

PRiME

an initiative of the
United Nations Global Compact



2025 Sharing Information on Progress **(SIP) Report**

GEMA Business School

September 2025

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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 your organization, including key details and basic institutional data. These elements serve as a starting point for your SIP report, can be copied annually, and typically require minimal updates from year to year.

1. Mission

1.1 Mission of GEMA Business School

Subjects

- Responsible Management Education
- Human Resources
- Sustainable Development

Provide supporting context

GEMA Business School's mission is to educate conscious, competent, and responsible individuals, capable of facing the future with autonomy and vision. Through a "learning by doing" approach, GEMA transforms learning into a practical and transformative experience, placing the individual at the center and enhancing personal talent. As a Benefit Corporation, GEMA integrates economic objectives with goals of common benefit, promoting inclusion, equality, and organizational well-being, and allocating part of its revenues to scholarships for young people in economic hardship.

This commitment is reflected in the school's motto: "**We illuminate talent**" expressing the desire to help each individual discover and enhance their abilities.

2. Vision

2.1 Vision of GEMA Business School

Subjects

- Responsible Management Education
- Human Resources
- Sustainable Development

Provide supporting context

GEMA Business School's vision is based on the idea of education that goes beyond the mere transmission of technical skills. The goal is to train individuals capable of leading change with ethics, respect, and vision, focusing on personal and professional growth. GEMA is committed to creating an inclusive and sustainable environment where each person can discover and enhance their talents, thereby contributing to a more equitable and aware society

3. Strategy

3.1 Riesame della Direzione

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4. Strategy Alignment

4.1 Strategic alignment

Subjects

- Sustainable Development

Provide supporting context

GEMA Business School's transformation into a "Società Benefit" (Benefit Corporation) signifies a profound commitment to aligning its strategic priorities with advancing sustainable development, the common good, and quality education.¹ This move goes beyond mere corporate social responsibility; it legally embeds these objectives into the school's mission and operations.

Here's how GEMA's strategic priorities align with these goals, based on the recent announcements:

1. Advancing Sustainable Development:

- **Promoting a culture of sustainability:** GEMA aims to instill a business culture rooted in environmental, social, and economic sustainability. This will be achieved through the adoption of virtuous practices within the school and the dissemination of best practices among the companies it engages with.
- **Integrating sustainability into curriculum:** The emphasis on "Digital Transformation and Sustainability Business" as key topics within their programs, along with specific courses like the "Executive Master in Sustainability Management" and "Master in Gestione Sostenibile e Innovativa del Business," indicates a strategic focus on educating future leaders who can drive sustainable change.²
- **Addressing current challenges:** The mention of "sustainability" and "conscious leadership" as new elements in their Master in Human Resources Management program, alongside artificial intelligence, shows an understanding of the evolving demands of the market and the need to equip professionals with skills relevant to a sustainable future.

2. Promoting the Common Good:

- **Operating for public benefit:** As a Società Benefit, GEMA has formally committed to operating not solely for profit but also for the common good.³ This means their actions will have a positive and measurable impact on society.
- **Community engagement:** GEMA plans to support its local territory and communities through volunteering initiatives, collaborations with local entities, and third-sector organizations, and the promotion of projects with social value. This reinforces their commitment to a broader societal impact beyond their direct educational offerings.
- **Ethical and responsible business practices:** The very nature of being a Società Benefit implies a transparent and accountable approach to business, emphasizing ethical conduct and a commitment to positive social and environmental outcomes.

3. Enhancing Quality Education:

- **Accessible and inclusive education:** GEMA is committed to ensuring "excellent, accessible, and inclusive education" that prepares young people to face the challenges of the job market and contribute actively to sustainable development. This speaks to a focus on broad access and relevance.
- **Industry-aligned and up-to-date programs:** Their existing strong ties with the corporate world and entrepreneurial associations, coupled with accreditations from organizations like ASFOR, SHRM, and PMI, demonstrate a long-standing commitment to high-quality, industry-relevant education.⁴ The continuous updating of programs, as seen with the integration of AI and sustainability into the HR Master, further reinforces this.
- **Developing skilled professionals for a better future:** By focusing on "valorization of talents, skills development, and the growth of people and organizations," GEMA's core mission naturally aligns with quality education. The transformation into a Società Benefit adds another layer, ensuring that this quality education also serves to build a more sustainable and equitable future.
- **International perspective:** Their partnerships with prestigious international universities like Saint Joseph's University and the University of Greenwich, and the delivery of programs in English and French, indicate a commitment to a global standard of education, equipping students for an interconnected world where sustainable development is a shared responsibility.

In essence, GEMA Business School's shift to a Società Benefit formalizes and strengthens its existing commitment to impactful education. Its strategic priorities now explicitly integrate the principles of sustainable development and the common good into every facet of its operations, from curriculum design to community engagement, positioning it as a leader in preparing professionals for a more responsible and sustainable future.

5. Institutional History

5.1 GEMA story

Subjects

- Entrepreneurship

Provide supporting context

Founded in 1982, **GESTIONI E MANAGEMENT** (now GEMA Società Benefit and hereinafter GEMA Business School) boasts the longest tradition among independent Business Schools in Italy. For approximately 40 years, we have been delivering management training programs for individuals and organizations both nationally and internationally. We draw inspiration from and refer to the best international examples to offer rigorous, innovative training experiences that are in constant dialogue with businesses. The extensive range of Post-Graduate Masters, Executive programs for entrepreneurs and managers, and Corporate programs for public and private companies, also delivered in English and French, make the Business School one of the most dynamic and significant entities in the national landscape. We have always been a distinctive and qualified voice in the field of training for talent enhancement, skills development, and the growth of individuals and organizations. The strong connection with the corporate world and entrepreneurial associations, the offering of excellent training programs, an internationally renowned Faculty, and the recognitions and accreditations obtained in management training are just some of the elements that lead GEMA Business School to be considered a choice of excellence in the panorama of Italian management schools. Recently GEMA has become "Società Benefit" with a transparent purpose to produce important benefits for society.

GEMA Business School is a Higher Education Institution accredited by the Lazio Region for Higher Education, Continuing Education, and Guidance, and is also authorized by the Lazio Region to provide Employment Services.

Furthermore, we boast, among others, the following Certifications and Accreditations:

- **Preferred Provider of SHRM (Society for Human Resource Management)**, the world's largest organization in the Human Resources sector. Present in 160 countries worldwide, SHRM, thanks to GEMA Business School, also promotes the development and certification of HR competencies in Italy. GEMA's HR Masters are aligned with SHRM standards.
- **Authorized Training Partner (A.T.P.) of the Project Management Institute (PMI)**. The knowledge provided by our training courses is aligned with PMI standards and therefore also represents an excellent preparation pathway for obtaining the prestigious certifications issued by PMI®.

- **GEMA is a Partner of ASFOR**, the Italian Association of entities operating in the field of management training, both as providers and users of training services, with the aim of qualifying the management training offer. GEMA Business School's Master in Human Resources Management and Master in Marketing Management are ASFOR accredited.
- Has developed **international partnerships with prestigious universities** such as Saint Joseph's University, the University of Greenwich, Dublin Business School and ESCAC.

GEMA Business School is an **UNI/ISO 9001 certified company** for the design and delivery of advanced management training courses and a **UNI PdR 125/22 Certified Company for Gender Equality**

6. Graduates

0

7. Degrees Offered

- only Post Graduate Diplomas

8. Faculty & Staff at the University

0

9. Faculty & Staff at the Institution

50

10. Student Enrollment at the University

0

11. Total Student Enrollment at the Institution

200

12. Undergraduate Student Enrollment at the Institution

0

13. Graduate Student Enrollment at the Institution

50

14. Doctoral Student Enrollment at the Institution

0

15. Certificate, Professional Development, Continuing Education Student Enrollment at the Institution

150

16. Postgraduate Degree Programmes

16.1 Gestione e Sviluppo delle Risorse Umane

Degree Type

- Professional Development Diploma

Department

- Human Resource Management

Degree Programme Subject

- Human Resource Management

Director Full Name

Riccardo Antonelli

16.2 AI Marketing & Digital Communication

Degree Type

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

Department

- Marketing

Degree Programme Subject

- Marketing Digital Marketing

Director Full Name

Riccardo Antonelli

17. Certificates, Professional Development, or Associate Programmes

17.1 Sustainability Management

Degree Type

- Professional Development Diploma

Department

- Management

Degree Programme Subject

- Management ESG Sustainability

Director Full Name

Riccardo Antonelli

17.2 Project Management

Degree Type

- Professional Development Diploma

Department

- Management

Degree Programme Subject

- Business Management Administration

Director Full Name

Riccardo Antonelli

17.3 Finanza Aziendale e Controllo di Gestione

Degree Type

- Professional Development Diploma

Department

- Finance

Degree Programme Subject

- Finance Corporate Finance

Director Full Name

Riccardo Antonelli

17.4 Amministrazione del Personale e Diritto del Lavoro

Degree Type

- Professional Development Diploma

Department

- Human Resource Management

Degree Programme Subject

- Business Law

Director Full Name

Riccardo Antonelli

17.5 Sales & Export Management

Degree Type

- Professional Development Diploma

Department

- International Business

Degree Programme Subject

- Commerce

Director Full Name

Riccardo Antonelli

17.6 Digital Marketing & e-Commerce Management

Degree Type

- Professional Development Diploma

Department

- Marketing

Degree Programme Subject

- Marketing Digital Marketing

Director Full Name

Riccardo Antonelli



Purpose

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



18. Letter of Commitment

18.1 Riesame della Direzione

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18.2 GEMA Commitment

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GEMA Commitment

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Values

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



19. RME Lead

- Interdisciplinary efforts across business school



Teach

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



20. Courses

20.1 Sustainability Management Executive Master Program

Course code

SUS

Department

- Management

The duration of my course is:

- 24 weeks

My course session format is:

- 1 full day workshop

My course learning outcomes are:

- Designed to develop analytical and problem-solving skills
- Developed with input from industry or real-world business scenarios
- Encouraging of active learning and student engagement
- Grounded in core business and management methodologies
- Oriented toward developing leadership, teamwork, and collaboration abilities
- Structured to encourage critical thinking and decision-making

My course touches on the following concepts:

- Corporate Governance and Ethical Leadership
- Diversity and Inclusion in Leadership
- Human-Centered Leadership in Organizations
- Organizational Culture and Employee Engagement
- Sustainable Leadership and Social Impact

My course implements the following pedagogies:

- Collaborative Learning
- Experiential Learning

Course Description

Sustainability is no longer an option—it's the only way forward. In a rapidly changing world, companies are looking for professionals with a vision, who can lead change and translate sustainability goals into concrete, measurable solutions. Our Online Executive Master in Sustainability Management is the ideal path for those who want to be a part of this transformation, positioning themselves as one of the best Sustainability Master's programs available today.

Tell us about the impact you're making on your students

The Master in Sustainability Management adapts to the changes in the job market to meet the needs of companies and resources for sustainable reconversion. You will be able to tackle the challenges of society's future by defining **sustainability strategies** associated with the management of environmental and social issues, understanding **ESG regulations**, and promoting sustainable practices to protect the environmental, social, and governance impact of businesses and organizations.

Relevant SDGs addressed through the course



Upload your syllabus

Brochure_SM_EXE

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21. Fostering Innovation

A lot

22. Experiential Learning

A lot

23. Learning Mindset

A lot

24. Method of Teaching and Learning

Hybrid



Research

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

25. 2024 Publications

0

26. 2024 Publications on Sustainable Development and/or RME

0

27. Research Funding

- My institution has not received funding

28. Socializing Research

- Public events and lectures



Partner

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

29. Partners, Accreditation Bodies, Associations, etc.

- Local institutions and associations

30. Student Partners

- None

31. Partnerships

31.1 ASFOR

Period this affiliation covers

January, 2010 - December, 2025

This organization is a:

- Accreditation body

Purpose of work with this organization

- Accreditation and Assessment
- Rankings and Ratings

Describe your work with this organization

GEMA is a partner of it. Many programs are accredited to the ASFOR quality system



Practice

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



32. RME Practices

- Curriculum guidelines
- Employee equity, diversity, inclusion
- Professional training opportunities
- Student equity, diversity, inclusion

33. RME Policies

33.1 Riesame della Direzione

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Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.



34. Transparent Engagement

- Partnerships with local organizations
- Public events and panel discussions

35. Audiences

- Accreditation bodies
- Alumni and donors
- Business and industry partners
- Faculty and staff



SIGNATORY

GEMA Business School



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Website

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