

PRiME

an initiative of the
United Nations Global Compact



Sharing Information on Progress 2026

BUSINESS SCHOOL XXI
CENTURY-CONSULT

September 2026

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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 BUSINESS SCHOOL XXI CENTURY-CONSULT, including key details and basic institutional data.

Mission

Our mission is to develop professional and personal competencies to influence the future of people, organizations and society.

Vision

BUSINESS SCHOOL XXI CENTURY-CONSULT is a leader in business education and a driver of educational innovations, a competence center on corporate and social responsibility, a platform that unites graduates and creates an effective environment for networking based on the principles of fairness, equality, social and environmental responsibility.

Strategy

Strategy eng

[View document](#)  [Download document](#) 

Strategy Alignment

Aligning Strategy with SDGs

The strategic priorities of our institution fully correlate with the objectives of advancing sustainable development, the common good, and ensuring high-quality education. We are convinced that care for the environment, the well-being of employees, and the sustainable development of society must serve as the foundation for every management decision, thereby establishing a new standard of responsible management.

BUSINESS SCHOOL XXI CENTURY-CONSULT positions itself as a leading center of business education and innovation, as well as a key competence hub in corporate and social responsibility. Our educational platform unites alumni, faculty, and partners based on the principles of fairness, equality, social and environmental responsibility, thus creating an effective and inclusive environment for interaction.

In terms of academic programs, we consistently develop educational initiatives aimed at integrating topics of sustainable development, ESG, digital transformation, and green technologies. This facilitates the cultivation among students of a profound understanding of the Sustainable Development Goals and PRME principles, alongside the development of competencies required for fostering socially responsible business practices.

At both national and international levels, our institution actively expands cooperation with educational, research, and business organizations, organizing and participating in conferences and forums dedicated to ESG and sustainable development. This promotes the exchange of best practices and stimulates innovation in this field.

The use of modern digital technologies enables us not only to provide broad access to sustainable education but also to enhance inclusivity while reducing the ecological footprint of the school's operations. We place significant emphasis on developing interdisciplinary research in the areas of ESG, circular economy, and social responsibility, the results of which are integrated into the educational process through case studies and practical assignments.

Furthermore, we actively cultivate an alumni community and support initiatives that foster leadership and entrepreneurship in sustainable development, contributing to the formation of professionals capable of implementing socially and environmentally impactful projects.

Within the organization, we build a corporate culture founded on principles of inclusivity, equal opportunity, and social responsibility, raising the qualifications and motivation of staff through involvement in sustainability initiatives and integration of ESG principles into operational processes.

Thus, the strategy we implement not only strengthens the competitive position of the institution nationally and internationally but also contributes to shaping high-quality, innovative education and the dissemination of the principles of sustainable development and the common good within education, business, and society at large.

Aligning Strategy with the UN Sustainable Development Goals

BUSINESS SCHOOL XXI CENTURY-CONSULT structures its activities to achieve the **Sustainable Development Goals**, guided by the UN international Agenda and Belarus's national priorities:



Promoting occupational health and employee well-being – integrating sustainable human resource management, corporate wellness strategies, and healthy work-life integration into leadership curricula, aligning with **SDG 3** on good health and well-being.



Ensuring quality education and lifelong learning – developing programs to enhance the qualifications of managers and specialists, which corresponds to **SDG 4** on inclusive and equitable quality education.



Promoting sustainable economic growth and decent job creation – supporting entrepreneurship and developing management competencies, linked to **SDG 8** on sustained economic growth and full employment.



Implementing principles of environmental sustainability and climate action – through educational programs on ESG, corporate social responsibility, and sustainable development, aligning with **SDGs 12 and 13** aimed at responsible consumption and climate change mitigation.



Fostering social responsibility and inclusiveness – cultivating values of social justice, equality, and ethical business practices among managers, in line with **SDGs 5 and 10** on gender equality and reducing inequalities.



Supporting innovation and sustainable industrialization – preparing leaders capable of applying innovative approaches and technologies in business practices, reflecting **SDG 9**.



Promoting ethical governance and transparent business practices – cultivating strong corporate governance, compliance, and ethical leadership principles throughout our management programs, mirroring **SDG 16** on peace, justice, and strong institutions.



Building strategic partnerships for sustainable development – fostering collaborative educational initiatives, international academic networks, and joint corporate programs, in line with **SDG 17** on global partnerships for the goals.

Thus, BUSINESS SCHOOL XXI CENTURY-CONSULT builds its corporate strategy in accordance with the global Sustainable Development Goals, adapting them to the national context and the objectives of improving education quality, sustainable economic development, and social responsibility.

Institutional History

BUSINESS SCHOOL XXI CENTURY-CONSULT: INSTITUTIONAL HISTORY



Our journey toward Responsible Management Education (RME) did not begin with a formal treaty; it began on the ground, within our own corporate culture and daily operations. Long before formally aligning with global frameworks, we operated on a simple premise: a business school cannot credibly teach responsible management without practicing it internally.

Embedding CSR into Our DNA (2001–2020)

Before our formal PRME commitment, we focused heavily on building an inclusive workplace, supporting youth, and minimizing our environmental footprint.

Youth Employment & Talent Placement:

We implement a youth-friendly employment policy, sending targeted requests to universities to hire graduates for their mandatory first placements. A prime example is our marketing specialist, Ekaterina Dydyshko, who joined us through this young specialist placement program and continued her career with our business school after completing her term. The business school remains committed to this path and consistently hires young specialists to build and nurture fresh talent.

Accessibility & Inclusive Procurement:

When moving into our current premises, we have established a completely barrier-free environment, equipping classrooms and workplaces to enable persons with disabilities to access knowledge seamlessly and realize their professional potential. This commitment to inclusion is a core part of our corporate culture; the organization has since hired a person with a disability and consciously selects suppliers of goods and services from among companies founded by public associations of people with disabilities.

Sustainability Policy:

Our green initiatives grew steadily over the years, marked by both symbolic and structural actions:

In 2011, to mark its 10th anniversary, the school planted a Northern Red Oak, which has become a vibrant symbol of its commitment to environmental care and sustainability.

In 2019 we launched an internal campaign to educate employees on waste sorting guidelines and energy efficiency. The initiative also promoted healthy lifestyle choices through informational posters about the dangers of smoking and other Sustainable Development Goals (SDG) materials, as well as introducing "car-free days."

In 2020 we completely eliminated plastic tableware across all operations and replaced traditional plastic pens with eco-friendly paper alternatives.

Systematic RME Integration and Institutional Progress (2021–Present)

Our internal corporate responsibility practices provided the foundation for our formal commitment to global standards when we officially joined PRME in 2021. Membership allowed us to transition from localized initiatives to a systematic, institution-wide approach to responsible management education across all curricula, internal operations, public events, and global partnerships.

Internal Operational Updates & Policy Formalization

Our commitment to sustainability directly shapes our academic work and internal processes, allowing us to practice what we teach.

Employee-Driven Innovation: The business school actively supports and encourages the continuous professional development of its staff. A prime example is Ms. Iryna Klok, the school's Chief Accountant, who successfully completed the MBA General program. In her final diploma project, titled "Implementing an Electronic Document Management System at LLC "XXI CENTURY-CONSULT"," she made a strong business and environmental case for switching from paper to digital documents.

Systemic Operational Impact: Following Ms. Iryna Klok's successful defense, an electronic document management system was implemented throughout the entire business school. Today, we actively work with our partners and clients to reduce the exchange of paper documents and facilitate their transition to electronic document management, multiplying our environmental impact.

Environmental Policy: In 2023, we developed an environmental policy establishing specific targets for energy and water conservation, as well as for waste reduction and material reuse. Under this framework, the school has implemented energy-saving measures, introduced waste sorting, and transitioned to paperless technologies. Employees receive active training and are encouraged to participate in environmental and social initiatives.

Curriculum and Academic Innovation

The school systematically embeds sustainability, ESG frameworks, and cultural heritage directly into its educational architecture.

The Joint Executive MBA Program:

In 2022, in partnership with the Graduate School of Management at St. Petersburg State University (GSOM SPbU), the school launched the Executive MBA program *"Strategic Management: The Global Agenda."*



The core curriculum features a dedicated course, *"Business in the Context of Sustainable Development,"* which consistently receives high satisfaction scores from students for its practical relevance. Within this course, participants learn to develop strategies that integrate social, environmental, and economic sustainability goals and explore ways to implement them in their own businesses and organizations.

In their final graduation projects, students consistently address topics related to corporate and business ESG transformation.



Cultural and Creative Integration:

In partnership with the National Center for Contemporary Arts of the Republic of Belarus, the school actively promotes national culture through joint visits to museums, exhibitions, workshops, and lectures. As part of this collaboration, two optional classes were conducted for the *"Strategic Management: The Global Agenda"* program, combining lecture-discussions on *"Belarusian Artists as a National Brand"* with guided exhibition tours. This initiative deepened participants' knowledge of national art and broadened their horizons through direct engagement with contemporary Belarusian masters. Such cooperation helps future managers develop a profound understanding of their country's cultural heritage and stimulates their creative potential.

Additionally, the school encourages creative thinking through hands-on workshops focused on environmental issues, welcoming each new group of Executive MBA students with a creative session painting art panels.



International Off-Site Module (China – May 2026):

As part of the joint Executive MBA program, the school delivered an international module titled *"Entrepreneurship and Innovation"* in Chengdu, China, hosted by the Western Business School of Southwestern University of Finance and Economics (WBS SWUFE).

- **Academic Immersion:** Students completed specialized courses focused on cutting-edge innovation frameworks, analyzing open/closed innovation and change management tools with Prof. Shen Tao, alongside courses on digital transformation and platform strategies with Prof. Wang Yi.
- **Company Visits:** To see these innovations in action, the module included targeted site visits to XGIMI, where students analyzed premium brand positioning through deep R&D, and Lynk & Co, which provided a first-hand look at digital mobility service models and platform ecosystem transformations.
- **Social Responsibility & Inclusive Initiatives:** Reflecting a strong commitment to supporting social sustainability, young women from a local association for persons with disabilities were invited to handle the event's coffee breaks. The business school highly values and supports this initiative, which provided practical integration and gave participants a real-world example of inclusive hospitality during an international program.
- **Cultural Preservation:** Visits to the Sanxingdui Museum and the Chengdu Panda Breeding Research Base further demonstrated how modern digital technologies are actively leveraged to preserve and promote regional cultural and historical heritage.



UNICADEMY Integration:

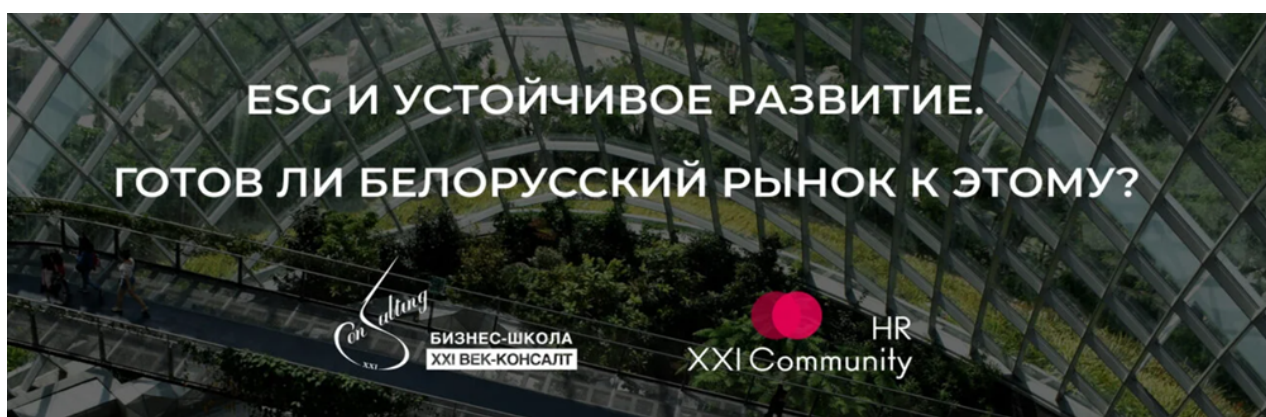
In November 2025, Deputy Director Alena Kitayeva completed her training and defended an institutional project within **UNICADEMY** – a 9-week UNICEF Belarus initiative focused on CSR and children's rights. This partnership provides a practical opportunity to engage directly with responsible business practices, conduct a thorough analysis, and refine our educational programs. The vision of UNICEF as a UN agency is highly significant; its unique perspective offers a fresh, invaluable outlook that shifts our educational focus from traditional CSR toward sustainable, rights-respecting business ecosystems.



Conferences, Forums and Public Engagement

BUSINESS SCHOOL XXI CENTURY-CONSULT organizes conferences and forums dedicated to ESG and sustainable development issues, engaging representatives from businesses, banks, universities, and government bodies.

The first ESG Conference (2021):



On October 14, 2021, the school organized and hosted Belarus's first-ever conference on ESG, titled "ESG and Sustainable Development: Is the Belarusian Market Ready for It?" held in Minsk, Republic of Belarus.

The event served as a platform for discussing the integration of sustainable development principles into corporate strategies and preparing the Belarusian market for new challenges. Attended by directors and heads of key departments from leading Belarusian enterprises, the conference featured presentations on approaches to implementing responsible management principles, examples of green investing, corporate social responsibility (CSR) projects, and programs aimed at environmental protection and upholding high social standards in business.

The country's largest financial institution, SberBank, shared its comprehensive experience in implementing ESG approaches. The bank outlined its ongoing ESG transformation, highlighting targeted projects to reduce environmental impact (such as energy-efficient equipment, separate waste collection, and 'green loans').

The conference partner – the company iSpring– presented social and educational projects aimed at driving regional development and supporting children from low-income families.

This conference served as a catalyst for organizing similar events and conferences. It also resonated deeply within the academic community and was formally cited in scientific publications, including S.

A. Shavrov's piece, *"ESG-strategies and innovations in assessment, land administration, and monitoring of development activity"* in the *Proceedings of BSTU (Series 5, Economics and Management, 2023, No. 1 (268), P. 16–21)*.

Responsible Business Forum (November 2022):

On November 24, 2022, BUSINESS SCHOOL XXI CENTURY-CONSULT served as the educational partner for the *"On the Wave of Sustainability"* Responsible Business Forum.

The event attracted over 300 participants, bringing together representatives from socially responsible corporations, the scientific community, UN agencies, non-profit organizations, and business associations. The forum highlighted the vital role of corporate entities in achieving economic sustainability and driving positive social and environmental change, with industry leaders sharing practical case studies and milestones. Representing the school's academic leadership, Yuri Blagov (Ph.D. in Economics, Associate Professor of the joint Executive MBA program offered by GSOM SPbU and BUSINESS SCHOOL XXI CENTURY-CONSULT) contributed directly to the event's primary panel discussion.

National Strategy Roundtable (April 2024):

On April 17, 2024, representatives of BUSINESS SCHOOL XXI CENTURY-CONSULT participated in the national roundtable *"Human Capital as the Key Resource for Long-Term Sustainable Development."* Held as an integral part of preparing Belarus's national sustainable development strategy until 2040, the event specifically addressed issues regarding corporate social sustainability and the integration of responsible management practices within the region.

International Marketing Conference (February 2025):

On February 27, 2025, Director Iryna Lyskovich served as a featured speaker at the International Conference *"Days of Marketing, Advertising, and Branding 2025"* in Minsk. She delivered a core presentation titled *"The Meaning Economy as a New Driving Force for Business."* The conference brought together 350 participants—including business owners, top managers, marketing directors, industry experts, and key figures representing both local and international brands—serving as a collaborative platform to discuss innovative strategies and modern trends shaping successful brand development.



UNICEF Business Conference (May 2025):

On May 22, 2025, representatives from the International Department of BUSINESS SCHOOL XXI CENTURY-CONSULT participated in the business conference *"Investing in Future Generations: Sustainable Business Practices."* Organised by the United Nations Children's Fund (UNICEF), the event focused on aligning corporate strategies with long-term social sustainability and child-reflective corporate responsibility.

International Environmental Exhibition (August 2025):

In August 2025, representatives of the business school attended the *3rd International Specialized Environmental Exhibition "ECOLOGY EXPO-2025"*. The exhibition served as a high-tech communication platform to demonstrate innovative green technologies, share natural resource management

solutions, and increase the economic return on eco-friendly production methods. During the event, school staff visited the pavilions of enterprises actively advancing the Sustainable Development Goals (SDGs), discussed potential future collaboration with the Information Center for Sustainable Development, and analyzed emerging trends in household waste disposal and recycling.



UN Global Compact Responsible Business Forum (October 2025):

On October 23, 2025, Director Iryna Lyskovich represented the business school at the Responsible Business Forum in Minsk, organized by the UN Global Compact Belarus. The forum brought together top managers, ESG, HR, PR, and CSR specialists, alongside representatives of the diplomatic corps, leading universities, public and international organizations, and business unions. During the panel discussion, *"Sustainability Trends in Belarus and the World,"* she presented her report *"ESG Thinking Changes the DNA of Business."* The presentation highlighted the critical role of business education in shifting corporate mindsets, sharing the school's practical frameworks for embedding sustainability into management decision-making and emphasizing that fostering a "responsible DNA" in leaders is a fundamental requirement for the future of business.



RMERC and the i5 Teaching Method (October 2025):

On October 21–23, 2025, Deputy Director for International Relations Alena Kitayeva attended the 12th Responsible Management Education Research Conference (RMERC) in Belgrade, Serbia. The event brought together over 150 leaders and academics from 40 countries to explore a critical theme: rethinking growth and exploring new pathways for a regenerative world. A major highlight of the conference was her active participation in a practical workshop on the **i5 innovative teaching method**. This interactive session equipped participants with hands-on educational technologies designed to integrate sustainability directly into core business disciplines. By adopting these tools, the business school continues to develop a new generation of responsible leaders capable of addressing global challenges and actively supporting the UN Sustainable Development Goals (SDGs).



EFMD Conference (February 2026):

On February 3–4, 2026, Director Iryna Lyskovich and Deputy Director Alena Kitayeva attended the *EFMD Global Deans and Directors Conference* hosted at the Vienna University of Economics and Business. They participated in one of the core sessions on sustainability communication, led by Franzisca Weder of WU Vienna, which emphasized that sustainability should be a practical guide for daily governance rather than just a checklist for reports. Following the insights gained at the conference, the school is actively building these principles into our daily operations, teaching, and research.



"HR XXI Community" Initiative:

The business school is steadily developing its dedicated professional network, the *"HR XXI Community,"* having initiated a series of forums and targeted meetings aimed at rethinking the strategic role of HR leaders in Belarus and fostering a modern mindset and culture for the HR Business Partner role in Belarus. So far, three major business leaders' forums have been held under this initiative to create a vibrant networking space for company executives and HR professionals.

The 2022 and 2023 Sessions: Both conferences were held under the unified theme *"Turbulent Times: The Transformation of Human Capital Management Practices."* These sessions focused on shifting the strategic mindset of HR professionals into proactive Business Partners.

Global Integration and Academic Partnerships

BUSINESS SCHOOL XXI CENTURY-CONSULT aligns its educational programs with recognized international frameworks to help educate responsible business leaders. By participating in global networks like PRME and collaborating with international partners, the business school integrates world-class standards into its curriculum.

Participation in the PRME Initiative

Becoming a signatory of the UN Global Compact's PRME initiative was a significant milestone in the school's journey toward fulfilling both the Sustainable Development Goals and the PRME principles, which are focused on building managerial competencies in ESG and corporate social responsibility. This commitment entails a transformation of management education through the promotion and implementation of the Sustainable Development Goals (SDGs) and ESG principles, serving as a clear through-line across all educational programs.

The school's leadership actively advances this transformation through ongoing engagement in key international platforms:

- **Virtual RME Global Forum (June 2022):** On June 3, 2022, Director Iryna Lyskovich participated in the PRME forum "*The 2022 Virtual RME Global Forum for Responsible Management Education*," aligning the school's curriculum development with global sustainability paradigms.
- **PRME Chapter Eurasia AGM (May 2025):** In May 2025, Alena Kitayeva, Deputy Director for International Relations and responsible for the participation of our business school in PRME, took part in the Annual General Meeting of the PRME Chapter Eurasia, fostering collaborative academic ties across the region.

International Memberships and Global Recognition

The United Nations Global Compact:

In January 2026 BUSINESS SCHOOL XXI CENTURY-CONSULT became an official signatory of the UN Global Compact Network. Having consistently implemented the Principles for Responsible Management Education (PRME) in the Belarusian business education market, joining the UN Global Compact was the natural next step in the school's evolution. For the business school, this membership deepens its alignment with the global sustainability agenda and unlocks powerful new opportunities to partner with responsible businesses, enrich its educational initiatives, and drive sustainable growth.



The business school regularly invites Maria Karas, Executive Director of the UN Global Compact Network in Belarus, to speak at its events to promote the sustainability agenda and highlight the importance of ESG transformation for business.



To formalize and deepen this cooperation, the business school is currently planning the signing of a Memorandum of Understanding (MoU) with the UN Global Compact regional network.

Eduniversal International Recognition:

In 2025, the international ranking agency Eduniversal included BUSINESS SCHOOL XXI CENTURY-CONSULT in its prestigious list of the world's best business schools, awarding it **1 Palme of Excellence** as a school with considerable local influence. Notably, XXI CENTURY-CONSULT is the only business school from Belarus in this international ranking. This milestone is a direct result of our active commitment to responsible management principles and sustainability, which served as a core foundation for our successful inclusion and marks the beginning of our journey toward broader global recognition.

Latin American Partnership & Business Initiative:

On December 4, 2025 the business school organized and hosted a high-level meeting of the business community titled *"Brazil: The Path to Success in the Latin American Market."*, to promote its innovative internship program, *"Latin American Perspective: Brazil,"* developed in partnership with Fundação Dom Cabral to offer executives an immersive deep dive into the Brazilian ecosystem.

A key highlight of the forum was an address by Maria Karas, Executive Director of the UN Global Compact Network in Belarus, who emphasized that the "green" agenda is a top national priority in Brazil. She noted that meeting strict ESG standards has become an absolute requirement for foreign companies to secure financing, integrate into global supply chains, and build lasting relationships with Brazilian partners.

Reflecting these market demands, core sustainability principles and ESG standards are woven directly into the fabric of the program's curriculum.



Graduates & Enrollment

2025 Statistics	Number
Graduates	230

Degrees Offered

Masters Programs

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

Masters Degree Programmes

- 📖 Strategic Management: Global Agenda
- 📖 MBA in Manufacturing and Services

Certificates, Professional Development, or Associate Programmes

- 📖 Sales Management
- 📖 Digital Marketing
- 📖 Managerial Accounting and Budgeting
- 📖 Financial Management
- 📖 Developing Managerial Competencies
- 📖 Production Personnel Management
- 📖 HR Generalist
- 📖 Sales Technologies and Business Negotiations
- 📖 Professional Marketing
- 📖 Professional Recruiting
- 📖 Business Macroenvironment 2026: Geopolitics and Global Finance
- 📖 HR Analytics for Top Management: From Data to Management Decisions
- 📖 Neural Networks for Marketers: Tools, Practices, Strategies
- 📖 Developing Leader's Emotional Competence
- 📖 Entrepreneurship and Innovation Offsite Module



Purpose

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

Letter of Commitment



July 22, 2026

LETTER OF COMMITMENT TO THE PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION

As the Director of BUSINESS SCHOOL XXI CENTURY-CONSULT, I'm proud to reaffirm our commitment to implementing the Principles for Responsible Management Education – starting with those that are more relevant to our capacities and mission, report on progress to all our stakeholders, and exchange effective practices related to these Principles with other academic institutions.

Our business school has always been guided by these core values, maintaining a long-standing commitment to making corporate social responsibility and care for the environment an integral part of every corporate decision. We set a new standard for responsible management by integrating these principles across our educational programs and community work.

This past year has marked a period of growth and global alignment for our school. A definitive milestone in this journey was our joining the UN Global Compact Network. This step opens up new opportunities for us in business development, international cooperation, and sustainable growth. It allows us to more deeply align our strategic goals with the Sustainable Development Goals and work side-by-side with the responsible corporate community.

We place great institutional value on ensuring that the PRME principles and the ESG agenda translate directly into our daily operations across all spheres of our activity. We firmly believe that our own practices should serve as an example of the values we teach our students. Through our active participation in forums and conferences, we share our commitment to sustainability and gain deeper insights into responsible education, allowing us to directly enrich our teaching and prepare future leaders capable of driving positive transformations in business and society.

Both in our in-site programs and our international modules – such as our recent program in China – we foster innovation, emphasize forward-thinking approaches, and promote long-term sustainable growth. By developing entrepreneurial mindsets, we help top managers launch innovative projects and examine advanced business practices that balance market competitiveness with core social values like inclusivity. Finally, in our community partnerships, we regularly host initiatives that support national culture and heritage, viewing cultural preservation as an essential pillar of a sustainable society.

In this report, we proudly disclose these continuous, practical efforts. We look forward to continuing our close work within the PRME community, especially through the Chapter Eurasia, as we shape a more just, ethical, and balanced future.

Sincerely yours,

Iryna Lyskovich

Director of BUSINESS SCHOOL
XXI CENTURY-CONSULT

Definition of Purpose

The Purpose Principle in our institution is defined as the commitment to developing practice-oriented educational programs tailored for business owners, top managers, and specialists. Our goal is to equip learners with the essential knowledge, skills, and values required to promote sustainable development and responsible management within the dynamic and evolving marketplace. Through this, we ensure our graduates are prepared to meet the challenges of contemporary business environments while fostering long-term positive impact.

Institutional Engagement

26% - 50% of faculty at BUSINESS SCHOOL XXI CENTURY-CONSULT 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 our organization, we define values as the ethical foundations that guide our approach to business and management. We actively promote honesty, mutual respect, equality, fairness, and environmental stewardship as fundamental principles guiding our decision-making process and business practices. These values provide the foundation necessary for building trust and long-term success in uncertain environments.

Who Champions Responsible Management Education at Our Institution

- ❖ Individual leader
- ❖ Interdisciplinary efforts across business school
- ❖ Disciplinary efforts within business school
- ❖ Student contributor

Student Voices

The following narratives demonstrate how BUSINESS SCHOOL XXI CENTURY-CONSULT has influenced students' academic journey and personal growth.

Inspiring Responsible Leadership, Testimonial from Anastasiya Semeniak



Anastasiya Semeniak, Deputy Director for Risk and Process Management at Alfa-Money LLC, MBA-26 Graduate shares her experience:

"As a participant in the UN Global Compact Network Belarus and the PRME initiative, XXI CENTURY-CONSULT demonstrates how the values of responsible leadership and sustainable development can serve as the foundation for real management decisions.

Inspired by this example as an MBA graduate, we are currently in the process of joining the UN Global Compact Network Belarus. I am glad that the business school served as my gateway into a community where principles of sustainability and responsibility are integrated into products, services, and relationships with employees, clients, and society."

Driving Sustainability in Production: From MBA Coursework to Industrial Impact



Andrey Brakk, Deputy Director of Production at Interferm LLC, EMBA-1 Graduate, shares his experience:

"My focus on environmental modernization grew out of the Executive MBA course 'Business in the Context of Sustainable Development.' For my individual final project, *"Economic Feasibility of Modernizing Wastewater Treatment Equipment at Interferm LLC"* (supervised by Anton Kuchur), I evaluated how upgrading our evaporation and wastewater treatment processes could minimize our environmental impact in line with national sustainable development goals.

Later, my team and I applied these same principles to our group final project, *"Establishing a Rapeseed Processing Facility for Oil Production at JSC Presnaki"*. Our research demonstrated that establishing in-house rapeseed oil production is not only economically profitable, but also significantly optimizes resource efficiency and reduces our overall environmental footprint."

Building ESG Maturity: Formulating a Sustainable Development Strategy for Lidskoe Beer



Julia Kovalkova, EMBA-3 Graduate, shares her experience:

"My interest in corporate sustainability was inspired by the Executive MBA course 'Business in the Context of Sustainable Development,' which provided clear insights into how global companies integrate ESG principles. For my final project, *"Implementation of Corporate Sustainability and ESG Principles at OJSC Lidskoe Beer"* (supervised by Iryna Lyskovich), I focused on developing practical approaches to ESG transformation—navigating both national sustainable development policies and international market expectations. The relevance of this work stems from the growing focus of investors, consumers, and regulators on sustainability, as well as the long-term value it creates for stakeholders.

By analyzing international best practices, I created a tailored strategy to adapt global standards to the conditions of the Belarusian market, aligning them directly with Lidskoe Beer's ESG indicators. Through this work, I systematized approaches to ESG transformation, identified key challenges and opportunities, and developed implementation recommendations for the company. Additionally, I designed an 'ESG Practice Maturity Checklist' to conduct audits across environmental, social, and management practices, as well as risk identification."

Student Awareness

26% - 50% of students at BUSINESS SCHOOL XXI CENTURY-CONSULT are aware that we are a PRME Signatory Member.

Student Engagement

26% - 50% of students at BUSINESS SCHOOL XXI CENTURY-CONSULT actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.

Values Voices

Initiating Change: A Chief Accountant's Journey from ESG Education to Organizational Transformation



Iryna Klok, Chief Accountant at BUSINESS SCHOOL XXI CENTURY-CONSULT, MBA-22 Graduate shares her experience:

"My journey with the ESG agenda began during lectures by Andrey Kosko. The successful examples of ESG transformations he shared at Belarusian enterprises inspired me to take action and dedicate my final project to a practical solution: *'The Implementation of an Electronic Document Management*

System at BUSINESS SCHOOL XXI CENTURY-CONSULT. In this project, I analyzed the economic feasibility and environmental benefits of replacing physical paper with electronic document management.

Inspired by this research, I initiated and led the transition to this system, which is now fully operational within the business school itself and has significantly minimized our environmental footprint. Furthermore, we actively use our experience to encourage partners and clients to reduce paper consumption and transition to digital workflows. Through this shared experience, we are proud to foster greater environmental responsibility and optimization of business processes."

Celebrating Values

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

From Classroom to Career: Celebrating a Culture of Support for Young Professionals



Margarita Samojliukovich, Junior Marketing Specialist at BUSINESS SCHOOL XXI CENTURY-CONSULT, shares her experience joining the marketing team as a young specialist:

"Joining the marketing department at BUSINESS SCHOOL XXI CENTURY-CONSULT as a young specialist has been an incredibly positive milestone for my career. Transitioning from university to my first professional role felt like a big step, but the onboarding process here was exceptionally smooth,

thanks to my manager and teammates who supported me and were highly attentive and thoughtful during my first weeks. The work atmosphere is highly supportive and collaborative, making me feel comfortable asking questions and sharing my ideas. Thanks to this nurturing environment, I adapted very quickly and felt truly valued as a team member."

Celebrating Values: Human-Centered Leadership, Culture, and Sustainability



Alena Kitayeva, Deputy Director for International Relations at BUSINESS SCHOOL XXI CENTURY-CONSULT, reflects on how core values guide the business school's institutional culture and everyday practice:

"We live in a time of transformation where business models are evolving and organizations are becoming increasingly human-centered, ethical, and socially and environmentally responsible. In this complex and uncertain reality, individuals and their well-being take center stage. We truly believe that a company's success depends on the ability of its leaders to build management focused on people's interests.

Reflecting this management philosophy, our core values encompass health, quality of life, fair working conditions, ethical relationships, climate action, and ecosystem preservation. We strive to broaden our students' horizons by introducing them to the richness of our nation's traditions, history, and cultural heritage. To celebrate these values, we organize creative workshops where participants can express their individuality, alongside cultural field trips to museums and art centers. Special attention is dedicated to ecological initiatives, including campus clean-up days and community environmental actions.

Within our business school, we cultivate a welcoming and supportive environment free from bullying and discrimination, where every individual feels respected and valued. We are convinced that nurturing honest, responsible, and empathetic leaders is fundamental to building sustainable businesses. By consistently embedding the Sustainable Development Goals and PRME principles into our institutional culture, we make a daily contribution toward a better future."



Teach

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

How We Define Teach

We integrate responsible management principles into our curricula through dedicated sections on corporate social responsibility, managerial ethics, and sustainable development, using active learning methods such as thematic discussions, case studies, and group projects.

Educator Recognition

At BUSINESS SCHOOL XXI CENTURY-CONSULT, we recognize educators for quality of teaching in the following ways:

- ❖ Faculty promotion and tenure consideration
- ❖ Financial incentives
- ❖ Professional development opportunities

Teaching Voices

The following statement demonstrates ways in which educators at BUSINESS SCHOOL XXI CENTURY-CONSULT support sustainability and responsible management in their classrooms.

Societal and Ethical Marketing as a Core Commitment in Business Education



Anton Kuchur, Head and Lecturer of the Marketing Department at BUSINESS SCHOOL XXI CENTURY-CONSULT, Academic Director of the 'Marketing Management' Program:

In an era when society's expectations of business are outpacing regulatory frameworks, marketing has evolved far beyond a mere product promotion tool – it has become a mirror of an organization's core values. As a marketing educator with years of experience, I am deeply convinced that training future leaders requires more than just customer acquisition techniques; it demands a crystal-clear understanding of the ethical boundaries in both communications and product decisions.

Societal and ethical marketing is the integration of honesty, consumer respect, and environmental responsibility into every marketing decision. Within our curriculum, this translates into systemic work: critical analysis of real-world case studies (including missteps like greenwashing), project-based

learning focused on building transparent communications, and cross-disciplinary modules integrating supply chain management and corporate ethics. Students must learn not only how to articulate value propositions but also how to measure their actual social impact.

On a practical level, this approach requires a three-step process:

1. **Corporate Strategy Alignment:** Ensuring marketing efforts are fully integrated with CSR (Corporate Social Responsibility) and operations.
2. **Transparency:** Implementing reporting on social KPIs and verifying key marketing claims.
3. **Professional Preparation:** Preparing professionals who actively avoid manipulative targeting and design products while taking into account their externalities.

The business school plays a pivotal role here: we are not just developing marketers, but responsible communicators capable of building trust and sustainable value for society.

Integrating societal and ethical marketing into business education is an investment in long-term corporate reputation and resilience. It is a path where efficiency and ethics work hand in hand, preparing leaders who measure success not just by profit margins, but by their contribution to the common good.



Partner

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

How We Define Partner

Our partnerships, grounded in shared purpose, mutual trust, and a commitment to sustainable transformation, enable outcomes that exceed the simple sum of individual efforts. They exemplify how collective action fosters innovation, advances responsible leadership, and contributes to the achievement of sustainable development goals.

Institutional Partnerships

- ❖ CEEMAN (Central and East European Management Development Association)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Ministries of Education, Higher Education, or similar national bodies
- ❖ Belarusian Chamber of Commerce and Industry
- ❖ EdUniversal Best Business Schools Ranking
- ❖ Russian Association of Business Education (RABE)
- ❖ United Nations Global Compact non-business signatory

Partnerships

The following provides more details on 3 key partnerships at BUSINESS SCHOOL XXI CENTURY-CONSULT.

UN Global Compact Belarus

Our business school has actively collaborated with the UN Global Network Belarus to advance sustainable development, ethical governance, and environmental responsibility across the business community.

Our collaborative work with the UN Global Network focuses on two primary areas:

Capacity Building & Institutional Engagement:

Our team actively participates in regional Network programs, including specialized webinars and accelerators centered on gender equality, workplace inclusion, and environmental sustainability. These initiatives are organized in close collaboration with UN agencies (such as UNFPA, UNDP, and UNICEF) and Belarusian state institutions, including the Ministry of Education and the Ministry of Health of the Republic of Belarus.

Building on this engagement, in 2026 the business school served as an active research partner in a study led by the UN Global Compact Network Belarus on the integration of ESG factors into corporate financial reporting. In this role, our school contributed directly to the data collection process by completing the research form and providing institutional data. This strategic research collaboration

aims to develop a standardized set of industry-specific sustainability metrics for corporate reporting. The study represents a multi-stakeholder partnership brought together by the UN Global Compact Network Belarus, the National Alliance for Sustainable Development, and the UN Global Compact Network Russia. The research findings will be officially presented at the Responsible Business Forum in Autumn 2026, fostering dialogue among business leaders, investors, and regulators on the role of ESG integration in driving long-term value creation.

Integrating ESG into Our Curricula & Business Events:

We have established a direct, ongoing partnership with Maria Karas, Executive Director of the UN Global Compact Network Belarus. Ms. Karas regularly serves as a keynote speaker and expert panelist at our flagship events, networking forums, and Executive MBA graduation ceremonies. Addressing our audience of business owners, CEOs, and senior executives, she delivers actionable insights on ESG transformation and responsible management.



A prime example of this collaboration occurred when the business school organized and hosted a high-level meeting of the business community titled *"Brazil: The Path to Success in the Latin American Market"* to promote its innovative internship program, *"Latin American Perspective: Brazil,"* developed in partnership with Fundação Dom Cabral to offer executives an immersive deep dive into the Brazilian ecosystem.



As a key speaker, Ms. Karas highlighted how ESG compliance is becoming essential for international trade. She demonstrated to our executive audience that meeting green standards is critical for securing foreign financing, entering global supply chains, and establishing long-term international partnerships.



National Centre for Contemporary Arts, Minsk, Belarus

Our business school has established a strategic partnership with the National Centre for Contemporary Arts (NCCA).

Within this framework, the Deputy Director of the Centre holding a PhD in Art History delivers a specialized optional module titled "Painting and Managerial Thinking" for our executive program participants.



The session explores how cultural heritage, artistic narratives, and a deep connection to one's roots influence international perceptions and contribute to building an authentic national brand.



Western Business School, Southwestern University of Finance and Economics

In partnership with Western Business School, Southwestern University of Finance and Economics (WBS SWUFE, China), BUSINESS SCHOOL XXI CENTURY-CONSULT successfully delivered a 42-academic-hour international executive module titled "Entrepreneurship and Innovation" for Belarusian business owners and senior executives.



The collaboration integrated advanced academic instruction, industrial case studies on sustainable transformation, and concrete social inclusion initiatives:

Academic Training

Academic delivery was led by senior SWUFE faculty, focusing on open innovation, change management and sustainable business models.

Industrial Track: Smart Mobility & Tech Leadership Cases

Participants examined live case studies of market leaders in Chengdu to understand complementary innovation models:

- **Lynk & Co (Geely & Volvo Cars Joint Venture):** Explored the transition from traditional automotive manufacturing into an intelligent mobility ecosystem. Analyzed cross-sector tech partnerships (Alibaba, Ericsson, Microsoft) and circular/sharing economy models tailored to the younger generation.



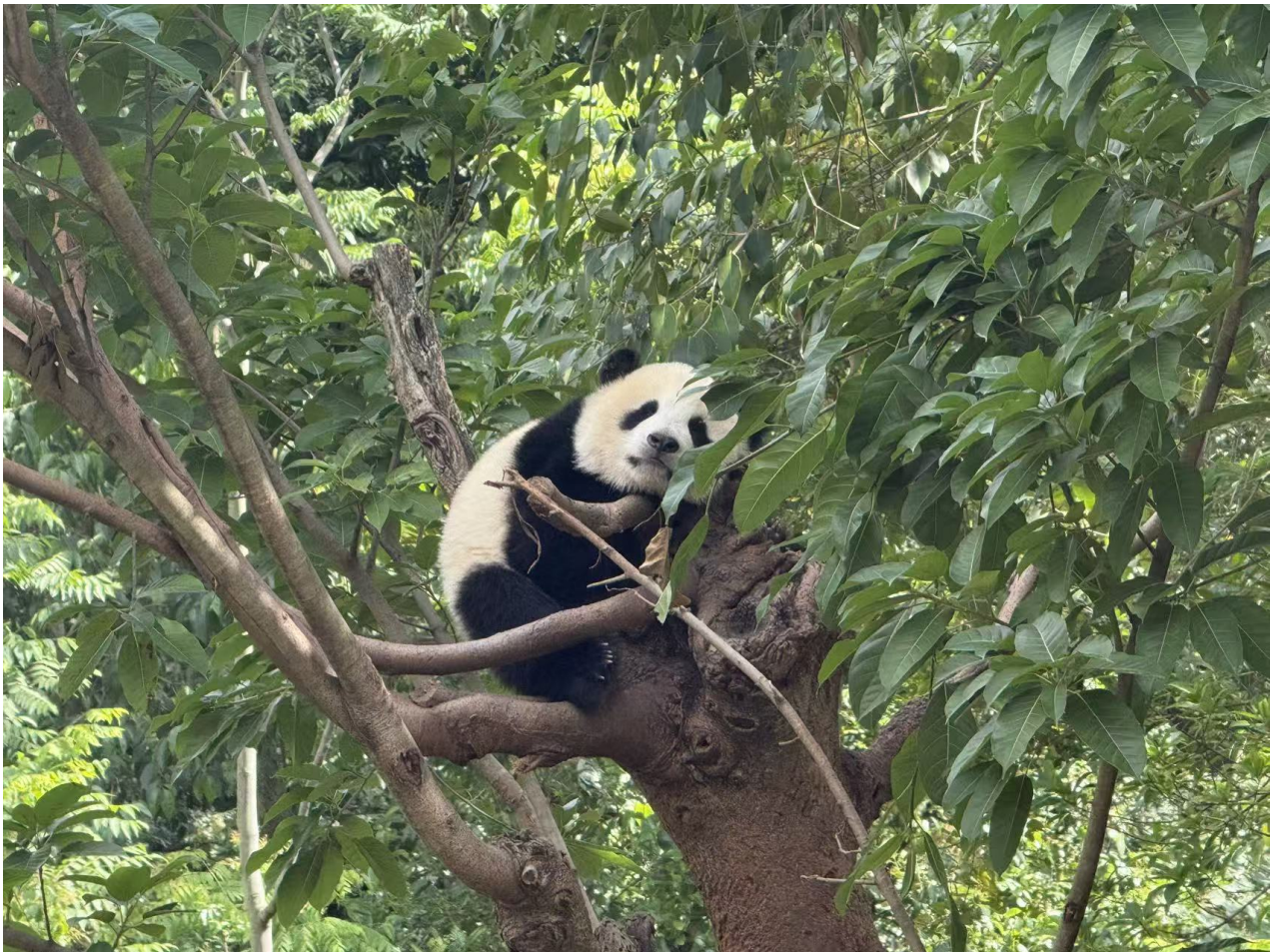
- **XGIMI Technology Co., Ltd.:** Analyzed how a local startup scaled into a global market leader through vertical integration of proprietary R&D (optical innovation) paired with premium international brand positioning.



Socio-Cultural Engagement

Two offsite visits to cultural sites were also intergrated into the module:

- **Chengdu Giant Panda Breeding Research Base:** Focused on practical environmental compliance, biodiversity preservation, and ecological sustainability standards.
- **Sanxingdui Archaeological Museum:** Explored ancient cultural preservation, reinforcing that long-term business sustainability requires deep respect for local cultural heritage.



Social Inclusion Practice

During the module, the host institution engaged a local community enterprise employing individuals with disabilities to provide event catering and coffee breaks. BUSINESS SCHOOL XXI CENTURY-CONSULT supported this social initiative, and the practice was formally established as a permanent tradition for all future joint programs and events between both business schools.



Partner Voices

The following statement from our partners demonstrates ways in which our collaborations at BUSINESS SCHOOL XXI CENTURY-CONSULT support sustainability and responsible management education.

Maria Karas, Executive director UN Global Compact Network Belarus - Partnership

“We live in a world where the speed of change and the complexity of challenges require not only knowledge but also the ability to adapt, think creatively, and make unconventional decisions. Today, more than ever, the principles of sustainable development are crucial, and future leaders play a key role in implementing them and creating positive change in their organizations and communities. I would like to emphasize that support and collaboration among educational institutions, government bodies, and businesses are the foundation for achieving common goals. We at the United Nations

Global Compact Network in Belarus strive to inspire companies and organizations to implement sustainable development principles, and I am confident that many of you will become our partners in this important mission”.



Maria Karas, Executive director
UN Global Compact Network Belarus



Global Compact
Network Belarus

Continue telling your story

Supporting Local Art Communities through Multi-Stakeholder Partnerships

In 2025–2026, BUSINESS SCHOOL XXI CENTURY-CONSULT launched an initiative to support Belarusian artists by engaging our alumni network in purchasing local artwork. This collaborative partnership between the school, alumni, and the local art community strengthens cultural ties and promotes sustainable local development.



Our long-term goal is to establish an on-campus art gallery within the business school, directly supporting local artists while cultivating a community of socially engaged leaders.



This initiative contributes to **SDG 11 (Sustainable Cities and Communities)** by reinforcing local cultural infrastructure



Practice

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

How We Define Practice

We adopt responsible management principles within our governance and operations. Our business school embeds sustainability and ethical management into daily activities, decision-making processes, and institutional culture, aligning our practices consistently with the values we impart to students.

Institutional Policies and Practices

- ❖ Environmental stewardship policies
- ❖ Curriculum guidelines
- ❖ Campus operations guides
- ❖ Ethical data sourcing guides
- ❖ Professional training opportunities
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Zero-waste guides
- ❖ Ethical leadership or good governance policies
- ❖ Ministry of education recommendation documents
- ❖ Sustainability strategy or strategic plan (school or university level)

Policy Documents Related to RME and/or Sustainability

RME Policies 2026

View document  Download document 



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 actively share our experiences, successes, and challenges with each other to foster learning, collaboration, and continuous improvement in responsible management education.

Engagement Opportunities

BUSINESS SCHOOL XXI CENTURY-CONSULT offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

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

Communication Audiences

BUSINESS SCHOOL XXI CENTURY-CONSULT communicates its policies and progress on sustainable development and responsibility with:

- ❖ Prospective and current students
- ❖ Faculty and staff



SIGNATORY

BUSINESS SCHOOL XXI CENTURY-CONSULT



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