

PRiME

*an initiative of the
United Nations Global Compact*

2025 Sharing Information on Progress **(SIP) Report**

European Business School (EBS)

September 2025

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“*The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).*

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

”

Principles of PRME



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



Practice

We adopt responsible and accountable management principles in our own governance and operations.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





Getting Started

This section provides foundational information about European Business School (EBS), including key details and basic institutional data.

Mission

Our mission is to educate responsible, sustainable and innovative young leaders that will make a difference in the world of tomorrow.

Vision

To build a network of leaders that are guided by courage, responsibility, consideration and backbone.

Strategy

Strategic Goals

We have set ourselves three strategic goals

1. We want to provide students and professionals with the tools to become leaders who think in new ways, shape new perspectives and take responsibility in a constantly changing world.
2. We provide an excellent teaching & learning portfolio, innovative products, practice-relevant research, professional service by qualified staff, efficient structures and processes as well as an attractive infrastructure.
3. We achieve a balanced budget by means of a new revenue structure and stringent cost management which enables strategic investments

Institutional History

History of RME at EBS University and EBS Spirit

EBS University is the oldest private University in Germany and has a tradition and a reputation for attracting young talents and innovative business leaders especially with regard to ESG-Issues. Insiders also talk about the EBS Spirit.


Since we offer challenge-based settings, we work with real cases for the companies. This motivated us and our students to keep focusing on the latest information, what's happening now and know how its influence is. Combined with a focus on integrity this composes the so-called EBS Spirit which is a term used to describe the climate on our campus which inspires and fosters responsible leadership behavior by all member of the EBS community.

Graduates & Enrollment


2024 Statistics	Number
Graduates	362
Student Enrollment at the University	1959
Student Enrollment at the Institution	1093
Undergraduate Attendance	675
Masters-Level Postgraduate Attendance	348
Doctoral Student Attendance	70


Degrees Offered

Bachelor Programs

 Bachelor of Science (B.Sc. or B.S.)

Masters Programs

 Master of Science (M.Sc. or M.S.)  Master of Arts (M.A.)

 Master of Business Administration (M.B.A.)

Doctoral Programs

 Doctor Rerum Politicarum (Dr.rer.pol.)

Undergraduate Degree Programmes

 Bachelor of Science



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

Letter of Commitment

EBS
UNIVERSITÄT



EBS Business School, Rheingaustraße 1, 65375 Oestrich-Winkel

Letter of Commitment to PRME

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May 2025

Dear Madam and Sir,

It is my pleasure to present the EBS Business School's 2022 Sharing Information on Progress (SIP) report, detailing our continued commitment to the Principles for Responsible Management Education (PRME). Since our founding in 1971, EBS Business School has consistently aimed to foster leadership that is not only effective in business but also responsible and ethical, aligning with the evolving demands of our global society.

As a pioneer in responsible management education, EBS Business School has integrated the PRME principles into the core of our mission and strategic initiatives. Our dedication to these principles is evident through our comprehensive educational programs, impactful research, and dynamic partnerships. This report highlights our achievements and progress over the past two years, illustrating our commitment to sustainability, ethical leadership, and social responsibility.

During the challenging times brought about by the COVID-19 pandemic and the ongoing geopolitical conflicts, EBS Business School has remained steadfast in its mission. We have adapted our teaching methods, enhanced our digital capabilities, and strengthened our community engagement. Our response to these global challenges underscores our resilience and dedication to providing an education that prepares students to navigate and lead through uncertainty.

EBS Business School's commitment to the United Nations Sustainable Development Goals (SDGs) is a cornerstone of our strategy. Through the EBS Impact Institute, we channel our efforts into research, teaching, and community outreach, focusing on areas such as sustainable finance, social entrepreneurship, and ethical leadership. This institute serves as a hub for collaboration, bringing together academics, practitioners, and students to address pressing global issues and drive positive social change.

Our progress in embedding sustainability into our curriculum is evident in the innovative learning formats we offer, such as the Social-Cultural Impact Projects and the EBS MBA Social Impact Challenge. These initiatives provide our students with hands-on experiences that foster a deep understanding of the societal and environmental impacts of business decisions. By engaging directly with communities and organizations, our students develop the skills and mindset needed to become responsible leaders.

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Präsident: Günther H. Oettinger, Rektor: Prof. Dr. Martin Böhm, Geschäftsführung: Dr. Dorothee Hofer

MEMBER OF SRH



Furthermore, our research endeavors continue to gain recognition for their relevance and impact. The increase in high-quality publications and our active participation in global research networks demonstrate our commitment to contributing valuable insights to the field of responsible management education. The establishment of the EBS Research Lab and our success in securing external research funding further underscore our dedication to academic excellence and societal impact.

As we look to the future, EBS Business School remains committed to advancing the PRME principles. We will continue to innovate in our teaching methods, expand our research initiatives, and strengthen our partnerships to foster a more sustainable and just economy. Our goal is to equip our students with the knowledge, skills, and ethical foundation required to lead responsibly in a rapidly changing world.

I extend my gratitude to all members of the EBS community—students, faculty, staff, alumni, and partners—for their unwavering commitment to our mission. Together, we will continue to make strides toward a better future, grounded in the principles of responsible management education.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Raša Karapandža'.

Prof. Raša Karapandža, PhD
Dean of EBS Business School

Definition of Purpose

The primary purpose of EBS Universität is to educate the next generation of business and legal leaders by providing a blend of theory and practice, fostering global perspectives, and integrating cutting-edge technologies and sustainable practices in a responsible and innovative way

Institutional Engagement

26% - 50%

of faculty at European Business School (EBS) actively contribute to our work with PRME, advancing responsible management education, or addressing sustainable development challenges through their work.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



How We Define Values

EBS stands for business activities that generate beneficial outcomes – a positive social impact – for individuals, organizations, and communities. It develops academic education in business administration and entrepreneurship that embraces social impact and advances theoretical knowledge of how individuals and organizations can positively impact their business activities.

Who Champions Responsible Management Education at Our Institution

- ❖ Centralized sustainability office
- ❖ Disciplinary efforts within business school
- ❖ Research or issue group, society, or club leading sustainability efforts
- ❖ Interdisciplinary efforts across parent organization

Student Awareness

26% - 50% of students at European Business School (EBS) are aware that we are a PRME Signatory Member.

Student Engagement

26% - 50% of students at European Business School (EBS) actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.

Celebrating Values

The following demonstrates a way in which our institution celebrates values in various specializations.

Lunar Day Festivity

Our international students are organizing a celebration for the Lunar New Year each year. This event is significant for our MSc students, who have worked hard to bring their traditions and culture to EBS.

We appreciate this **and** support our students to enjoy this vibrant cultural event together..





Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



How We Define Teach

We are trying to integrate responsible management concepts and practices into our curriculum and pedagogy at all levels of education.

Courses that support RME

European Business School (EBS) reports 1 course in 2024 that support responsible management education and sustainable development goals.

Do it!/ Educare Service Learning

| L-PDV1-080

This course is mandatory for 5th semester bachelor students. It aims to stimulate emancipative interests in the students which is connected to transformative learning and critical reflection. Students can unearth assumptions and biases when having direct encounters in real social settings with marginalized groups and the opportunity to critically reflect on these experiences. They spend approx. 60 hours on a service project and reflect their experiences through journals, essays and presentations.

We try to educate our students to become socially, culturally and politically committed entrepreneurs by teaching them the attitude and capabilities to serve the general interest and to lead and act accordingly.



Educator Recognition

At European Business School (EBS), we recognize educators for quality of teaching in the following ways:

- ❖ Annual teaching excellence awards
- ❖ Course evaluation scores
- ❖ Faculty promotion and tenure consideration
- ❖ Institutional recognition events
- ❖ Publication or research support
- ❖ Student-nominated teaching awards

Teaching Voices

The following statement demonstrates ways in which educators at European Business School (EBS) support sustainability and responsible management in their classrooms.

Teaching Voice: Dr. Marcus Kreikebaum

"How can ethics be taught?" - this was one of the questions that my father and me discussed for almost a decade. Eventually we come up with the idea to let students experience ethical values first before reflecting about them - to put them from the head to their feet. This is how we came up with the idea to introduce service learning at EBS. Students have to find a practical service in an institution that is dedicated to find a localized solution to a SDG related topic.

We are engaging in this kind of learning because we believe that all people, regardless of their status, belief or heritage should behave in a good way. This may often take some courage, patience and respect for others. But first and foremost it is important to acknowledge the possibility of ones ignorance in many regards before we judge or evaluate others.

Martha Nussbaum has stated that "knowledge does not prevent bad behavior, but ignorance is a sheer guarantee for bad behavior". It thus seems important to become a little less ignorant towards others and the world around us preferably as a life-long day-by-day exercise – and, let me add this, especially for people with a lot of privileges such as us.

One way to overcome ignorance is by spending some time serving folks who do not have the same privileges as we do. This is also a solid method to falsify stereotypes against those who are often not considered as "normal" or belonging to us as being normal people. People with physical or mental limitations, language problems or culturally diverse backgrounds or having financial difficulties such as homeless people are often stigmatized and not treated with dignity and respect.

For this reason, we ask our students to actively engage in and participate in local and international welfare organization. By doing so we also hope to add more options regarding their career choice and in their ways of pursuing their career. Because it is not only the "what" but also very much the "how" that is important to advance in our program. We therefore put great emphasis on developing their integrity and try to stimulate their social and emancipative interests in the organizations and the people they serve. Our objective is to raise their awareness for value oriented and respectful behavior for all the people they serve and will serve in the future.

Together with our partners we provide opportunities for direct and indirect service-learning activities but we leave it up to the students where they want to engage over the semester. These engagements are however not designed as fly in-fly out but rather as first steps into long-term processes of coming to terms with the wicked societal problems and deeply rooted economic or political dilemma which are motivating most of our services and partners. The effects of such learning activities can therefore show up even long after the course.

Fostering Innovation



To a great extent

Teaching and learning at our institution strongly foster innovation.

Experiential Learning



A lot

Our institution supports experiential learning significantly through teaching and learning.

Learning Mindset



A lot

Our institution supports a lifelong learning mindset significantly through teaching and learning.

Method of Teaching and Learning



In person

Traditional classroom-based learning with face-to-face instruction.

Barriers to Innovative Curriculum

In 2024, European Business School (EBS) identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Budgetary limitations
- ❖ Compliance and legal concerns

Barriers to Innovative Pedagogy

In 2024, European Business School (EBS) identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Assessment rigor concerns
- ❖ Budget constraints



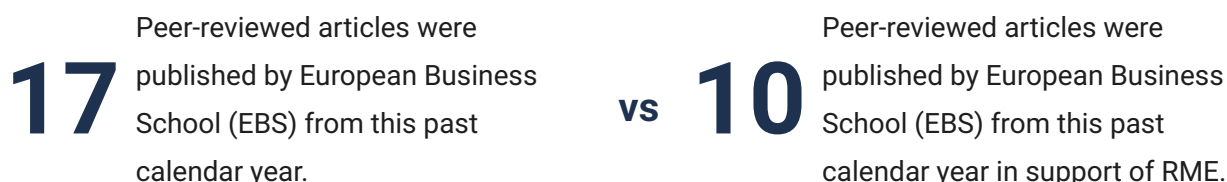
Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

How We Define Research

We study and collaborate with people, organizations and institutions to inspire responsible management education in theory and practice

Research vs Research for RME/Sustainable Development



Research Funding

In 2024, European Business School (EBS) was awarded funding for research that is:



International



National



Local

Socializing Research

In 2024, European Business School (EBS) contributed research findings to:

- ❖ Industry and business networks
- ❖ International media
- ❖ Local media
- ❖ National media
- ❖ Open-access platforms
- ❖ Public events and lectures
- ❖ Research collaborations
- ❖ Social media and digital outreach

Research Projects

In 2024, European Business School (EBS) reported 1 research project that implemented responsible or sustainable activities.

Myriam Bechtoldt's research on climate change communication

Period Covering: August, 2020 - September, 2025

Department: Management | Psychology

By analysing individual behaviours as well as the emotional reactions to different communication approaches, she contributes to integrating an urgently needed psychological perspective into climate policy. With her work, she seeks not only to inform but to actively inspire and pave the way for intensified action in the field of climate protection.

Her research paper "Addressing the climate change adaptation puzzle: A psychological science perspective" (Bechtoldt, Götmann, Moslener & Pauw, 2020) was published in the journal *Climate Policy* (impact factor 92.86 in the research field of public administration). Her work has led to numerous media contributions (e.g., Bulgarian national radio, NDR-Info, Frankfurter Allgemeine Sonntagszeitung, Bayern 2, GEO, zdf.de, Zeit Magazin). Currently, she is focusing on exploring the significance of climate change in the organizational context and examining individual emotional reactions to climate change.



Research Awards

In 2024, European Business School (EBS) was awarded 1 research award for responsibility- and/or sustainability-related research.

SRH Social Impact Thesis Award 2025

Granter: SRH Group

Grantee: Paula Keim, Aishwarya Manek, Dr. Sarah Damberg

Award Description:

EBS annually awards the SRH Social Impact Thesis Awards for exceptionally distinguished undergraduate, postgraduate, and doctoral theses that contribute significantly to our understanding of social impact

Research Barriers

In 2024, European Business School (EBS) identified the following barrier to conducting research related to sustainability and/or responsibility:

- ❖ Funding challenges



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

How We Define Partner

We engage with people from business, government, civil society, and academia to advance responsible and accountable management education and practice

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Local institutions and associations

Student Organization Partnerships

- ❖ Enactus
- ❖ Net Impact



Practice

We adopt responsible and accountable management principles in our own governance and operations.

How We Define Practice

We try to adopt responsible and accountable management principles in our governance and operations at EBS University

Institutional Policies and Practices

- ❖ Ethical leadership or good governance policies
- ❖ Greenhouse gas emissions
- ❖ Accreditation body recommendation documents
- ❖ Employee equity, diversity, inclusion
- ❖ Local staff/student/faculty transportation
- ❖ Sustainability strategy or strategic plan (school or university level)



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.



How We Define Share

We share our successes and failures with each other and all our partners to enable collective learning and to find out how to best live our common values and purpose

Engagement Opportunities

European Business School (EBS) offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Boards and advisory committees
- ❖ Annual reports
- ❖ Community events and consultation forums
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)

Communication Audiences

European Business School (EBS) communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Alumni and donors
- ❖ Business and industry partners
- ❖ Chamber of commerce and local communities
- ❖ Faculty and staff
- ❖ Government and policy makers
- ❖ Non-governmental organizations (NGOs)
- ❖ Prospective and current students
- ❖ Research and academic networks

Communication Barriers

European Business School (EBS) faces the following barriers in transparent communications:



**Bureaucratic
delays**

SIGNATORY

European Business School (EBS)



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