

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

Birkbeck Business School

September 2026

Table of Contents

1. About PRME	3
2. About SDGs	5
3. Getting Started	6
4. Values	8
5. Research	10
6. Partner	13
7. Practice	15
8. Share	17

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 Birkbeck Business School, including key details and basic institutional data.

Graduates & Enrollment

2025 Statistics	Number
Graduates	453

Degrees Offered

Bachelor Programs

-  Bachelor of Science (B.Sc. or B.S.)
-  Bachelor of Arts (B.A.)
-  Bachelor of Business Administration (B.B.A.)

Masters Programs

-  Master of Science (M.Sc. or M.S.)
-  Master of Arts (M.A.)
-  Master of Business Administration (M.B.A.)

Doctoral Programs

-  Doctor of Philosophy (Ph.D.)



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

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



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

142 Peer-reviewed articles were published by Birkbeck Business School from this past calendar year.

vs

49 Peer-reviewed articles were published by Birkbeck Business School from this past calendar year in support of RME.

Research Funding

In 2025, Birkbeck Business School was awarded funding for research that is:



National



International



Local

Socializing Research

In 2025, Birkbeck Business School contributed research findings to:

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

Publications Related to RME and/or Sustainability

International Evidence on How Investors Value Environmental Innovation: Non-Pecuniary Investor Preferences or Risk Mitigation? | [DOI](#)

Authors: Dr. Ellen Pei-yi Yu, Birkbeck Business School, Birkbeck College, University of London, UK | Dr. Bac Van Luu, Russell Investments, London, UK | Dr. Dominic H. Chai, Loyola Marymount University, USA | Dr. Alessandra Tanda, University of Pavia, Italy

Date of publication: June, 2026

Department: Finance

We study how environmental innovation shapes investor expectations. We propose two mechanisms through which sustained improvements in environmental innovation may influence these expectations: non-pecuniary investor preferences and risk mitigation. Using an international sample, we find that long-term improvements in environmental innovation materially influence investor expectations, as reflected in a lower ex-ante cost of equity and higher market valuation. Our evidence further highlights the moderating role of intra-industry R&D dispersion, which captures firms' risk of falling behind their industry peers technologically. We show that investors do not reward environmental innovation unconditionally; they value sustained improvements in environmental innovation more when firms operate in industries with higher R&D dispersion because they perceive that such improvements will likely lower risks of technological lag and transition-related vulnerability. Overall, our findings suggest that sustained improvements in environmental innovation shape investor expectations primarily through the risk mitigation mechanism rather than through the non-pecuniary investor preference channel.





Partner

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

Institutional Partnerships

- ❖ EFMD (European Foundation for Management Development)
- ❖ Local institutions and associations
- ❖ Network for Business Sustainability (NBS)
- ❖ Ministries of Education, Higher Education, or similar national bodies
- ❖ Chartered Association of Business Schools, Small Business Charter

Student Organization Partnerships

- ❖ None



Practice

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

Institutional Policies and Practices

- ❖ Accreditation body recommendation documents
- ❖ Buildings/real estate
- ❖ Campus operations guides
- ❖ Carbon reduction or offset commitments
- ❖ Climate action plan
- ❖ 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)
- ❖ Water



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

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

- ❖ Annual reports
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Open faculty and student meetings and town halls
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Publicly accessible sustainability data and dashboards
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

Birkbeck Business School communicates its policies and progress on sustainable development and responsibility with:

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

SIGNATORY

Birkbeck Business School



Address

Malet Street, Bloomsbury London WC1E 7HX, London, WC1E 7HX
United Kingdom



Website

<http://www.bbk.ac.uk/business/>