

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

Robins School of Business,
University of Richmond

August 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

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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 Robins School of Business, University of Richmond, including key details and basic institutional data.

Institutional History

About Robins School of Business



About the Robins School

The Robins School of Business at University of Richmond is recognized as one of the nation's best business schools, offering undergraduate, graduate, and executive education programs.

As a top business school, the Robins School prepares students to be future leaders in a global business world by providing a dynamic learning community, where real-world teaching practices, scholarship, and service are at the forefront of our curriculum. The Robins School's curriculum is built on high-quality classroom teaching reinforced by scholarship, heightened experiential learning outside of the classroom, and strong ties and relationships with reputed corporate and government entities.



Our dedicated and experienced Teacher-Scholars, with the support of our invested staff, provide our students with an outstanding business education.

Originally established in 1949 and named in 1979 after benefactor and alumnus E. Claiborne Robins, a visionary businessman and philanthropist, our school's success and preeminence are made possible by our supportive, enthusiastic, and generous alumni and corporate partners.

Graduates & Enrollment

2025 Statistics	Number
Graduates	330
Faculty & Staff at the Institution	100
Student Enrollment at the Institution	3722
Undergraduate Attendance	3055
Masters-Level Postgraduate Attendance	667

Degrees Offered

Masters Programs

-  Master of Business Administration (M.B.A.)
-  Master of Science in Management (MSM)

Additional

-  Entrepreneurship (undergraduate minor)
-  BSBA in Business Administration
-  Business Administration (undergraduate minor)
-  BSBA in Accounting
-  BSBA in Economics



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

- ❖ Centralized sustainability office
- ❖ Disciplinary efforts within business school
- ❖ Individual leader
- ❖ Interdisciplinary efforts across business school
- ❖ Interdisciplinary efforts across parent organization
- ❖ Research or issue group, society, or club leading sustainability efforts
- ❖ Student contributor
- ❖ Senior leadership 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

26 Peer-reviewed articles were published by Robins School of Business, University of Richmond from this past calendar year.	vs	7 Peer-reviewed articles were published by Robins School of Business, University of Richmond from this past calendar year in support of RME.
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Research Funding

In 2025, Robins School of Business, University of Richmond was awarded funding for research that is:



No funding

Socializing Research

In 2025, Robins School of Business, University of Richmond contributed research findings to:

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



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)
- ❖ AASHE (Association for the Advancement of Sustainability in Higher Education)

Student Organization Partnerships

- ❖ Net Impact



Practice

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

Institutional Policies and Practices

- ❖ AASHE STARS report
- ❖ AI use guide
- ❖ Accreditation body recommendation documents
- ❖ Campus operations guides
- ❖ Carbon reduction or offset commitments
- ❖ Climate action plan
- ❖ Environmental stewardship policies
- ❖ Ethical leadership or good governance policies
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Local staff/student/faculty transportation
- ❖ Professional training opportunities
- ❖ Responsible procurement policies
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Travel guides
- ❖ Water
- ❖ Curriculum guidelines



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

Robins School of Business, University of Richmond 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)
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

Robins School of Business, University of Richmond communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Alumni and donors
- ❖ Boards and advisory committees
- ❖ Faculty and staff
- ❖ Media and public relations channels
- ❖ Prospective and current students
- ❖ Research and academic networks

SIGNATORY

Robins School of Business, University of Richmond



Address

102 UR Drive, Richmond, Virginia, 23173

United States of America



Website

<http://robins.richmond.edu/>