

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

Newcastle Business School,  
University of Northumbria

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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 Newcastle Business School, University of Northumbria, including key details and basic institutional data.

## Mission

The strategy of NBS aligns to the mission, vision and ambitions of Northumbria Universities Strategy 2030 and was developed in an inclusive process which involved staff, students, and our Advisory Board.

### **Our mission is to act as a force for good in the region and beyond**

We operationalise our vision by:

- Nurturing a vibrant community of staff, students and alumni who make a demonstrable difference in the world regionally, nationally, and internationally,
- Developing a distinctive, research-informed voice on issues of sustainability, ethics and inclusivity in public, private and charitable organizations to enhance society,
- By Imbuing our learning and teaching practice with the UN's Sustainable Development Goals to educate future business and societal leaders,
- Delivering high-quality, applied, and actionable research which informs both the full range of our programmes and the world of practice,
- Pioneering research-rich, experiential learning across our international networks,
- Building partnerships with like-minded universities and organisations and acting as a gateway to the wider University's portfolio,
- Facilitating successful entrepreneurial activities and start-ups in the areas where we operate.

## Vision

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## Strategy

### Northumbria University Strategy 2030

The Northumbria University Strategy 2030 is a bold and ambitious statement of our future. At its core is the impact that the University has in changing lives, by enabling people from all backgrounds to succeed and supporting businesses and communities to thrive in the North East, London and beyond. It builds on both our heritage and our transformation over the last fifteen years, focusing on three Strategic Ambitions that will be delivered through our world-leading research and transformative education.

Northumbria University has a long and proud heritage of making a difference to individuals and to society through high quality education for students from all backgrounds. Over the last fifteen years we have transformed to become a research-intensive university, ranked 23rd in the UK for research power in the last Research Excellence Framework. At the same time almost 40% of our students come from areas with low rates of participation in HE, the highest for a research-intensive university. And almost two thirds of our graduates go into employment in the North East.

This means we combine world-class research, that is addressing the global challenges of our age, with playing a pivotal role in social mobility and providing a pipeline of highly skilled graduates into the economy. Our distinctive position was recognised when we were named Times Higher Education University of the Year 2022. From this strong base, our new Strategy prioritises three equal and interconnected Strategic Ambitions over 2024-2030. These set out the key areas of challenge and change to achieve our vision to 2030, with parity between education and research running through them.

Through these Strategic Ambitions, we will continue to grow the world-leading research at Northumbria, addressing key challenges across the economy, society and the environment. As we do so, research-enriched education will empower our students to achieve their career and life ambitions beyond graduation. Our students will participate in research and be taught by academics making key contributions in their field. This combination of research and education will drive partnership working, and such partnerships will support experiential learning opportunities for all students. This will enable



even more of them to move into highly skilled employment or further study, powering an inclusive economy. And this approach will particularly benefit students from low participation backgrounds, eliminating gaps in outcomes while ensuring that our University is widely accessible.

Our three Strategic Ambitions are outward facing and dynamic. They are about the impact Northumbria University will have as an anchor institution in the North East of England, London and beyond. They improve our connectivity to a diverse range of students, to civic institutions, businesses and communities, improving our ability to respond to their needs. They will help exploit the opportunities that come from the huge range of assets in the North East. And we recognise that we can only achieve this ambitious Strategy by working ever more closely with partners, striving to achieve our joint aims.

Our Strategy was developed over the course of a year through a series of deep and wide conversations with staff, governors, students, alumni, civic partners and stakeholders. We received hugely important contributions from leading thinkers in industry, politics and government, education and funding bodies. I was delighted that more than 1800 staff took part in these conversations, contributing ideas and challenging the thinking, always looking at how Northumbria can build on its successes and improve further. And over 1000 students gave their views on what forms of experiential learning they would like as part of their degree. Building on the critical role our colleagues and students played in developing this Strategy, they will now be at the heart of its delivery.

<https://www.northumbria.ac.uk/about-us/university-strategy/>

## Strategy Alignment

### **Advancing sustainable development, the common good, and quality education.**

Northumbria University's strategic priorities are deeply aligned with the principles of sustainable development, the pursuit of the common good, and the delivery of high-quality education that meets the needs of a changing world. As a signatory to the United Nations Principles for Responsible Management Education (PRME), we recognise our responsibility to embed sustainability, ethics, and social impact into our core academic mission and institutional strategy.

At the heart of the University Strategy 2030 is a commitment to purposeful education, impactful research, and meaningful engagement with partners and communities—locally, nationally, and globally. This is underpinned by an emphasis on social mobility, widening participation, and place-based innovation. We are proud to be a university that transforms lives through education and research, contributing to the common good by enabling access, equity, and opportunity.

Our approach to sustainability is both strategic and operational. The University's Environmental Sustainability Policy commits us to achieving net zero carbon emissions by 2040 and integrating sustainability across our estate, operations, procurement, and academic practice. Alongside this, we are embedding Education for Sustainable Development (ESD) across our curriculum. New graduate attributes ensure that all students, regardless of discipline, develop the knowledge, skills, and values required to contribute meaningfully to sustainable futures.

Within Newcastle Business School, our curriculum and research reflect a consistent emphasis on responsible management, ethical leadership, and sustainable innovation. Programmes across undergraduate, postgraduate, and executive education levels explicitly engage with the UN Sustainable Development Goals (SDGs), and assurance of learning processes track progress against key competencies in sustainability, ethics, and global citizenship.

We are also committed to the co-creation of knowledge and learning with external stakeholders, including businesses, public institutions, and civil society organisations. Through initiatives such as our Business Clinic, Carbon Literacy Training, and executive education programmes (such as the Mini MBA and Help to Grow), we provide applied learning opportunities that address real-world challenges—supporting local economic resilience, inclusive growth, and environmental action.

Our strategic alignment with sustainable development is not simply aspirational; it is embedded in our educational philosophy, our research culture, and our partnerships. We see sustainability and the common good not as optional extras, but as integral to our institutional identity and long-term success.

## **Institutional History**

### **Institutional History and the Path Towards Responsible Management Education (RME)**

Northumbria University has a long-standing commitment to social progress through education, dating back to its origins as Rutherford College in 1877. Founded with a mission to support industrial advancement and community development in the North East of England, the institution has evolved over nearly 150 years into a research-intensive modern university with a global reach and a clear civic purpose.

The roots of Responsible Management Education (RME) at Northumbria can be traced to the early 2000s, as the University began to formalise its commitment to sustainability, ethics, and community engagement through both curriculum and research. Within **Newcastle Business School (NBS)**, this

trajectory gathered momentum with the appointment of leadership roles dedicated to sustainability and ethics, and the launch of programmes designed to integrate responsible business practices into teaching and learning.

### Significant Milestones in RME Development

- **2010–2013:** Initial internal work began to embed sustainability and corporate responsibility into the undergraduate business curriculum. Modules in areas such as business ethics, sustainable marketing, and CSR were introduced at scale.
- **2014:** Newcastle Business School gained **AACSB accreditation** and became a **signatory to PRME**, marking a formal commitment to embedding responsible management education across teaching, research, and partnerships. This period also saw the appointment of an **Assistant Professor of Business Ethics** with responsibility for PRME coordination within the School.
- **2015–2017:** A cross-school **PRME Working Group** was formed, contributing to the development of curricula aligned with the **UN Sustainable Development Goals (SDGs)**.
- **2016:** Dr. Alex Hope joined the **PRME UK and Ireland Chapter Steering Committee**, strengthening Northumbria's regional and global leadership in RME.
- **2017:** Northumbria hosted the **PRME UK and Ireland Chapter Conference**. In the same year, Dr. Hope was appointed **Co-Chair of the UN PRME Climate and Environment Working Group**.
- **2018:** Dr. Hope was elected **Vice-Chair of the PRME UK & Ireland Chapter**, further embedding Northumbria's influence in shaping RME policy and practice across the region.
- **2019:** Newcastle Business School achieved **AACSB re-accreditation**, with responsible management and sustainability highlighted as core strengths in the accreditation report. This year also marked the School's **first participation in the PRME Champions programme**, recognising our institutional commitment to advancing RME leadership.
- **2023:** The School was **re-selected as a member of the global PRME Champions cohort (2023–2024)**. Dr. Hope was appointed to the **PRME Global Advisory Board**, reflecting both individual and institutional recognition at the highest level.
- **2024–2025:** Northumbria initiated the development of a **network of Education for Sustainable Development (ESD) Leads** across all academic schools. Each lead was allocated formal workload time to support the integration of ESD in curriculum design and teaching practices, with Newcastle Business School playing a central role in shaping this university-wide initiative.
- **Ongoing:** Through active engagement with **PRME, AACSB, EFMD, Business in the Community**, and local government and civil society partners, the University continues to advance a **whole-system approach** to sustainability, equity, and ethics in business education.

## Pioneers and Key Contributors

A number of individuals have played pivotal roles in championing responsible management education at Northumbria:

- **Professor John Wilson** (former Dean of Newcastle Business School): Instrumental in supporting the School's AACSB accreditation and PRME alignment, and in championing responsible leadership in institutional strategy.
- **Dr. Alex Hope** (Associate Professor and current Associate Pro Vice-Chancellor): A long-standing advocate for sustainability in management education, Dr. Hope has co-chaired PRME Working Groups, led the design and delivery of Carbon Literacy initiatives, and played a central role in embedding the SDGs across programmes, assessment practices, and institutional strategies.
- **Professor Ron Beadle**: A distinguished scholar in business ethics, Professor Beadle has made significant contributions to the School's distinctive emphasis on virtue ethics and responsible leadership in teaching, research, and staff development.



## Graduates & Enrollment

2024 Statistics	Number
Graduates	1200
Faculty & Staff at the University	3000
Faculty & Staff at the Institution	250
Student Enrollment at the University	36000
Student Enrollment at the Institution	5500
Undergraduate Attendance	1000
Masters-Level Postgraduate Attendance	300
Doctoral Student Attendance	100


2024 Statistics	Number
Certificate, Professional Development, or Continuing Education Attendance	100

## Degrees Offered





### Bachelor Programs

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

### Masters Programs

-  Master of Science (M.Sc. or M.S.)

### Doctoral Programs

-  Doctor of Laws (D.Law)
-  Doctor of Engineering (D.Eng.)
-  Doctor of Philosophy (Ph.D.)
-  Doctor of Business Administration (D.B.A.)



# Purpose

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

## Definition of Purpose

At Northumbria, we define purpose as preparing graduates to create inclusive, sustainable value for business and society. Through responsible education, research, and partnerships, we empower students to lead with integrity, contribute to thriving communities, and address the urgent challenges facing our planet.

## Institutional Engagement

**76% - 100%**

of faculty at Newcastle Business School, University of Northumbria 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 Northumbria, values mean living our commitment to excellence, ambition, collaboration, and respect in ways that centre accountability to society and the planet. We embed these values in our curriculum, research, partnerships, and leadership—ensuring that ethical, inclusive, and sustainable practice is not peripheral, but foundational to our purpose. <https://livenorthumbriaac.sharepoint.com/sites/hrhome/Pages/ValuesandBehaviours.aspx>

## Who Champions Responsible Management Education at Our Institution

- ❖ Individual leader

## Student Awareness

**26% - 50%** of students at Newcastle Business School, University of Northumbria are aware that we are a PRME Signatory Member.

## Student Engagement

**0% - 25%** of students at Newcastle Business School, University of Northumbria actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.

## Celebrating Values

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

### Celebrating Our Values at Northumbria University

At Northumbria University, we celebrate our institutional values through inclusive practices, place-based learning, and deep engagement with community, culture, and sustainability. Our commitments to ethics, social justice, and intercultural understanding are embedded not only in what we teach, but in how we learn, lead, and connect. Our Values and Behaviours are articulated [here](#).

Within Newcastle Business School, this is most visible in the integration of **ethical leadership, sustainability, and inclusivity across our programmes**. Students engage with complex global and local challenges through modules that explore stakeholder ethics, sustainable business models, and

the SDGs. These commitments are reinforced through **experiential learning opportunities**, such as our Business Clinic, which regularly partners with charities, social enterprises, and community organisations to deliver real-world impact.

We also mark our values through initiatives such as:

- **Carbon Literacy Training** for students and staff, which includes space for personal reflection on values, identity, and responsibility in a climate-changed world.
- **EDI-focused events** that explore cultural heritage and lived experience—recent examples include International Women’s Day celebrations, Black History Month panels, and student-led campaigns on allyship and anti-racism.
- A growing network of **Education for Sustainable Development (ESD) Leads**, who are encouraged to draw on diverse worldviews, knowledge systems, and community assets when supporting curriculum design and learning environments.
- Faculty and School-wide participation in **PRME, BITC, and local authority partnerships**, where our values are enacted in practice through collaborative action on inclusive growth, circular economy, and ethical governance.

These examples reflect a broader institutional commitment to nurturing a **learning community grounded in respect, diversity, and purpose**—one that honours different traditions of knowledge, enables dialogue across difference, and prepares graduates to contribute meaningfully to a just and sustainable world.



# Teach

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



## How We Define Teach

Newcastle Business School integrates ethics, sustainability, and responsible management across all programmes, aligning with UN SDGs. Students tackle real-world challenges through industry collaboration and reflective practice, developing critical thinking and moral courage. Graduates emerge as purpose-driven leaders, equipped to create systemic change benefiting business, society, and the planet.

## Educator Recognition

At Newcastle Business School, University of Northumbria, we recognize educators for quality of teaching in the following ways:

- ❖ Annual teaching excellence awards

## Fostering Innovation



### **A lot**

Our institution supports innovation significantly through teaching and learning.

## Experiential Learning



### **To a great extent**

Teaching and learning at our institution strongly encourage experiential learning.

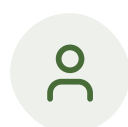
## Learning Mindset



### **A lot**

Our institution supports a lifelong learning mindset significantly through teaching and learning.

## Method of Teaching and Learning



### **In person**

Traditional classroom-based learning with face-to-face instruction.

## Barriers to Innovative Curriculum

In 2024, Newcastle Business School, University of Northumbria identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Administrative resistance
- ❖ Faculty expertise gaps
- ❖ Learning curve for faculty
- ❖ Overloaded faculty
- ❖ Time constraints

## Barriers to Innovative Pedagogy

In 2024, Newcastle Business School, University of Northumbria identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Administrative hurdles
- ❖ Faculty confidence gaps
- ❖ Learning curve for faculty



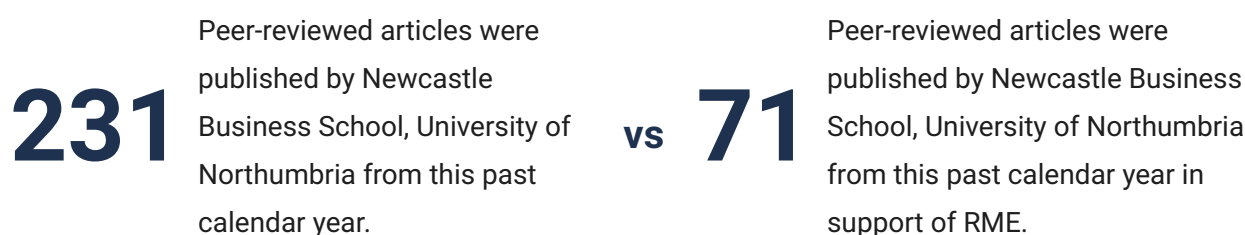
# Research

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

## How We Define Research

Newcastle Business School's research drives ethical, inclusive, and sustainable business practice. Aligned with UN SDGs, it tackles global challenges through applied, interdisciplinary scholarship. Partnering with industry and policymakers, we deliver actionable insights that shape strategy and policy. Our critical approach challenges norms, fostering systemic change for organisations, society, and the planet.

## Research vs Research for RME/Sustainable Development



## Research Funding

In 2024, Newcastle Business School, University of Northumbria was awarded funding for research that is:



**Institution  
Specific**



**Local**



**Regional**



**National**



**International**

## Socializing Research

In 2024, Newcastle Business School, University of Northumbria contributed research findings to:

- ❖ Government and policy makers
- ❖ Industry and business networks
- ❖ International media
- ❖ Local media
- ❖ National media
- ❖ Open-access platforms

## Research Barriers

In 2024, Newcastle Business School, University of Northumbria identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Skills and expertise gaps
- ❖ Funding challenges





# Partner

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

## How We Define Partner

The Responsible Business Practitioner Network (<https://www.northumbria.ac.uk/about-us/academic-departments/newcastle-business-school/nbs-research/responsible-business/responsible-business-practitioner-network/>) is a Northumbria University initiative that connects responsible businesses in the North-East with academics and students to share good practice and collaborate. Members join events, access expertise, and are asked to meet annually with a small student group to discuss ideas for enhancing their responsible business practices, with further opportunities to engage in research and related activities.

## Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Times Higher Education (THE)
- ❖ Local institutions and associations
- ❖ Quacquarelli Symonds (QS)
- ❖ Responsible Research in Business & Management (RRBM)
- ❖ Sulitest
- ❖ Ministries of Education, Higher Education, or similar national bodies
- ❖ United Nations organs other than the UN Global Compact
- ❖ University Councils

## Student Organization Partnerships

- ❖ Enactus
- ❖ PRME Global Students



# Practice

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

## How We Define Practice

Newcastle Business School models responsible management through ethical governance, inclusive decision-making, and sustainable operations. Guided by PRME and AACSB standards, we embed transparency, accountability, and environmental stewardship into organisational culture. Students experience these principles in action, preparing them to lead ethically and navigate complex social, environmental, and governance challenges.

## Institutional Policies and Practices

- ❖ Campus operations guides
- ❖ Buildings/real estate
- ❖ Carbon reduction or offset commitments
- ❖ Climate action plan
- ❖ Employee equity, diversity, inclusion
- ❖ Environmental stewardship policies
- ❖ Ethical leadership or good governance policies
- ❖ Ethical data sourcing guides
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Greenhouse gas emissions
- ❖ 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
- ❖ Zero-waste guides

## Policy Documents Related to RME and/or Sustainability

Carbon Management Strategy 2020-2030

View document  Download document 

Sustainable Water Policy

View document  Download document 

Sustainable Construction Refurb Policy and  
Guidelines 2425

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

At Newcastle Business School, sharing represents a fundamental commitment to the open exchange and co-creation of knowledge that advances responsible management education and practice. We understand sharing as a multidimensional process encompassing the dissemination of research findings, the collaborative development of innovative teaching practices, and the transparent communication of our own sustainability journey and challenges. We actively share our research insights beyond traditional academic channels, making our work accessible and applicable to practitioners, policymakers, and communities. This includes publishing in open-access formats where possible, presenting findings at industry forums, and translating complex research into actionable guidance for organisations seeking to enhance their social and environmental performance. Our approach to sharing extends into the classroom through collaborative learning environments where students, faculty, and external partners exchange diverse perspectives on responsible business practices. We facilitate knowledge-sharing through case study development with partner organisations, guest speaker programs featuring sustainability leaders, and experiential learning projects that address real-world challenges in ethics, governance, and social impact. We share our expertise and learn from others through international research collaborations, participation in global responsible management networks, and partnerships with local businesses and community organisations. This bidirectional exchange enriches our curriculum, informs our research agenda, and ensures our contributions remain relevant and grounded in practice. We embrace transparency by openly sharing our own institutional practices, successes, and areas for improvement in sustainability and responsible management. This vulnerability-based sharing contributes to collective learning across the higher education sector, demonstrating that continuous improvement requires honest reflection and willingness to learn from both achievements and setbacks.

## Engagement Opportunities

Newcastle Business School, University of Northumbria 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
- ❖ Annual reports
- ❖ Community events and consultation forums
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Open faculty and student meetings and town halls
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities

## Communication Audiences

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

- ❖ Accreditation bodies
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Chamber of commerce and local communities
- ❖ Faculty and staff
- ❖ Government and policy makers

## Communication Barriers

Newcastle Business School, University of Northumbria faces the following barriers in transparent communications:



**Ownership  
issues**



**Bureaucratic  
delays**



SIGNATORY

# Newcastle Business School, University of Northumbria

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## Address

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United Kingdom



## Website

<https://www.northumbria.ac.uk/about-us/academic-departments/newcastle-business-school/>