

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

MCI - Management Center
Innsbruck

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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 MCI - Management Center Innsbruck, including key details and basic institutional data.

Graduates & Enrollment

2025 Statistics	Number
Graduates	1211
Faculty & Staff at the University	461
Faculty & Staff at the Institution	461
Student Enrollment at the University	3892
Student Enrollment at the Institution	3892
Undergraduate Attendance	2557
Masters-Level Postgraduate Attendance	1260
Doctoral Student Attendance	11
Certificate, Professional Development, or Continuing Education Attendance	64

Degrees Offered

Bachelor Programs

☒ Bachelor of Science (B.Sc. or B.S.) ☒ Bachelor of Arts (B.A.)

Masters Programs

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

Additional

☒ MSc (CE) ☒ MBA ☒ BA (CE)



Purpose

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



Definition of Purpose

MCI defines Purpose as placing responsibility and accountability at the core of what we do. We advance responsible management education through our programs, extracurricular learning opportunities, entrepreneurship for sustainable development, applied research, and collaborations with partners from industry and communities, ensuring meaningful impact in business, technology, health, innovation, and sustainability, leading to inclusive prosperity.

Institutional Engagement

51% - 75% of faculty at MCI - Management Center Innsbruck 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

At MCI, responsibility and accountability are embedded in the very core of our values and actions. Guided by our commitment to internationality, diversity, and mutual respect, we foster an inclusive environment that reflects our accountability to society and the planet. Our dedication to academic curiosity, innovation, and integrity ensures that knowledge is pursued with rigor and applied with responsibility, while our entrepreneurial spirit drives innovative solutions that balance progress with sustainability. By uniting responsibility toward society, adherence to ethical and academic standards, and a culture of cooperation, MCI lives out the principle of placing organizational responsibility and accountability at the heart of everything we do. Key values include Responsibility to Society, Internationality and Diversity, and Entrepreneurial Spirit.

Who Champions Responsible Management Education at Our Institution

- ❖ Center for Responsible Management & Social Impact
- ❖ Student contributors
- ❖ Senior staff Sustainability Committee
- ❖ Sustainability & ESG Manager
- ❖ Disciplinary efforts within business school
- ❖ Interdisciplinary efforts across business school
- ❖ Research or issue group, society, or club leading sustainability efforts

Student Awareness

0% - 25% of students at MCI - Management Center Innsbruck are aware that we are a PRME Signatory Member.

Student Engagement

26% - 50% of students at MCI - Management Center Innsbruck actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.



Teach

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



How We Define Teach

At MCI, teaching in the context of responsible management and sustainable development aims to empower students to drive responsible change locally and globally, with a particular focus on responsible decision-making and leadership, and entrepreneurship for sustainable development. We foster critical thinking, analytical skills, and action-oriented, entrepreneurial thinking to create solutions for societal, economic, and environmental challenges, while promoting democratic values, openness, inclusivity, and respectful, participatory learning environments.

Teaching Awards

In 2025, 2 awards were given to faculty and educators at MCI - Management Center Innsbruck.

PRME Education Awards 2026

Granter: PRME

Grantee: Birgit Bosio

Award Description:

PRME recognizes faculty, both individuals and as teams, from Signatory Members for their excellence in contributions to the field of responsible management education.

Ars Docendi Recognition Award 2026

Granter: Austrian Federal Ministry for Women, Science and Research

Grantee: Johannes Siebert

Award Description:

Since 2013, the Austrian Federal Ministry for Women, Science and Research has awarded the Ars Docendi State Prize to outstanding educators at Austria's universities, universities of applied sciences, colleges of education, and private universities and colleges. The State Prize is endowed with a total of 35,000 euros and is awarded in five categories. An international, German-speaking jury selects courses and teaching projects from the annual submissions to be honored with the State Prize or to receive a recognition award.

Educator Recognition

At MCI - Management Center Innsbruck, 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

Barriers to Innovative Curriculum

In 2025, MCI - Management Center Innsbruck identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Overloaded faculty
- ❖ Time constraints
- ❖ Collaboration barriers
- ❖ Limited interdisciplinary collaboration
- ❖ Outdated infrastructure
- ❖ Resource allocation challenges

Barriers to Innovative Pedagogy

In 2025, MCI - Management Center Innsbruck identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Collaboration barriers
- ❖ Faculty resistance
- ❖ Overloaded faculty
- ❖ Limited interdisciplinary teaching approaches
- ❖ Time constraints



Research

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

How We Define Research

At MCI, research is framed as both a responsibility and a driver of positive change, with a focus on building bridges between academia and practice. Interdisciplinary research areas such as Responsibility and Sustainability, Social and Health Innovation, Business and Society, and Technology and Life Sciences ensure a strong link to real-world challenges, with entrepreneurship for sustainable development as a connecting thread across these areas. Research projects are solution-oriented, carried out with industry, public institutions, and civil society, and deliver both academic insights and practical impact through innovation, policy relevance, technology transfer, and entrepreneurial venture creation. In this way, MCI reflects the PRME principle by not only studying the state of the world but also helping shape positive futures.

Research vs Research for RME/Sustainable Development



Research Funding

In 2025, MCI - Management Center Innsbruck was awarded funding for research that is:



**Institution
Specific**



Local



Regional



National



International

Socializing Research

In 2025, MCI - Management Center Innsbruck contributed research findings to:

- ❖ Government and policy makers
- ❖ Local media
- ❖ National media
- ❖ Open-access platforms
- ❖ Community organizations
- ❖ Industry and business networks

Research Barriers

In 2025, MCI - Management Center Innsbruck identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Funding challenges
- ❖ Time constraints



Partner

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

How We Define Partner

At MCI, partnership means bringing together people from business, civil society, government, and academia to co-create knowledge and solutions, and work together to bring these to life in practice. Through these collaborations, MCI advances responsible and accountable management education and practice, while ensuring that research and teaching remain closely connected to real-world challenges and opportunities. Partnerships are a key element in all our activities, from teaching and learning to research, campus management and governance, and outreach activities. We work with partners to leverage synergies and joint agendas, and extend our impact by taking active roles within networks and collaborations, including the Ulysseus European University Network, the UN PRME Initiative, the Co-Op Sustainable Universities, the Klimabündnis, and many more. Our partnership with over 300 international partner universities and other institutions and businesses locally and globally increases our reach and impact further. These partnerships also enable us to jointly advance entrepreneurship for sustainable development as a shared agenda.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ CEEMAN (Central and East European Management Development Association)
- ❖ EFMD (European Foundation for Management Development)
- ❖ IAU (International Association of Universities)
- ❖ Local institutions and associations
- ❖ United Nations Global Compact non-business signatory
- ❖ United Nations organs other than the UN Global Compact

Student Organization Partnerships

- ❖ PRME Students

Partner Voices

The following statement from our partners demonstrates ways in which our collaborations at MCI - Management Center Innsbruck support sustainability and responsible management education.

MCI Sustainability Week 2026 | Gold Partners

As part of the MCI Sustainability Week 2026, our Gold Partners share insights into their concrete approaches to greater sustainability—from the circular economy and resource-efficient product development to innovative solutions for mobility, infrastructure, and municipal responsibility. These presentations impressively demonstrate how sustainability is already strategically embedded in

companies today: through clear decisions in product development, consistent emissions reduction across the entire value chain, the use of renewable resources, and digital and technological innovations. At the same time, it becomes clear that sustainable transformation is an ongoing process that requires the courage to change, interdisciplinary collaboration, and dialogue between business, academia, and society. The MCI Sustainability Week is a key sustainability initiative of MCI | The Entrepreneurial School® that creates a platform that fosters this dialogue precisely. A heartfelt thank you to our Gold Partners of Sustainability Week 2026 for their insights, their commitment, and their shared vision of a sustainable future.

[Video](#)



Practice

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

How We Define Practice

At MCI, we adopt responsible and accountable principles in our own management and governance. MCI fosters participatory governance by establishing dedicated working groups and appointing representatives who actively contribute to decision-making. We promote diversity, equity, and inclusion, and stand for respectful coexistence of all stakeholder groups on our campus. To this end, we have established and implemented shared rules and strategies, such as a code of conduct and house rules. We ensure ethical research practices through comprehensive guidelines and a dedicated ethics committee. We also advance sustainability in operations, including campus management (reduction of waste, especially plastic; support for green event management, support for sustainable mobility, measures to reduce energy use, etc.), and we raise awareness of sustainable living across our community.

Institutional Policies and Practices

- ❖ Professional training opportunities
- ❖ Responsible procurement policies
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Travel guides



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

At MCI, we share our sustainability successes and challenges to raise awareness and inspire collective progress. By providing platforms for dialogue and exchange, we enable learning across our community and strengthen our shared commitment to advancing sustainable solutions.

Engagement Opportunities

MCI - Management Center Innsbruck offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Community events and consultation forums
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

MCI - Management Center Innsbruck communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Faculty and staff
- ❖ Media and public relations channels
- ❖ Prospective and current students
- ❖ Research and academic networks

Sharing Voices

The following statement from stakeholders at MCI - Management Center Innsbruck demonstrates our commitment to sharing and learning from sustainability and responsible management practices.

Multi-Channel Knowledge Sharing

We actively share both our successes and lessons learned across the organization to foster collective growth and strengthen our shared values and purpose. To reach our diverse audiences, we use a variety of communication channels: regular team meetings (e.g. MCI Climate Team, MCI SDG/PRME Ambassadors etc.), newsletters (internal & external), press releases, platforms such as planeed for collaborative exchange, and dedicated web pages (internal & external) for students, staff, and the

broader community. We also engage through targeted social media activities, such as our Instagram campaign during the MCI Sustainability Week. This multi-channel approach ensures that key insights reach the right groups, enabling collective learning and alignment with our common goals. Additionally, this open exchange allows us to continually learn from one another and align our efforts toward our shared objectives.

- Website [Center for Responsible Management & Social Impact](#)
- Website [Sustainability@MCI](#)
- Website [MCI Sustainability Week](#)
- MCI on [planeed](#)
- MCI on [Instagram](#) / [LinkedIn](#) / [Facebook](#)

Communication Barriers

MCI - Management Center Innsbruck faces the following barriers in transparent communications:



**Audience
reach**



**Engagement
gaps**

SIGNATORY

MCI - Management Center Innsbruck



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