

2024 Sharing Information on Progress (SIP) Report

Keele Business School

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nationssupported 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.







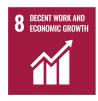


































Purpose

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

Letter of Commitment

Keele Business School demonstrates its commitment to PRME's Principles through the following letter from senior leadership.

Dr. Scott BambrickDirector of Keele Business School



Date: 25/06/24

Dear PRME,

I am delighted to reaffirm Keele Business School's continued commitment in support of the Principles for Responsible Management Education (PRME).

As a School, we continue to strive to ensure that we contribute to the challenge of creating a sustainable society and a better world. We strive to further embed PRME into everyday operations and strategic decisions made by the School. The purpose of which is prominent in our School's vision and mission. We are particularly proud to have been selected as a PRME Champion School for the 2024/25 cycle, with colleagues leading an international project focused on Education for Sustainable Development Competencies and Employability. We have also sought to prioritize PRME at the local level, organizing and hosting a Sustainability and Smart Energy event for the PRME UKI Chapter Midlands Network and local SMEs.

Our vision sees us focusing on being recognized regionally, nationally, and internationally as a business school that not only transforms individual lives but enhances social bonds and contributes to the creation of sustainable value. In doing so, we have set ourselves the mission, that, 'we will inspire future leaders in our diverse and entrepreneurial community environment to meet the demands of an ever-changing society, economy, and world'. Our efforts in this area have, for example, seen Green Student Ambassadors joining our School's sustainability group, along with the introduction of our Help to Grow management course for SMEs, in partnership with the Small Business Charter, which is designed to help SME leaders to learn new skills

Keele Business School is dedicated in ensuring that we deliver excellent quality and innovative research led teaching. Our curriculum champions student engagement with industry, so that our students are better placed to face and take on the challenges of an ever-changing world. As a School, we continue to enhance dialogue between our stakeholders and build partnerships as we seek to create impactful regional, national, and international collaborations and partnerships with businesses, along with public and third-sector institutions and stakeholders. Indeed, Keele Business School has hosted notable colleagues within this area with a view to exploring join ventures in curriculum design and delivery, such as with Linzi Boyd, a prominent global sustainability and entrepreneurship speaker, and Faye Silk, Managing Director of climate action group One Earth.

Through our teaching, research and other activities, we are consciously aligning our work to the SDGs, mapping to identify where we can reposition to enhance our positive societal impact. One output of these efforts is the creation of the Keele Business School digital SDG Passport, which encourages our students to reflect on their connections to the SDGs throughout their learning journey and beyond, with a view to evidencing this engagement with potential future employers.

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Furthermore, a number of Keele Business School colleagues have participated in the annual Global Goals Teach-In, in addition to our expanded efforts to ensure colleagues undertake carbon literacy training.

Our accreditation ambitions, with world-leading accreditation bodies, are supporting our commitment and progress to enhance our alignment to the SDGs. We believe this is key to ensuring that as a School we are achieving our mission and our contribution to global social responsibility and sustainability developments in management education.

Dr. Scott Bambrick DIRECTOR OF KEELE BUSINESS SCHOOL



Values

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

RME Leadership Accountability

At Keele Business School, accountability for responsible management education is structured as follows:

Formalized Senior Leadership Role

Values: Accountable colleague

To state the level at which PRME is formalized in the senior leadership team.

The KBS PRME lead is a member of the School's Extended Executive Group. As such, frequent discussions take place on PRME and sustainability at the School's executive level.

Organizational Structure for RME

The following organizational entities at Keele Business School are responsible for RME:

- Research-Focused Entity
- Teaching-Focused Entity
- Community Engagement Entity



Teach

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

PRIME Elements in Degree Programs

Keele Business School integrates responsible management education into its degree programs through 6 different approaches:

Guest Speakers and Showcase Events

Examples of guest speakers and showcase events

Indicative examples of KBS guest speakers

Date

August, 2023 - August, 2024

Location

Keele Business School

Speakers

Multiple

Multiple topics from varied speakers

Guest speakers and showcase events

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Professor-Discretionary Course Topics

Examples of topics in courses

Keele Business School endeavours to include elements of RME within its degree programmes, with various topics being delivered in line with colleague expertise. The attached evidence provides a small number of examples as to where elements of RME are included within modules.

Department

KBS

Learning Object Subject

RME Module Examples

Educational Level

UG and PG

Learning Outcome

Varied, depending on the module in question

Interactivity Type

Varied, depending on the module in question

Learning Object Description

Indicative Examples of RME in KBS Modules

RME Module Examples

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Course-Level RME Learning Goals

Examples of course syllabi with course-level RME learning goals

Examples of module RME related learning goals.

Department

KBS

Learning Object Subject

RME-Related Module Learning Goals

Educational Level

UG and PG

Learning Outcome

Varied

Interactivity Type

Varied, depending on the module in question

Learning Object Description

Examples of RME-Related Module Learning Goals

RME Learning Goals

View document <a>Image: Download document



Program-Level RME Integration

Description of degree programs with RME in the program-level learning goals and assessment rubrics

To demonstrate how degree Programmes at Keele Business School include RME in the programme-level learning goals

The full range of degree Programmes offered by keele Business School, including their RME related Programme learning goals and objectives, can be found at:

- Undergraduate: www.keele.ac.uk/qa/programmespecifications/undergraduate/
- Postgraduate: www.keele.ac.uk/qa/programmespecifications/postgraduate/

The signatory's pedagogical approach, which includes RME in all degree program design and pedagogical innovations

Description of the Signatory Member's pedagogical approach, which involves RME in all degree program design and pedagogical innovations

To provide information with regards to the KBS inclusion of RME within its degree programmes.

Keele Business School, in concert with its mission, vision, and underpinning pillars, seeks to ensure that RME is included throughout its degree programme design and pedagogical innovations.

Further discussion might be found within the School's sustainability strategy.

RME is in the signatory's educational vision, so that it drives the signatory's business model and all educational efforts, courses, programs, degrees, and non-degrees

Description of the business model with RME in all educational efforts

To showcase Keele Business School's vision, mission, and underpinning educational pillars.

Keele Business School's vision is to be recognized regionally, nationally, and internationally as a business school that transforms individual lives, enhances social bonds, and contributes to the creation of sustainable value.

Keele Business School's mission is to inspire future leaders through our diverse and entrepreneurial community environment to meet the demands of an ever-changing society, economy, and world. To achieve our mission, we will deliver excellent quality and innovative teaching, expand our world-class research, create impactful regional, national and international collaborations and partnerships.

Keele Business School's activities are underlined by the University's six pillars:

- 1. Creativity: To enable our students to see the world in new and different ways, challenging assumptions and orthodoxy in business theory and practice.
- 2. Innovation: To provide students with opportunities to generate and apply original and imaginative ideas and solutions to problems within business, the economy, and society.
- 3. Enterprise: To facilitate students in engaging with partners by co-creating and capturing enhanced value for individuals, organizations, markets, and communities.
- 4. Sustainability: To guarantee that all students understand and respond positively to the complex challenges of environmental economic and social sustainability that are faced at local, national, and global levels.
- 5. Ethical and inclusive practices: To engender in students an appreciation of the need for freedom, equality and justice in fostering cooperation among diverse partners across organizational and societal boundaries.
- 6. Digitally fluency: To ensure that students explore a digital world in ways which demonstrate potential to improve the quality of communication, co-operation, and welfare of organizations and society.



Research

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

PRIME Elements in Research

Keele Business School incorporates responsible management education into its research endeavors through 4 different methods:

Research Conferences

Institute for Sustainable Futures

Website showing information with regards to the University's Institute for Sustainable Futures.

Date

August, 2023 - August, 2024

Location

Keele University

Speakers

Multiple

Supporting Links

Events pertaining to issues such as research, education and training that have positive impact on the long-term sustainability of our societies, environments and ecosystems across local to global scales.

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Sustainability-Related Conferences

To detail the ways in which KBS meets this criteria.

KBS colleagues present at sustainability related conferences hosted by other institutions. The University runs sustainability focused events via its Institute for Sustainable Futures.

Required Research Reporting

Responsibility-related research publications

To demonstrate the ways in which responsibility-related research publications are reported by KBS.

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Colleagues are required to report sustainability related research publications regularly. This takes place within the School via internal communications such as the KBS staff Teams chat, the KBS research staff chat, and via Outputs Audit at the institutional level.

Research Awards Program

PhD-Level RME Courses



Partner

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

Partnership Approaches for RME

Keele Business School partners with external stakeholders to advance responsible management education through 4 different approaches:

Knowledge Translation and Dissemination

Knowledge Translation and Dissemination

To demonstrate indicative examples of KBS activities with regards to knowledge translation and dissemination.

Below are indicative examples of the work and activities undertaken by Keele Business School with regards to knowledge translation and dissemination:

- A KBS colleague was invited to Georgia Technical University in Tbilisi, Georgia, for the 'ReInnova' Project Conference. This World Bank funded collaboration to bring innovation and project support to the TCU, sees KBS colleagues providing innovation expertise and advice based on our successful student consulting projects. This event also saw KBS colleagues sharing research and project results to an audience of local business and academics from across the country and region, whilst also being invited to speak at the launch of a new project 'Women's Tech Hub', supported by a grant from the American Democracy Fund.
- KBS hosted Social Science and Humanities researchers as a part of the Midlands
 Innovation's second Inclusive Transformation workshop, which saw the development of
 interdisciplinary research projects to tackle issues impacting local communities via
 coming together to share insights and progress.
- A number of KBS colleagues participated in the Global Goals Teach In, with a number of colleagues also developing subsequent case studies.
- The KBS Research Seminar Series further supports the dissemination of knowledge.
 Past topics have, for example, included Sustainability Reporting and A Changing Labour Market, Knowledge Transfer and Applied Pedagogies, and Endogamy and Performance of Businesses During Economic Crises.
- A KBS colleague was invited by the IEP Journal to speak during the LiveLearnLAUNCH webinar, which sought to provide insights into the theme of 'Supporting people into good jobs, not just any jobs'.

- A KBS colleague, along with an interdisciplinary team from the University's Institute for Sustainable Futures, submitted a successes research grant application to Innovation UK for a 'Staffordshire net zero skills for growth' project.
- A KBS colleague has become an Affiliate Member for the Sport Ecology Group, which focuses on accelerating climate action in sport through research, education, knowledge exchange and public dissemination.
- KBS colleagues presented at the Joint Academic Conference with Sanda University,
 China. The conference provided opportunities for the sharing of knowledge, experience,
 and research projects with a view to creating opportunities for future collaborations in
 the future.
- A KBS colleague presented 'Developing a Digital Sustainable Development Goals
 Passport' at the Charted Association of Business Schools 2024 conference. The
 presentation focused on the sharing of processes used and challenges encountered in
 designing the implementing passport for students within the school.
- KBS hosted a Sustainability and Smart Energy Event for the PRME UKI Midlands local Chapter. The event featured opportunities for networking and presentations from KBS colleagues with a focus on the links between smart energy, communities, and SMEs. The event was well attended by KBS colleagues, PRME Chapter members, students, and SME owners, who also visited Keele University's Horwood Energy Centre for a tour and to hear of student projects taking place, during the event.

External Community Dialogue

Bilateral or Multilateral Conversations with External Communities

To demonstrate indicative examples of KBS activities with regards to bilateral or multilateral conversations with external communities.

Below are indicative examples of the work and activities undertaken by Keele Business School with regards to bilateral or multilateral conversations with external communities:

• KBS Director, Dr. Scott Bambrick, attended the British Chamber of Commerce (BCC) Global Annual Conference, which was an opportunity for business leaders from across the UK, and the globe, to come together to discuss the opportunities for growth to help local communities to thrive. This event included talks from key senior politicians and other notable public figures, focusing on four key breakout sessions for thought-provoking discussions amongst peers across the Chamber Network.

As a part of Keele University's annual Green Week, a KBS colleague lead an interactive
workshop seeking to engage communities and businesses on sustainability research,
hosted by the University's Institute for Sustainable Futures. The event was open to a
range of stakeholders including academics, community groups, individuals, and
organizations of all sizes.

Collaborative Problem Solving

Joint Problem Solving with External Partners

To demonstrate indicative examples of KBS activities with regards to joint problem solving with external partners.

Below are indicative examples of the work and activities undertaken by Keele Business School with regards to joint problem solving with external partners in a purposeful relationship:

- A KBS colleague, working with a team comprised of academics from other UK institutions, secured funding from the Enterprise and Research Centre and the Department of Business & Trade to utilise data from the Longitudinal Small Business Survey to explore the relationship between working hour arrangements and SME productivity.
- KBS, working in concert with colleagues from the University's Smart Innovation Hub and the School of Computing and Maths, with partner TMT First Ltd are engaged with a Knowledge Transfer Partnership project which seeks to explore the use of AI and Big Data in business processes.
- In partnership with the Small Business Charter and part-funded by HM Government, KBS is proud to be offering SMEs a Help To Grow Management Course. The course aims to show SME leaders how to strengthen their business and balance sheet, taking their businesses to the next level. This includes support with learning new skills, reaching more customers and boosting profits.

 A KBS colleague is helping to contribute to the Roadmap for a Sustainable Future of the Region, via their participation at the Staffordshire and Stoke-on-Trent Celebration of the Possible. The event saw a range of stakeholders such as local individuals, businesses, and policy makers meet to discuss the future of the local area and how to co-design a framework that shapes the shared aspirations of stakeholders.

Collaborative Change Action

Working Collaboratively to Enact Change

To demonstrate indicative examples of KBS activities with regards working collaboratively to enact change.

Below are indicative examples of the work and activities undertaken by Keele Business School with regards to working collaboratively to enact change:

- KBS became a PRME Champion School for the 2024-25 cycle. As a part of this
 commitment, KBS is the lead School for a sub-group project titled, 'Linking Education for
 Sustainable Development Competencies with Employability'.
- KBS continues to remain a member of the PRME Midlands local Chapter group.
- KBS colleagues are members of various research clusters within the University, such as Keele's Equitable, Inclusive, and Sustainable Futures cluster.
- KBS hosted visits from sustainability entrepreneurs Linzi Boyd (global sustainability and entrepreneurship speaker) and Faye Silk (Managing Director of climate change action group One Earth). During the visit, mission and vision similarities between KBS and One Earth were explored, driving further exploration of a joint venture in curriculum delivery of an entrepreneurship programme which would offer responsible management education with employability embedded within the curriculum.
- A KBS colleague organized a workshop on the Cost of Living Crisis, attended by colleagues, students, and SMEs. Discussions during the workshop focused on how the cost of living impacts businesses and charities with the aim of creating an action list of the ways in which KBS might help the local community.



Practice

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

Proof RME Policy Implementation

Keele Business School has implemented 8 policies to support its commitment to responsible management education:

Greenhouse gas emissions

Policies on greenhouse gas emissions

Keele University's Carbon Management Plan.

Scope

Keele University

Enforcement Date

June, 2024

Revision Date

June, 2025

Number Of Pages

12

Publisher

Keele University

Media

Websites

Supporting Links

Supporting Links

Supporting Links

Water

Buildings/real estate

Local staff/student/faculty transportation

Policies on local staff/student/faculty transportation

Transport and travel information

Scope

Keele University

Enforcement Date

June, 2024

Revision Date

June, 2025

Number Of Pages

1

Publisher

Keele University

Media

Website

Supporting Links

Travel

Policies on travel

Travel information

Scope

Keele University

Enforcement Date

June, 2024

Revision Date

June, 2025

Number Of Pages

1

Publisher

Keele University

Media

Website

Supporting Links

Multiple

Employee equity, diversity, inclusion

EDI policies

EDI strategy and policies as relevant to both staff and students.

Scope

Keele University

Enforcement Date

August, 2023

Revision Date

August, 2027

Number Of Pages

3

Publisher

Keele University

Media

Website

EDI strategies

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Student equity, diversity, inclusion

EDI policies

EDI strategy and policies as relevant to both staff and students.

Scope

Keele University

Enforcement Date

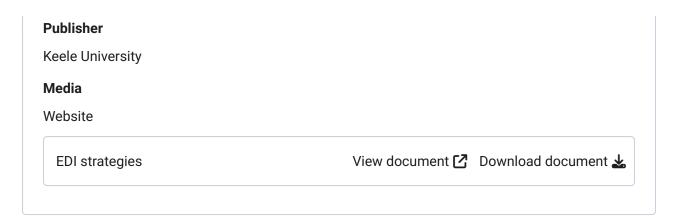
August, 2023

Revision Date

August, 2027

Number Of Pages

3



// Institutional Aspiration Targets

Keele Business School has set aspiration targets in 5 different areas:

- GHG Emission Targets
- Water Conservation Targets
- Building and Real Estate Targets
- Employee EDI Targets
- Student EDI Targets



Share

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

Performance Disclosure and Transparency

Regarding transparency in RME performance disclosure, Keele Business School operates with the following approach:

Limited Transparency Disclosure

SIGNATORY

Keele Business School

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