it is a testament to the unifying strength of cultural diversity. It reminds us that while we may come from different backgrounds, culture has the remarkable power to connect people and foster understanding—bridging countries and communities in a celebration of unity and shared human experience.



Read More:

- <https://www.solbridge.ac.kr/story/board/read.jsp?id=8248&code=solbridge0801&page=1>

SDG 10 - Reduced Inequalities



SDG 4 -Quality Education

SDG 13 - Climate Action

To mark its 70th anniversary, Woosong University inaugurated the “Woosong Global Garden” on October 16, symbolizing its commitment to cultural exchange, international unity, and the Sustainable Development Goals (SDGs), especially SDG 10 (Reduced Inequalities), SDG 4 (Quality Education), and SDG 13 (Climate Action). The garden, featuring 60 flowers representing the university’s diverse student body from 87 nations, underscores Woosong’s dedication to inclusivity, diversity, and environmental consciousness. This space not only serves as a reminder of Woosong’s mission to foster global citizenship but also incorporates sustainable landscaping practices, demonstrating how green spaces contribute to climate resilience.

The “Woosong Global Garden” directly supports SDG 13 by promoting biodiversity, providing a habitat for local pollinators, and enhancing carbon sequestration on campus. It also fosters environmental awareness, with students gaining insight into how nature-based solutions can help combat climate change. Through eco-friendly landscaping and a variety of plants adapted to the local climate, the garden minimizes water use and maintenance, showcasing sustainable practices that reinforce the importance of climate action.

In addition to the garden, Woosong honored its dedicated faculty and staff, whose commitment has been vital in creating an academic environment that promotes equal access and quality education, aligning with SDG 4. Their contributions underscore Woosong’s mission to provide an inclusive educational experience that prepares students to positively impact society.

As part of the anniversary celebrations, SolBridge Culture Day brought students together to celebrate their unique cultural heritage through music, dance, and art, resonating with the principles of SDG 10 & SDG 16. This event promoted intercultural dialogue, mutual respect, and unity, reinforcing Woosong’s commitment to fostering peace, reducing cultural barriers, and building a cohesive campus community.

Through initiatives like the Woosong Global Garden, which incorporates sustainable practices, and cultural events that emphasize diversity and unity, Woosong University exemplifies how higher education institutions can support the SDGs by creating an inclusive, environmentally conscious, and globally aware learning environment. These efforts demonstrate Woosong’s long-term commitment to education as a powerful driver for positive social change and climate responsibility.

Read More:

- <https://www.solbridge.ac.kr/story/board/read.jsp?id=8251&code=solbridge0801>



SDG 11 - Sustainable Cities and Communities



SDG 9 - Industry, Innovation and Infrastructure

Woosong University and SolBridge are committed to building resilient, sustainable urban environments and fostering innovation through strategic partnerships and advanced educational initiatives. A cornerstone of this commitment is the “Woosong-type Glocal Model,” a four-party collaboration between Woosong University, Daejeon Metropolitan City, Dortmund City in Germany, and FH Dortmund University. This initiative emphasizes sustainable urban development by focusing on smart city research, urban renewal, and technology-driven solutions to address both regional and global challenges.

By leveraging the strengths of each partner, the initiative supports sustainable city planning through joint research and education programs targeting areas such as digital infrastructure, energy efficiency, waste management, and public transportation. These programs aim to develop a replicable model that combines international insights with local needs, creating a scalable approach to enhancing urban competitiveness and quality of life.

In line with SDG 9, Woosong and SolBridge support sustainable industrial growth and digital transformation. Collaborations with technology hubs like Dortmund propel research and development in fields such as advanced mobility, bio-health, and smart infrastructure. This focus on innovation extends to Woosong’s Information Technology Education Center, which equips students with the skills needed to drive digital infrastructure development and meet the demand for IT professionals in the rapidly evolving global economy.

Woosong-Daejeon collaborations further empower students to engage in sustainable city projects through internships, research, and hands-on initiatives like urban stream cleaning and waste reduction. These experiences foster environmental responsibility among students and equip them with practical skills to contribute to sustainable cities and resilient industries in their future careers.

Through these combined efforts, Woosong University and SolBridge not only contribute to the goals of SDG 11 and SDG 9 but also prepare students to become proactive, skilled participants in the creation of resilient and sustainable communities.

Read More:

- <https://www.chungnamilbo.co.kr/news/articleView.html?idxno=788632>

SDG 11 - Sustainable Cities
and Communities

SDG 9 - Industry, Innovation
and Infrastructure



Publications

Liu, H., & Cui, J. (2024). Framework for evaluating technological innovation, CSR and ESG performance in Chinese art industrial: A quantitative analysis. *Journal of Infrastructure Policy and Development*, 8(8), 6366. <https://doi.org/10.24294/jipd.v8i8.6366>

Heo, J. (2024). Revolutionising luxury fashion: embracing circular business models for sustainable innovation | *International Journal of Environment, Workplace and Employment*. *International Journal of Environment, Workplace and Employment*. <https://www.inderscienceonline.com/doi/abs/10.1504/IJEWE.2024.141578>

Fernandes, M., & Lyu, D. (2024). From collectibles to experiences: Beijing's POP MART theme park venture. *Open Journal of Business and Management*, 12(02), 809–817. <https://doi.org/10.4236/ojbm.2024.122041>

11 SUSTAINABLE CITIES AND COMMUNITIES



SDG 11 - Sustainable Cities and Communities

SolBridge, we are committed to fostering a sustainable and eco-friendly campus environment in line with SDG 11: Sustainable Cities and Communities. To encourage responsible and accessible transportation, we actively motivate students to utilize the shuttle bus service available to them. By providing a safe, convenient, and sustainable mode of transport, we aim to reduce the environmental impact of individual car use and promote collective mobility.

Our initiative helps ensure that all students have access to an affordable and efficient transportation option, contributing to reducing traffic congestion, lowering emissions, and supporting a greener, more sustainable community. We believe that by choosing the shuttle bus, students are not only benefiting from improved convenience but are also playing a role in advancing a more sustainable and inclusive campus for all.

Read More:

- https://www.solbridge.ac.kr/story/page/index.jsp?code=solbridge_n060101g

SDG 12 - Responsible Consumption and Production

RESPONSIBLE CONSUMPTION AND PRODUCTION



Read More:

- <https://www.solbridge.ac.kr/story/board/index.jsp?&code=solbridge0801>

Woosong University and SolBridge champion responsible consumption and production on campus, integrating sustainable practices into both student life and academic learning. A highlight of these efforts is the “GiveBack” program by the Beta Gamma Sigma (BGS) chapter at SolBridge, which establishes a continuous cycle of donation. Outgoing students contribute gently-used items, like kitchen supplies, textbooks, electronics, and clothing, which are then provided to incoming students at no cost. Items unclaimed after a year are donated to Goodwill, ensuring resources are reused effectively and waste is minimized. This initiative promotes a community-oriented, sustainable approach to resource use.

Additionally, students engage in hands-on sustainability efforts through activities like urban stream cleaning, where they not only contribute to a cleaner environment but also gain an understanding of the ecological impact of waste. Before participating, students attend lectures on the importance of maintaining clean waterways, which highlight the role of healthy ecosystems in supporting biodiversity and reducing pollution. By learning about environmental impact firsthand, students gain a practical understanding of how responsible consumption and waste management affect their communities.

Together, these initiatives empower students to adopt sustainable habits, emphasizing the importance of recycling, reuse, and community care. Through education and action, Woosong and SolBridge foster a sense of environmental stewardship, preparing students to advocate for and implement responsible consumption and production in their lives and future careers, aligning with SDG 12’s goals.

SDG 4 -Quality Education

SDG 15 - Life on Land



SolBridge International School of Business actively promotes SDG 4: Quality Education and SDG 15: Life on Land through community engagement initiatives. Recently, students participated in book donation drives and organized reading sessions for orphans, enhancing literacy and providing educational resources to those in need. These efforts were complemented by stream cleaning events aimed at preserving local ecosystems and promoting environmental sustainability. By organizing these events, SolBridge not only fosters a spirit of community service among its students but also contributes to the broader goals of quality education and environmental stewardship.

Read More:

- <https://www.solbridge.ac.kr/story/board/read.jsp?id=8244&code=solbridge0801>



SDG 16: Peace, Justice, and Strong Institutions

At SolBridge International School of Business, we are dedicated to upholding the values of SDG 16: Peace, Justice, and Strong Institutions throughout the academic year. Following the introduction of these principles during Orientation Week, the university continues to reinforce the importance of safety, law, and ethical behavior via regular email reminders throughout the semester.

These emails serve as a gentle yet important reminder to students about their rights and responsibilities while on campus. They highlight key safety protocols, provide updates on any changes to campus policies, and offer information on resources available for students, such as counseling services and emergency contacts. By maintaining an ongoing dialogue about safety, SolBridge ensures that students remain aware of the importance of creating a secure and respectful learning environment.

In addition to promoting a safe campus, the reminders also emphasize the significance of ethical conduct and accountability in both personal and academic endeavors. By incorporating these themes into the communication throughout the semester, SolBridge reinforces its commitment to building strong, inclusive institutions and preparing students to become responsible leaders who uphold justice and peace in their future careers.

These regular updates help foster a sense of security and awareness, ensuring that students always feel supported, informed, and empowered to contribute to a safe and just community.

Read More:

- https://www.solbridge.ac.kr/story/page/index.jsp?code=solbridge_n060105



SDG 17 - Partnerships for the goals



Woosong University's dedication to building robust partnerships with local organizations exemplifies its commitment to sustainable development. These collaborations enhance the university's capacity to address community needs and significantly amplify the impact of its sustainability initiatives. By leveraging resources and sharing knowledge, Woosong and its partners are able to foster innovative solutions to pressing challenges. A prime example of this commitment is our recent stream cleaning activities, which not only improve local environmental conditions but also cultivate a sense of community responsibility among students and staff. These efforts have been highlighted in our newsletters and featured in local news outlets, showcasing the active engagement of our university community in promoting environmental sustainability.

A pivotal component of our collaborative efforts is the establishment of the Information Technology Education Center, developed in partnership with Woosong Academy. This center plays a crucial role in training the next generation of information technology (IT) experts, addressing the critical national shortage of skilled professionals. By actively seeking employment opportunities for entrepreneurs and IT specialists, the center not only elevates the reputation of Woosong Academy but also facilitates the broader dissemination of IT expertise across the nation.

Since its inception in March 1987, the center has implemented a distinctive curriculum delivered entirely by foreign professors, designed to equip students with practical foreign language skills and prepare them for the dynamic global landscape. Currently, the faculty includes 54 foreign professors, comprising 50 native English speakers and 4 Chinese, ensuring a diverse and enriching educational environment.

Additionally, the Beta Gamma Sigma (BGS) chapter at SolBridge has launched the "GiveBack" sustainability initiative, which fosters a culture of generosity within the university community. This initiative facilitates a continuous cycle of donation, allowing outgoing students to contribute items such as kitchen supplies, textbooks, clothing, and electronics to incoming students at no cost. Unclaimed items after one year are donated to Goodwill, effectively minimizing waste and extending the initiative's positive impact.

SDG 17 - Partnerships for the goals

PARTNERSHIPS FOR THE GOALS



Moreover, Woosong University has recently formalized a four-party agreement with Daejeon Metropolitan City, Dortmund City in Germany, and FH Dortmund University. This partnership aims to create a “Woosong-type Glocal Model” for cooperation, focusing on addressing local industrial challenges and fostering innovation through joint educational courses and research and development collaborations. This alliance enhances urban competitiveness and bolsters sustainable development initiatives through the sharing of knowledge and resources.

Our commitment to research and partnerships extends beyond these initiatives. We actively engage in conferences and collaborative projects with professors from diverse departments, universities, and schools. These collaborations facilitate the exchange of ideas and strategies related to sustainable development, ensuring that our approach to SDG 17 is informed by a wide array of perspectives and expertise. By forging strong partnerships and nurturing a collaborative spirit, Woosong University is dedicated to making a meaningful contribution to sustainable development, preparing students to thrive in an interconnected world.

Through these concerted efforts, SolBridge and Woosong University are committed to establishing strong partnerships that empower our community, drive sustainable change, and contribute to a more equitable and resilient future for all.

Read More:

- <https://solbridge.ac.kr/story/board/read.jsp?id=8232&code=solbridge0801>
- <https://www.chungnamilbo.co.kr/news/articleView.html?idxno=788632>
- <https://journals.sagepub.com/doi/abs/10.1177/09721509241261503>

Integration of SDGs at SolBridge University

As part of its commitment to the Sustainable Development Goals (SDGs), SolBridge University is taking proactive measures to raise awareness and engage both students and the community in sustainability initiatives. To make the efforts more visible and engaging, the university plans to implement a series of informative stickers throughout its buildings. These stickers will not only highlight the various activities undertaken by students but will also feature stories of community members and stakeholders involved in achieving the SDGs.

These visual displays will serve as a constant reminder of the university's dedication to sustainability, fostering a culture of collaboration and accountability. By showcasing successful projects and individual contributions, SolBridge aims to inspire others to participate in these critical global initiatives. This initiative aligns with all SDGs, emphasizing the importance of collective action in reducing inequalities, combating poverty, promoting quality education, and ensuring sustainable practices across the community.

Please see attachment for the SDG stickers.

FUTURE SDG



THANK YOU



SOLBRIDGE INTERNATIONAL SCHOOL OF BUSINESS

WWW.SOLBRIDGE.AC.KR



ATTACHMENT

STICKERS - SUSTAINABILITY



**SUSTAINABLE
DEVELOPMENT
GOALS**



Helping hands, STRONGER communities!

1 NO
POVERTY



SUSTAINABLE
DEVELOPMENT GOALS

SOLBRIDGE
INTERNATIONAL SCHOOL OF BUSINESS



AACSB
ACCREDITED

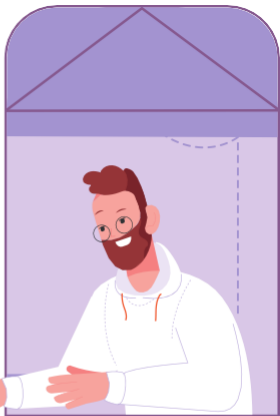
2 ZERO HUNGER

SUSTAINABLE DEVELOPMENT GOALS



GOALS

let'S SHARe



not waSte

JOIn HAn DS tO EnD HUnger!



CATCH YOUR BREATH, NOT THE ELEVATOR!

EVERY STEP COUNTS FOR A
HAPPIER, HEALTHIER YOU!

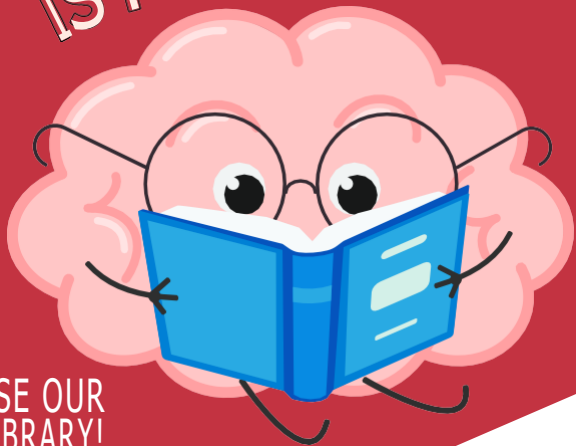


SUSTAINABLE
DEVELOPMENT
GOALS

SOLBRIDGE
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KNOWLEDGE
IS POWER!



USE OUR
LIBRARY!



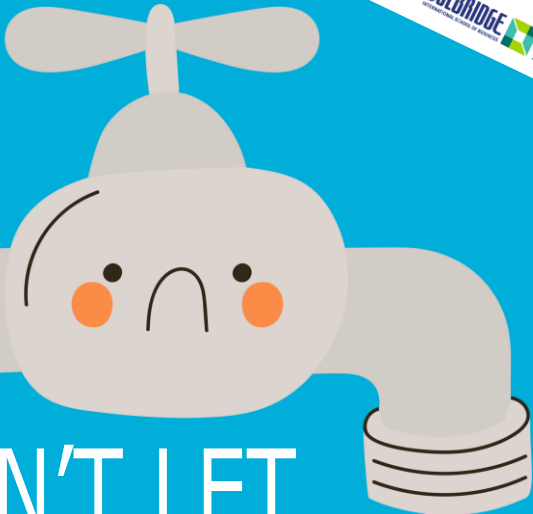
emPOWER • ResPECT • include



Unite together
for equality!



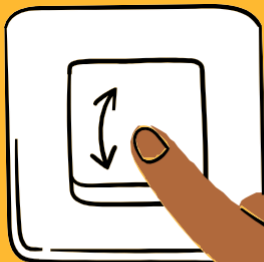
6 CLEAN WATER
AND SANITATION



DON'T LET
ME DOWN!

SAVE WATER!

SUSTAINABLE
DEVELOPMENT GOALS



LEAVING?

DO THE
PLANET
A FAVOR!

Power Off And UnPlug!

8

DECENT WORK AND
ECONOMIC GROWTH



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Building futures
TOGETHER!

SUSTAINABLE
DEVELOPMENT
GOALS



IDEAS SPARK CHANGE!





United in diveRcity

10 REDUCED
INEQUALITIES



SUSTAINABLE
DEVELOPMENT GOALS

SOLBRIDGE
INTERNATIONAL SCHOOL OF BUSINESS



2 WHEELS FOR A BETTER PLANET!

Keep Riding for a greener city!



11 SUSTAINABLE CITIES
AND COMMUNITIES





12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



THAT FEELING WHEN YOU...

REDUCE,
REUSE &
RECYCLE!



STOP HURTING ME!



REDUCE
REUSE
RECYCLE

14 LIFE BELOW WATER



NO
more
PLASTIC



WHEN YOU SEE SOMEONE
USING A PLASTIC STRAW!



Pick



choose



love

me me me

Save PaPeR, Save TRees!



YOUR voice
matters!

StAnD fOr jUSTIce,
SPeAk fOr PeACe!

16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



SUSTAINABLE
DEVELOPMENT GOALS

WE ARE ALL IN THIS TOGETHER!

