



კავკასიის
საერთაშორისო
უნივერსიტეტი
CAUCASUS
INTERNATIONAL
UNIVERSITY

SUSTAINABLE DEVELOPMENT REPORT

of the
**Caucasus
International
University (CIU)**



Sustainable Development Report of Caucasus International University unities the activities implemented by the University from October 17, 2023 to July 31, 2024, which serve to the achievement of the UN Sustainable Development Goals.

Introduction - Who are we?

Caucasus International University is a higher education institution that shares the United Nations Sustainable Development Goals (SDGs) at the institutional level and promotes its implementation through the active involvement of scientific staff and students. Therefore, the University, together with partner private and public organizations, implements projects in the direction of supporting sustainable development goals.

Caucasus International University creates a modern educational and scientific environment by introducing innovative methods, through internationalization and diverse university life. The university ensures the upbringing of generations with democratic values, competitive in the local and international labor market, who can make a contribution to overcoming the challenges of sustainable development.

Caucasus International University determines its contribution to sustainable development based on its own profile. This implies the gradual and structured integration of global sustainable development goals into teaching and research activities, as well as into the activities envisaged by the "Third Mission".

It should be noted that the emphasis on contributing to sustainable development appeared in the mission statement of the university in 2023. This novelty was responding to [2020 Rome Ministerial Communiqué](#), which emphasizes the role of universities in overcoming the challenges of sustainable development. The emphasis on sustainable development in the mission of the university also derives from the document approved by the Government of Georgia in 2022 - Vision 2030 – Development Strategy of Georgia, which is completely based on the principles of international cooperation and the priority of the UN 2030 agenda - the united efforts of the member states for inclusive and sustainable development.



In order to contribute to sustainable development, the Caucasus International University, based on its educational and research profile, prioritizes the following sustainable development goals for the structural implementation of the Third Mission:

- ☑ SDG3 – Good Health and Well-being;
- ☑ SDG4 – Quality Education;
- ☑ SDG12 – Responsible Consumption and Production;
- ☑ SDG16 – Peace, Justice and Strong Institutions.

Following the vision of the Ministry of Education and Science of Georgia regarding the strengthening and promotion of the abovementioned priority Sustainable Development Goals and the "third mission" of universities, the Caucasus International University carries out the following activities:

- ✓ Shares the knowledge and practice accumulated in the university space with the general public, including schoolchildren and youth. Thus, the Caucasus International University ensures that the society becomes more democratic, that it knows about its rights and responsibilities concerning the society, the state and the environment;
- ✓ Offers a variety of certificate and continuing education courses, thereby also ensuring lifelong learning and continuous professional development;
- ✓ Takes part in the development of legal framework/regulatory framework documents at the national level;
- ✓ Supports the development of existing small and medium-sized businesses and the development of a new innovative entrepreneurial ecosystem;
- ✓ Implements regional development initiatives according to the existing needs;
- ✓ It should be noted that Caucasus International University became a member organization of the United Nations Global Compact. The Laboratory of Sustainable Development Goals operates at the university. Membership in the UN Global Compact gives the university an opportunity to implement large-scale projects on the bases of the laboratory and to promote sustainable development goals.



Health Week at CIU

Health week on the topic – “Addiction” was organized by the Medical Students Scientific Society of Caucasus International University on December 11-18.

Various activities of the week aimed at raising awareness and encouraging positive attitudes towards health care.

The meeting was opened by the representatives of the Medical Students Scientific Society, where they introduced the goals and planned activities of the week.

Debates were held on the topic - Individual Approach Based on the Type of Addiction (substance addiction / behavioral addiction) VS Unified Approach to Addiction. The debate aimed to address the dichotomy between a unified and divergent approach to addiction.

Within the framework of the week, a quiz was held, which consisted of 4 categories: cardiovascular system, digestive system, respiratory system and nervous system. The teams were made up of students from different courses of the Faculty of Medicine. During the game, questions were asked in both Georgian and English languages, and at the end of the quiz, the winners were announced.

A poster presentation was held within the framework of the week where the participants presented their works. The purpose of the activity was for students to learn how to present an academically accurate poster presentation, use scientifically proven methods, and conduct research. Three winners were announced as a result of the competition.

The week was closed with a summarizing event, where the winners of different competitions were awarded, and a public lecture was held on the topic: “Addiction and Psychological Health - Challenges of Dual Diagnosis”, where Doctor of Medicine, psychiatrist Tamar Aladashvili spoke about the disorders accompanying the mentioned conditions and the complications among them.



Educational Project - I Brush My Teeth!

Students of the dentistry program participated in the educational project – “I Brush My Teeth”, initiated by the Association of Periodontists of Georgia, “Lacalut” and “Aversi Pharma”. They carried out visits at schools. The goal of the project is to raise awareness about oral hygiene from an early age.



Free Consultation within the Framework of Euromelanoma

The Clinical Skills Center of Caucasus International University offered free consultations to interested individuals within the framework of “Euromelanoma 2024”, event organized by Georgian Association of Photodermatology and Skin Cancer.

Euromelanoma is a pan-European campaign for skin cancer prevention that aims to provide information to all on skin cancer prevention, early diagnosis and treatment.



Popularization of Sports

Caucasus International University has implemented number of projects for the popularization of sport in the country. University owns the basketball club “CIU Caucasus” and develops infrastructure, necessary for the development of various directions of sport.

In parallel to the active educational process and academic activities, the university pays great attention to the diverse student life. Administration, structural units of the faculties and also the Service for Youth, Sports and Culture of the University promotes the sports, cultural-creative, educational-art diverse activities considering the talents and desires of the students, which promotes popularization of healthy lifestyle. With this aim, the university supports and finances student initiatives, projects, educational, sports, intellectual, creative and other events. The clubs operating at the University play an important role in the creation of social, cultural and intellectual environment of the University. Such clubs, be it in direction of culture, sports or intellectual games, enables students to get involved in such activities, that promote the self-realization of students in various direction and ensures diverse student life. The abovementioned clubs unite students around a common interest and brings them closer to each other. Students are given an opportunity to create an activity and implement ideas, and the university, in turn, promotes and supports their initiatives.



Supporting school pupils and entrants in choosing their future profession

University implements project “CIU Academy for Entrants”, which aims at giving an opportunity to school pupils to get to familiarize themselves with the profession of their

interest and to determine whether they like the mentioned profession. The project is fully funded for all the entrants by Caucasus International University. In the reporting period, the University has implemented various projects of professional orientation (School of International Politics and Diplomacy for Entrants; Become a Lawyer; School of Viticulture and Enology for Entrants; Schools of Medicine for Entrants; Business Academy for Entrants). Through these projects school pupils gain knowledge and skills in various fields, which helps them in choosing future career and making relevant decision.



Sharing knowledge accumulated in the institution

Knowledge dissemination through regular public lectures and video lectures. Public lectures are somewhat a platform for connecting the University and the society. (Announcements about the public lectures held may be seen through search engine at <https://ciu.edu.ge>) The Lectorium project should also be noted, which is implemented by the Multimedia Center of the University since 2018. Within the project, video lectures, recorded by the participation of the affiliated professors of the University, concern different relevant and interesting topics for the society and freely accessible.

Caucasus International University provides an opportunity to the wider society to use the knowledge and experience accumulated within the University for personal and professional development, raising qualification, acquiring new professional skills. It should be noted, that in the direction of continuous education, since 2010 the university offers wide range of society, various social and age groups courses and trainings. For the promotion of life-long learning, the university designs short courses for personal and professional development (Information on implemented short courses are available at <https://ciu.edu.ge/?ulll>).



CIU Winter School on Local Self-Government

Bachelor and Master degree students of all any university were eligible to take part in the CIU Winter School. The participants of the school were chosen based on the motivation letter. They were offered trainings and workshops on the following topics:

- ✓ Topic: “Structure of Operation and Peculiarities of the City Council of the Capital”; Speaker: Revaz Sokhadze, Chairperson of the Committee on the Urban Planning of Tbilisi City Council.

- ✓ Topic: “Fundamentals of Municipal Law”; Deputy Director of National Education Quality Enhancement Center, Invited lecturer of Caucasus International University, Lasha Margishvili;
- ✓ Topic: “Peculiarities of the work of Tbilisi City Hall”;
- ✓ Topic: “Vision of Municipal Development”;
- ✓ Topic: “Western examples of implementing local self-government”; Speaker: Nino Loladze, Expert in local self-government issues
- ✓ Topic: “Heraldic signs of local self-government and characteristics of their creation”; Speaker: Mamuka Gongadze, Chairman of the State Council of Heraldry of Georgia;
- ✓ Public lecture on topic: “Niko Nikoladze – “Unity, Self-action, Self-government””; Speaker: Giorgi Pareshishvili, Adviser to the Rector of Caucasus International University, Chairman of Niko Nikoladze Society;

School is fully funded by Caucasus International University!

Supporter of the School: City Council of Tbilisi Municipality

Curators of the School:

Tinatin Nibloshvili – Deputy Chairman of Tbilisi City Council

Giorgi Pareshishvili – Adviser to the Rector of Caucasus International University, Chairman of Niko Nikoladze Society;



Business Incubator

Business Incubator is a supporting program, which allows students and alumni to pass the process of design and development of their business idea.

The Business Incubator of the Faculty of Business and Technologies of Caucasus International University, as a dynamic platform, serves to provide quality education and growth of start-ups, by including ESG principles. Its main goal is to transfer the knowledge gained at the university into practice, rise the innovative culture, which unites the principles of sustainability from the very starting point of a business activities. By providing resources, mentorship and access to target connections, the Incubator gives students and alumni a right to develop and expand sustainable business models, which reduce the harm to the environment at a minimum, promote social equity and ensure long-term profitability. Business Incubator has a decisive role in the achievement of SDGs

in terms of ensuring access to quality education, reinforcing knowledge and skills, developing opportunities for employment and self-employment of youth. The Incubator mainly functions as a center for development of learning and skills of students, offers access to mentorship, study programs, targeted connections and resources (including research, opportunities for financing and supportive university ecosystem) for the improvement of their opportunities and skills, which promotes the SDG4 (quality education) and SDG8 (decent job and economic growth). Via supporting start-ups and small businesses, the incubator promotes the creation of workplaces.

Especially for youth, promotes inclusive economic growth and reduces inequality, which is reflected in SDG8. In addition, Incubator promotes student opportunities through promoting innovation and entrepreneurship culture, which allows the students and alumni of the university to create sustainable solutions for local and global challenges, according to the SDG9 (Industry, Innovation and Infrastructure). In addition, in total, through ensuring quality education, business incubator serves as a platform to serve the achievement of many SDGs via innovative support and sustainable economic development.



Integration of sustainability/ sustainable development topics in educational process

Topics on sustainable development have been introduced in the learning themes of study courses:

- Challenges of Financial Sector – Research and Analysis (Issues of financial inclusiveness and education).
- Current Problems of Management – Research and Analysis (Issues of Corporate Social Responsibility).

SDGs are reflected in the following study courses of the Master's Program in International Business Management:

1. Ethics and responsible business
2. Global strategic management
3. Risk management in global business

Within the frameworks of the Master's Program in International Marketing:

- Using the SDG topics in the study courses of the program
- A new course “Sustainable Marketing”, was added to the program.

In existing and new courses, topics related to the sustainability are also used, namely:

- ✓ In the course “Social Marketing” – there are themes on sustainability in the introduction and several topics.
- ✓ “Sales and Business Development” – forth week – the topic concerns what strategies do successful companies use in order to gain competitive advantage, where topics concerning sustainability are also discussed.
- ✓ “Competition and Competitive Strategies” – Topic 3; Topic 4; Topic 5; Topic 11;
- ✓ “International Brand Management” – when discussing the brand positioning, one of the priorities is considered the aspiration of a company to sustainability;
- ✓ “International Marketing Management” – week 15 – on socially responsible marketing and sustainability.
- ✓ “Digital Marketing and E-Commerce” – in the 15th week students work on a quiz, which concerns the internet and digital implementation of social marketing.

Bachelor's Educational Program in Tourism includes topics on sustainable development issues, namely:

1. Sustainable Development of Tourism – (the course is fully dedicated to the sustainable development) Lecturer, Associate Professor G. Nebsadze.
2. Policy and Legislative Base of Tourism – (is defined in the form of topics) Lecturer, Associate Professor L. Mikeladze.
3. Event Management MICE Tourism – (is defined in the form of topics) Lecturer, Associate Professor N. Akhalaia
4. Environment and Ecotourism Management – (is defined in the form of topics) Lecturer, Professor M. Ukleba
5. Tour-operating – (is defined in the form of topics) Lecturer, Associate Professor L. Mikeladze
6. Tourism-recreational resources of Georgia – (is defined in the form of topics) Lecturer, Professor G. Kuparadze



Involvement of Academic and Administrative Staff in the Activities/Events/Projects Held in the Direction of Sustainable Development

1. Acting Program Head of the Master's Educational Program in International Marketing in English of the Faculty of Business and Technology, Ana Kazaishvili was involved in the three months acceleration program SDG AMBITION of UN Global Compact. The program involved new systems of initiative and SDG implementation. The program aims to provide

comprehensive information to business about the integration of the SDGs and ten principles of Global Compact in daily activities of the companies. Through the program, the companies will be able to integrate the sustainable development goals in their activities, which will contribute to the fulfilment of 2030 sustainable development agenda. SDG Ambition Accelerator supports the member organizations of UN Global Compact in setting ambitious corporate tasks and accelerating the integration of sustainable development goals in central managing processes of the business.

2. In 2023-2024 academic year, within the framework of the project “Supporting Entrepreneurial Education in Europe and Eurasia” of Junior Achievement Georgia and USAID, and in cooperation with Junior Achievement Alumni Georgia, an online innovations bank event was held for 15 to 18 year's old youth. The working topic of the Innovations Bank was “Sustainable Finances”, where the Associate Professor of the Faculty of Business and Technology, Tea Lazarashvili participated as a jury.

3. In 2024 at the initiative of the UN Global Compact Georgia, under the funding of Sweden and USAID Civil Society Engagement Program a competition was announced on the topic – Business for Sustainable Development 2024, which aims at developing the culture of corporate responsibility and stimulating the involved of business in the process of fulfillment of sustainable development agenda in the country. The Faculty of Business and Technology presented its project “Business Incubator for Quality Education” in the nomination of SDG4 – “Quality Education” and successfully passed the first stage! At the moment we are waiting for the results of the second stage.



Global Entrepreneurship Week 2023

Caucasus International University hosted the planned events within the framework of Global Entrepreneurship Week 2023/GEW on November 15-17. GEW is an international campaign which aims at facilitating and encouraging an ecosystem of entrepreneurs. About 200 countries have taken part within the framework of the week, every year, since 2008 – to present. In this event Caucasus International University represented Georgia. Various trainings, public lectures were held within the week, and at the closing event an exhibition-sale of the partner entrepreneurs of the faculty, sharing of successful cases with students, panel discussions and current needs of the field were discussed. The discussion involved entrepreneurs, as well as academic staff and invited guests, representatives of partner associations, namely, “Retail Association”, “Small and Medium Business Development Association”, “E-commerce Association”, “UN Global Compact”.



Career Coaching and Mentorship Program

It should be noted, that Career Coaching and Mentorship Program is being implemented at Caucasus International University. Within the program, students are assisted in forming a vision on their career development completely free of charge. The mentioned program with consistent and diverse approach gives an opportunity to youth to discover and understand their career aspirations, make thoughtful decision and make professional goals.



CIU International Scientific Conference on Innovation and Entrepreneurship

The aim of the Conference held in the reporting period is to facilitate the development and internationalization of the latest scientific research on innovation and entrepreneurship in Georgia, to deepen cooperation between the academic, public and business sectors and to promote it among young scientists, deepen cooperation among academic, public and business sectors and share international practices. It unites scientists, practitioners, field associations and international partners, creates latest research in the field of innovations and entrepreneurship on the relevant topics, it represents a platform for presenting and sharing findings and best practices.

The project is financed by Shota Rustaveli National Science Foundation of Georgia. Caucasus International University is the host of the event, as well as the leading and co-funding organization of the project. Co-organizers of the Conference are University of Alcala (Spain) and Deggendorf Institute of Technology (Germany) which are enlisted in the lists of QS World University Ranking.

In order to effectively implement the scientific conference, we used the Triple Helix Model for Innovation, which implies joint actions of three institutions – university, state and business, in the process of innovation creation and development (Etzkowitz & Leydesdorff, 2000).

The Triple Helix Model plays a crucial role in the building of knowledge-based economics – universities, entrepreneurs and state mutually influence each other when creating an innovative product. In institutional collaboration with Entrepreneurship School of University of Alcala and Deggendorf Institute of Technology, the university won the SRNSFG Competition, within the framework of which a large-scale international conference on

innovation and entrepreneurship was held in February, 2024. Plenary speakers of the event were the influential international scientists, and the partners were the representatives of different state and business sectors (Arizona University (USA)), EMLyon Business School (France), Entrepreneurship School of University of Alcalá (Spain), Agency “Produce in Georgia”, UN Global Compact Georgia Office and etc.)). For the mentioned project, on March 21, 2024 the University of Alcalá awarded Caucasus International University the Institutional Acknowledgement Award for promotion of entrepreneurial and innovative values in Georgia and active cooperation with the University of Alcalá.



Business Research in Support of Sustainable Development

The research project “Business Research in Support of Sustainable Development” was implemented at the University, which lasted for 5 weeks. The students of the university, as well as the high school pupils were involved in the project. The participants were mentored by the representatives of the Faculty of Business and Technology and representatives of partner organizations, including, Small and Medium Entrepreneurship Development Association, FAO – UN Food and Agriculture Organization and Distributors Association of Georgia.

The main topic of the research was “Problems of food waste management and challenges in supply chains”. Along with the main purpose, it was important to encourage and support young scientists.

Within the frameworks of the project, participants underwent 6 trainings and field event in “Natakhtari” factory. In addition, they passed the mentoring process, cooperated with 15 different retail-trading, restaurant, hotel and distribution organizations, gained desirable information and conducted interviews with higher management.

As of now, in the direction of sustainable development, work on two dissertation topics is underway:

1. Issues of sustainable use and production of clothing in consumer market of Georgia.
2. Impact of corporate social responsibility on company financial performance.

The research results will be disseminated through the wider society.

Also, within the “Internationalization of Health Tourism” funded by German Academic Exchange Service (DAAD), Deggendorf Institute of Technology and the Bachelor's Program in Tourism of Caucasus International University conduct joint research project to determine the current condition of sustainable development of medical wellness and spa tourism in Georgia.



Green Economy and Sustainable Development Week

Caucasus International University conducted number of activities is to raise awareness about how to use natural resources wisely, reduce negative environmental impact, and promote green skills among young people:

Namely, Green Economy and Sustainable Development Week was organized, within the framework of which the following events were organized:

- ✓ Jean Marc Stavroulakis, Founder and Director of “Eliots”. Public lecture on the topic: “Harvesting Change: Food Waste Reduction and Transformative Initiatives in Georgia”
- ✓ CENN project manager Vakho Kochoradze's seminar on the topic: “Green Economy - Sustainable Development”
- ✓ Seminar by Nino Latsabidze, Deputy Head of the Department of International Relations and European Integration at the Ministry of Environment Protection and Agriculture of Georgia on the topic: “European Green Agreement”
- ✓ Karl Popper Format Debate on Green Economy Issues
- ✓ Nino Tabatadze, Acting Head of Education Projects Service at LEPL Environmental Information and Education Center, seminar on the topic “Climate Change and Sustainable Development”
- ✓ Natela Lagurashvili's seminar on the topic: “Green Entrepreneurship”



Free Legal Assistance

Legal Clinic has been operating at the University. Senior MA students of the Faculty of Law are involved in its work, who, under the guidance of a lawyer, directly participate in the preparation of legal documents and in providing legal consultations. Consultations are free of charge and can be used by any person. Legal Clinic conducts its activities in the following directions:

- ✓ Private Law;
- ✓ Administrative Law;
- ✓ Criminal Law.

During the provision of assistance within the Legal Clinic program, confidential information regarding the circumstances and conditions of the case is fully protected. The confidential information is protected both by the students, as well as the professors and lawyers.

The Legal Clinic program serves the whole population, including minors, foreign students, migrants, IDPs, refugees, patients, people with disabilities, members of their families and other vulnerable groups.



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