

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

University of Plymouth

October 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 University of Plymouth, including key details and basic institutional data.

Mission

Mission University of Plymouth

Advancing knowledge, transforming lives.

Vision

University of Plymouth Vision

We will be a broad-based, research-intensive university, open to all who can benefit from a University of Plymouth education, and delivering excellent interdisciplinary research, experiential education and civic engagement.

Strategy Alignment

Strategy Alignment

The University of Plymouth's **For What's Next: Strategy 2026–31** places sustainable development, societal benefit and high-quality education at the heart of the University's future direction. Its continuing mission is to **"advance knowledge and transform lives"**, supported by a vision to shape extraordinary futures by creating knowledge, innovation and opportunity in Plymouth, the region and around the world. The strategy is explicitly outward-looking and impact-oriented, emphasising the University's role as a civic institution with global reach and its ambition to use the power of place to create progress locally, regionally and internationally.

Sustainability is embedded within the University's stated ways of working. One of the core principles underpinning the strategy is to **"think sustainably by making choices that support success for our people, our institution and our planet."** This sits alongside commitments to integrity, accountability, collaboration, belonging, diversity of thought and continuous improvement. Together, these principles position sustainability not as a standalone activity, but as part of the institutional culture and the way decisions, partnerships, education and research are approached.

The University's **Education and Student Experience** priorities provide particularly strong alignment with PRME's emphasis on quality and responsible education. The strategy commits Plymouth to developing ambitious, globally minded learners who are equipped to become **"global citizens and agents of change."** Students will learn through inclusive, experience-based curricula, develop intercultural competence and engage with active research, enquiry-based learning, entrepreneurship, socially responsible practice and community engagement. The University also aims to widen

participation, provide more flexible routes into higher education and work with employers and education partners to ensure that learning opportunities respond to regional skills needs and are accessible to a diverse population of learners.

The strategy also connects the University's research and innovation priorities directly with major environmental and societal challenges. Plymouth will concentrate its research strengths around **Marine, Healthy Communities and Resilient Societies**, developing an ethical, diverse and sustainable research ecosystem and aligning Institutes and Centres with external challenge agendas. It also commits to building regional, national and international partnerships capable of translating research into impact and influencing policy. The wider strategy illustrates how these priorities are already reflected in areas such as addressing marine pollution and rising sea levels, developing sustainable food systems, reducing carbon emissions and biodiversity loss, advancing clean and resilient energy systems, improving health and wellbeing, and responding to the needs of coastal and rural communities.

Advancing the **common good** is further reflected in the University's strong place-based and partnership orientation. The strategy describes a responsibility to support communities whose voices may otherwise go unheard and links the University's role to skills development, business creation, employment, cultural regeneration and healthier communities. At institutional level, its People priorities emphasise inclusion, collaboration and creating environments in which everyone can contribute regardless of role, background or circumstance.

By 2031, the University intends these commitments to result in a diverse community of learners, an expanded range of higher-learning opportunities, internationally recognised research in areas addressing significant global challenges, and demonstrable benefits for students, staff, the city and the wider region. The strategy therefore provides a strong institutional foundation for advancing the PRME agenda: connecting **quality education, responsible and impactful research, sustainable institutional practice, inclusion, partnership and societal impact** within a single strategic direction.

Graduates & Enrollment

2025 Statistics	Number
Graduates	5500
Faculty & Staff at the University	2,500
Faculty & Staff at the Institution	85
Student Enrollment at the University	19,000

Degrees Offered

Bachelor Programs

-  Bachelor of Science (B.Sc. or B.S.)
-  Bachelor of Arts (B.A.)
-  Bachelor of Fine Arts (B.F.A.)
-  Bachelor of Engineering (B.Eng.)

Masters Programs

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

Doctoral Programs

-  Doctor of Philosophy (Ph.D.)
-  Doctor of Education (Ed.D.)
-  Doctor of Business Administration (D.B.A.)
-  Doctor of Engineering (D.Eng.)

Undergraduate Degree Programmes

-  BSc (Hons) Business Management
-  BA (Hons) International Business Management
-  BSc (Hons) Marketing
-  BSc (Hons) International Tourism Management
-  BSc (Hons) Economics
-  BA (Hons) Accounting and Finance
-  BSc (Hons) International Logistics and Supply Chain Management

Masters Degree Programmes

-  MSc Business and Management
-  MSc Digital and Social Media Marketing
-  MA Human Resource Management
-  MSc Finance



Purpose

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



Letter of Commitment



01 October 2026

Adoption of the Principles for Responsible Management Education

To our stakeholders,

I am pleased to confirm that the University of Plymouth reaffirms its support of the following Seven Principles for Responsible Management Education: Purpose, Values, Teach, Research, Partner, Practice and Share. In this annual Sharing Information on Progress (SIP) report, we disclose our continuous efforts to integrate the Seven Principles into our institutional strategy, culture, academic activities, and daily operations, and contribute to United Nations goals, particularly in the Sustainable Development Goals.

Sincerely yours,

A handwritten signature in black ink that reads 'Bennewith'.

Prof. Chris Bennewith
Executive Dean for the Faculty of Arts, Humanities and Business
University of Plymouth

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Values

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



Who Champions Responsible Management Education at Our Institution

- ❖ Interdisciplinary efforts across business school
- ❖ Research or issue group, society, or club leading sustainability efforts
- ❖ Interdisciplinary efforts across parent organization
- ❖ Individual leader

Student Voices

The following narrative demonstrates how University of Plymouth has influenced students' academic journey and personal growth.

Dissertation student

During the Challenge module, I began exploring how anti-sustainability discourses influence SME owners' attitudes towards sustainability. I developed this into my final-year dissertation, involving semi-structured interviews with 27 UK-based SME owners. The research was subsequently selected for presentation at the PRME UK & Ireland Chapter Conference 2025 and has since been developed into a paper that is currently under review by a leading academic journal. The journey showed me how sustainability-focused teaching can give undergraduate students the confidence and opportunity to produce original research with practical relevance beyond the classroom.

Celebrating Values

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

Vice Chancellor's Award for Promoting Sustainability

The University of Plymouth's commitment to sustainability is also reflected in the way it recognises and celebrates staff contributions. The annual **Vice-Chancellor's Awards** celebrate colleagues from across the University who make an outstanding contribution in areas including research and impact, learning and teaching, community engagement, equality, student experience and sustainability. A dedicated "**Promoting Sustainability**" category recognises staff who demonstrate a strong commitment to embedding sustainability within their work and contributing to the University's wider sustainability ambitions. This provides an important institutional mechanism for recognising sustainability leadership not only through formal strategies and targets, but also through the actions of individuals and teams across the University.

In 2025, **Dr Hanne Knight, PRME Lead for Plymouth Business School, received the Vice-Chancellor's Award for Promoting Sustainability.** The award recognised her exceptional contribution to promoting sustainability through **research, teaching, leadership and external engagement.** Her work

demonstrates how sustainability can be embedded within the University's academic mission and civic responsibilities, with impact within the University as well as nationally and internationally. Through her research contribution, her work to advance teaching and curriculum development within Plymouth Business School, and her wider contribution to staff engagement and leadership, she has consistently helped position the University as a leader in sustainability.

This recognition is particularly significant in the PRME context, as it illustrates the close connection between Plymouth Business School's responsible management agenda and the University's wider sustainability priorities. It also demonstrates that sustainability leadership and responsible management education are recognised and valued at the highest institutional level.



Teach

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



Courses that support RME

University of Plymouth reports 3 courses in 2025 that support responsible management education and sustainable development goals.

Enterprise, Innovation and Creativity | STO6004

At undergraduate level, STO6004 Enterprise, Innovation and Creativity uses experiential enterprise education to help students explore how ideas can be developed into viable propositions. A particularly important element is the emphasis on understanding the needs of others. Through design thinking and empathy mapping, students identify user problems and unmet needs, while value proposition activities require them to test ideas with potential users or stakeholders. Resource planning provides a further opportunity to introduce responsible decision-making. Students identify and categorise the resources required to establish and grow a venture, undertake resource audits, identify resource gaps and make decisions about how limited start-up funding should be allocated across staffing, marketing, equipment, technology and operations. Students are therefore encouraged to think critically about finite resources and justify their allocation rather than assuming that entrepreneurial growth is unconstrained.



Digital Marketing | MKT5006

1. Introduction to the Module

You will examine the constantly changing nature of digital marketing, looking at the origins of the discipline in the context of early e-commerce and moving into the current day. Focusing on the leading edge of technology and practice, you will explore how digital marketing impacts on a whole range of other disciplines, such as “traditional” marketing, management, international business and business strategy.

2. Module Aims

- To introduce students to current processes, practices and relationships between marketing activity in organisations and new forms of digital technology.
- To present up to date models of practice of the application of digital technologies to marketing processes, problems and issues.
- To enable students to contextualise and situate digital technology within both the marketing

function of an organisation, wider organisational contexts and the business and general environment in which an organisation operates.

- To develop through reflective practice and the application of both live and historic case studies, student's awareness and understanding of the implications of adopting a digital marketing strategy.
- To demonstrate how new forms of marketing communications activities and strategies may be embedded in an academic and conceptual framework.
- To enable students to examine and reflect upon the organisational processes that surround, supply and inform digital marketing activity.
- To enable students to examine and critique digital marketing activities in the light of ethical concerns about its use.

3. Objectives/Learning Outcomes

At the end of the module the learner will be expected to be able to:

1. demonstrate awareness and understanding of marketing in a digital context;
2. demonstrate critical reflection on, and understanding of, the way in which digital processes are transforming marketing activity in organisations;
3. demonstrate understanding, practicality, creativity and evaluative skills in respect to the use of theories and principles of digital marketing in an applied context.

4. Teaching & Learning Strategy

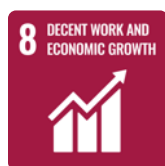
This module is supervised and delivered by Hanne Knight and Krzysztof Kubacki. The mode of learning is lecture led with supported student activities. If you have questions about any of the assessments or other aspects of the module at any time, please contact the module leader or tutor straight away.

Module ethos. MKT5006 develops digitally fluent, responsible marketers who can design, execute, and evaluate campaigns that create value for organisations and society. Through scheduled topics (e.g., Sustainability in the Digital Age; Ethics & Data Protection; Socially Responsible Customer Behaviour), live industry input (Met Office design workshop; UX and email marketing sessions), and authentic assessments (sustainable fashion market analysis; building an ethical e-commerce store on Teemill), the module embeds sustainability, ethics and impact across knowledge, skills, and practice.



Innovation and Enterprise: Inspiring Change | LDS704

On the postgraduate LDS704 Innovation and Enterprise: Inspiring Change module, undertaken by practising senior leaders, sustainability is considered within the context of organisational innovation, leadership and change. Students consider the implications of sustainable approaches to financial and non-financial decision-making, stakeholder requirements and the sustainability agenda, Corporate Social Responsibility, and the transformation of services affected by sustainability and the UK's Net Zero agenda. The module also incorporates innovation ethics. Students identify ethical tensions associated with their own proposed organisational innovations and participate in ethical dilemma activities. This moves discussion beyond whether an innovation is technically or financially feasible towards questions of responsibility, equity, stakeholder impact and longer-term organisational consequences. Students therefore apply responsible innovation principles directly to real workplace challenges rather than considering sustainability and ethics only at a theoretical level.



Teaching Awards

In 2025, 4 awards were given to faculty and educators at University of Plymouth.

Fairtrade University Award

Granter: Fairtrade

Grantee: University of Plymouth

Green Flag Award

Granter: Ministry of Housing, Communities and Local Government

Grantee: University of Plymouth

ISO 14001:2015 Certification

Granter: UKAS Management Systems

Grantee: University of Plymouth

Vice Chancellor's Award for Promoting Sustainability

Granter: University of Plymouth Vice Chancellor

Grantee: Hanne Knight

Award Description:

The University of Plymouth's commitment to sustainability is also reflected in the way it recognises and celebrates staff contributions. The annual Vice-Chancellor's Awards celebrate colleagues from across the University who make an outstanding contribution in areas including research and impact, learning and teaching, community engagement, equality, student experience and sustainability.

A dedicated "Promoting Sustainability" category recognises staff who demonstrate a strong commitment to embedding sustainability within their work and contributing to the University's wider sustainability ambitions. This provides an important institutional mechanism for recognising sustainability leadership not only through formal strategies and targets, but also through the actions of individuals and teams across the University.



Research

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

Research vs Research for RME/Sustainable Development

17 Peer-reviewed articles were published by University of Plymouth from this past calendar year.

vs

10 Peer-reviewed articles were published by University of Plymouth from this past calendar year in support of RME.

Research Funding

In 2025, University of Plymouth was awarded funding for research that is:



Local



Regional



National



International

Socializing Research

In 2025, University of Plymouth contributed research findings to:

- ❖ Government and policy makers
- ❖ Community organizations
- ❖ Industry and business networks
- ❖ Local media
- ❖ National media
- ❖ Open-access platforms
- ❖ Public events and lectures
- ❖ Research collaborations
- ❖ Social media and digital outreach

Research Projects

In 2025, University of Plymouth reported 1 research project that implemented responsible or sustainable activities.

Constructive narratives for home heat decarbonisation

Period Covering: August, 2025 - April, 2026

Department: Marketing

The **Constructive Narratives for Home Heat Decarbonisation** project examined how public communication can better support understanding, trust and engagement with low-carbon heating technologies, particularly heat pumps. Funded through the **International Energy Agency's User-Centred Energy Systems Technology Collaboration Programme (Users TCP)**, the project was delivered by the University of Plymouth in partnership with Users TCP and the UK Department for Energy Security and Net Zero between September 2025 and March 2026.

The research combined a rapid evidence assessment, international expert interviews and campaign case analysis to explore how heat pump narratives are developed, communicated and received across different countries and institutional contexts. It focused on issues such as affordability, comfort, energy security, trust, local relevance, policy accessibility, misinformation, digital communication and the role of installers and other trusted intermediaries.

The project produced practical guidance for policymakers and practitioners on designing credible, locally relevant and evidence-based communication. Its findings emphasise that effective heat pump communication should connect decarbonisation to practical household concerns, align messages with policy and customer journeys, make adoption easier to understand and navigate, and use trusted messengers and peer examples to build confidence. The work also highlighted the need to evaluate communication beyond reach and engagement metrics by considering changes in perceptions, enquiries, policy traction, installer feedback and adoption-related outcomes.





Partner

We engage 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)

Student Organization Partnerships

- ❖ None



Practice

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

Institutional Policies and Practices

- ❖ Buildings/real estate
- ❖ Campus operations guides
- ❖ Carbon reduction or offset commitments
- ❖ Climate action plan
- ❖ Curriculum guidelines
- ❖ Environmental stewardship policies
- ❖ Ethical data sourcing guides
- ❖ Ethical leadership or good governance policies
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Greenhouse gas emissions
- ❖ Local staff/student/faculty transportation
- ❖ Open-access guides
- ❖ Professional training opportunities
- ❖ Responsible procurement policies
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Travel guides
- ❖ Water
- ❖ Zero-waste guides

Policy Documents Related to RME and/or Sustainability

Sustainability_Report_2025

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.



Engagement Opportunities

University of Plymouth 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
- ❖ Community events and consultation forums
- ❖ Open faculty and student meetings and town halls
- ❖ Partnerships with local organizations
- ❖ Publicly accessible sustainability data and dashboards
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

University of Plymouth communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Faculty and staff
- ❖ Government and policy makers
- ❖ Media and public relations channels
- ❖ Non-governmental organizations (NGOs)
- ❖ Prospective and current students
- ❖ Research and academic networks

SIGNATORY

University of Plymouth



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United Kingdom



Website

<https://www.plymouth.ac.uk/schools/plymouth-business-school>