

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

Ravensbourne University London

September 2026

Table of Contents

1. About PRME	3
2. About SDGs	5
3. Getting Started	6
4. Purpose	10
5. Values	13
6. Teach	17
7. Research	19
8. Partner	23
9. Practice	25
10. Share	28

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

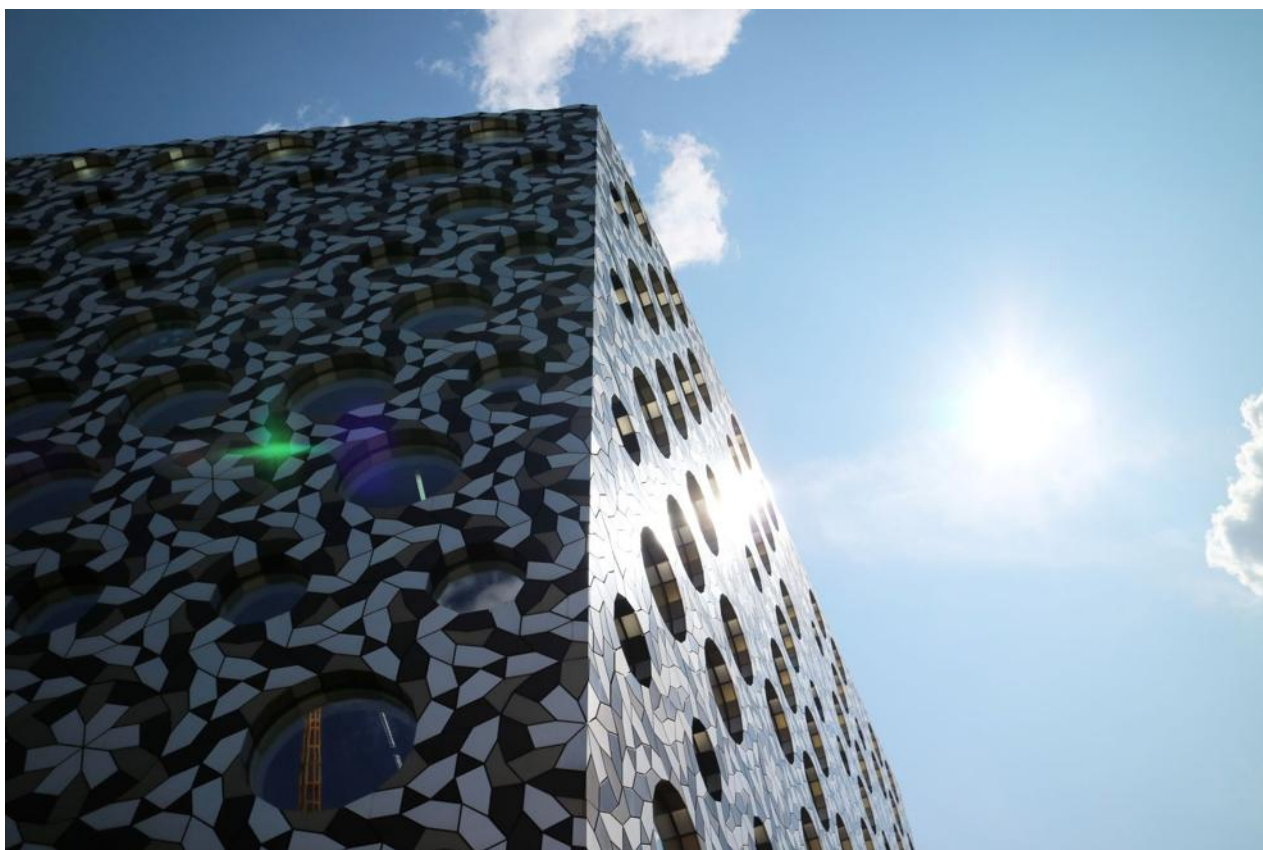
This section provides foundational information about Ravensbourne University London, including key details and basic institutional data.

Mission



*We learn with industry. industry learns with us and
together we transform lives.*

Vision



A university that challenges convention to meet the needs of students and industries in a changing world.

Strategy

RAVE_Corporate_Strategy_2025-2030

View document [↗](#) Download document [⬇](#)

Graduates & Enrollment

2025 Statistics	Number
Graduates	2662
Faculty & Staff at the Institution	791

2025 Statistics	Number
Student Enrollment at the Institution	7469
Undergraduate Attendance	5850
Masters-Level Postgraduate Attendance	1618

Degrees Offered

Bachelor Programs

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

Masters Programs

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



Purpose

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

Letter of Commitment



01st September 2026

Adoption of the Principles for Responsible Management Education

To our Stakeholders,

I am pleased to confirm that Ravensbourne University London reaffirms its support of the following Seven Principles for Responsible Management Education: Purpose, Values, Teach, Research, Partner, Practice and Share.

In this annual Sharing Information on Progress (SIP) report, we disclose our continuous efforts to integrate the Seven Principles into our institutional strategy, culture, academic activities, and daily operations, and contribute to United Nations Goals, particularly the Sustainable Development Goals.

Yours faithfully

A handwritten signature in black ink, appearing to read 'JK', written over a horizontal line.

Jon Kingsbury
Vice Chancellor

Ravensbourne University

Definition of Purpose

Purpose at Ravensbourne means creating bold new thinkers who shape industries at the intersection of business, creativity and technology. We challenge convention to meet the needs of students and industries in a changing world, using our position to rebalance cultural and economic inequality and open doors for diverse talent.

Institutional Engagement

51% - 75% of faculty at Ravensbourne University London 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

Values at Ravensbourne means living by Professionalism, Connection, Dynamism, Inclusion, Transformation and Relevance. They are the foundation of our culture. These values drive how we develop our staff, teach our students, choose our industry partners, and contribute to society, ensuring everyone we work with gets the same high-quality, inclusive experience.

Who Champions Responsible Management Education at Our Institution

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

Student Voices

The following narratives demonstrate how Ravensbourne University London has influenced students' academic journey and personal growth.

MSc Digital Marketing - A Dissertation: "De-stigmatising mental health and promoting neurodivergent empowerment through fostering interconnectivity between neurodivergent higher education students and achievers."

Submitted on behalf of a MSc Digital Marketing Student.

This dissertation demonstrates a strong commitment to the PRME Principles while advancing the objectives of SDG 3 (Good Health and Well-being), SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), and SDG 10 (Reduced Inequalities). Below is a quote from the student:

"Through my dissertation, I wanted to demonstrate how digital marketing can be used as a force for positive social change. Developing the *We Matter* platform allowed me to explore how universities, charities, employers, and neurodivergent professionals can work together to create a more inclusive and supportive environment for neurodivergent students. Conducting interviews with experts and engaging with students through primary research deepened my understanding of responsible leadership, diversity, and ethical marketing. This project has shown me that business and marketing can go beyond commercial objectives to create meaningful social impact, and it has inspired me to continue using my skills to promote inclusion, reduce stigma, and contribute to a more equitable society."

MSc Digital Marketing - A Student Campaign: "Egregious issue of Smog in Lahore and SDG-13 Climate Action"

Submitted on behalf of a MSc Digital Marketing Student.

As part of the MSc Digital Marketing programme, students are encouraged to apply responsible management principles to address real-world sustainability challenges through evidence-based marketing strategies. One student developed a comprehensive digital marketing campaign entitled "**Let Lahore Breathe**", addressing the severe issue of smog in Lahore, Pakistan.

The project proposed a multi-phase communications strategy designed to raise public awareness, encourage long-term behavioural change, and influence policy through collaboration between citizens, industry, media, universities, and government. By combining responsible marketing communications with stakeholder engagement and systems thinking, the campaign demonstrates how marketing can be a catalyst for environmental and societal change.

The project reflects the values of the **Principles for Responsible Management Education (PRME)** by integrating ethical decision-making, responsible leadership, sustainability, and stakeholder engagement into a practical marketing solution. It contributes directly to **SDG 13 (Climate Action)** while also supporting **SDG 3 (Good Health and Well-being)** through improved air quality, **SDG 11 (Sustainable Cities and Communities)** by promoting healthier urban environments, **SDG 12 (Responsible Consumption and Production)** through behavioural change, **SDG 9 (Industry, Innovation and Infrastructure)** by encouraging cleaner industrial practices, and **SDG 17 (Partnerships for the Goals)** by advocating collaboration across multiple sectors

Student Awareness

0% - 25% of students at Ravensbourne University London are aware that we are a PRME Signatory Member.

Student Engagement

26% - 50% of students at Ravensbourne University London 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 Values

Here at Ravensbourne, inclusion is not viewed as a standalone initiative but as an ongoing commitment that continues to shape our culture, community and decision-making. Through a growing programme of Equality, Diversity and Inclusion (EDI) activity, we have created opportunities for staff and students to engage in meaningful conversations, celebrate diversity and contribute to positive institutional change.

Over the 2 past years that I as Equity and inclusion Partner has been in post, we have delivered a range of events recognising key cultural and awareness dates, facilitated workshops and discussions that encourage learning and reflection whilst creating spaces where diverse voices and lived experiences are valued. Initiatives such as our EDI Champions network, awareness campaigns and collaborative events have strengthened engagement across the university, empowering colleagues to become active contributors to a more inclusive environment.

We recognise that inclusion is a journey rather than a destination. By listening to our community, responding to feedback and continually evolving our approach, we remain committed to embedding equity, belonging and respect into every aspect of university life. Through collaboration, shared responsibility and a willingness to learn, we continue to make meaningful progress towards a culture where everyone feels seen, heard, valued and able to thrive.



Teach

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



How We Define Teach

Teach at Ravensbourne means embedding sustainability and social responsibility across every course and module. Students tackle live briefs with real clients, and our new Learning with Industry Framework places "Purpose & Impact Driven" outcomes at its core, requiring all to reference and embrace industry ethics, sustainability and professional practice explicitly.

Educator Recognition

At Ravensbourne University London, we recognize educators for quality of teaching in the following ways:

- ❖ Institutional recognition events
- ❖ Professional development opportunities



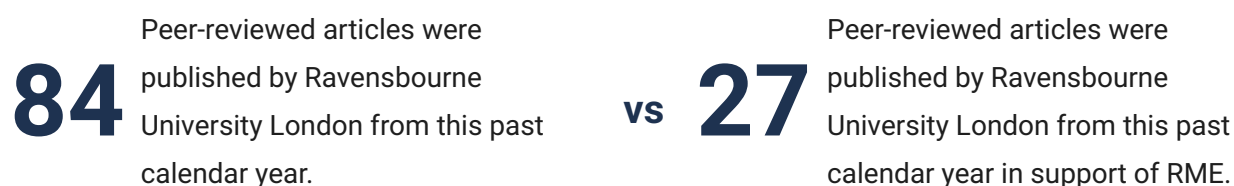
Research

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

How We Define Research

Research at Ravensbourne means generating and sharing knowledge that transforms lives. Through our six Ravensbourne Research Labs, including the Emerging Technology, Business and Social Purposes Lab and the Regenerative Fashion Lab, we explore regenerative practice and sustainable transformation, creating impact across academia, industry and community.

Research vs Research for RME/Sustainable Development



Research Funding

In 2025, Ravensbourne University London was awarded funding for research that is:



No funding

Socializing Research

In 2025, Ravensbourne University London contributed research findings to:

- ❖ Research collaborations
- ❖ Social media and digital outreach
- ❖ Public events and lectures
- ❖ Industry and business networks

Research Presentations Related to RME and/or Sustainability

In 2025, Ravensbourne University London gave 2 research presentations related to RME and/or sustainability.

Climate-Centred Workshops as Catalysts for Responsible Management Education: Insights from Climate Fresk and Circular Economy Collage Workshops

Authors: Cristina Iodice, Ravensbourne University London | Dr Christoph Naborowski, Ravensbourne University London

Date of publication: June, 2026

Presented at: 12th Annual PRME UK & Ireland Chapter Conference

Department: Business Administration | Management | Marketing

This practitioner-led study examines climate-centred, gamified workshops as catalysts for Responsible Management Education. Drawing on the implementation of Climate Fresk and Circular Economy Collage with business and marketing students at Ravensbourne University London, it explores impacts on climate literacy, eco-anxiety, and perceived agency. Based on over ten workshops and an emerging mixed-methods design, the study evaluates pedagogical benefits, constraints, and equity considerations in resource-constrained UK business schools. It aims to offer practical guidance for embedding low-cost, high-impact climate workshops into curricula, training staff facilitators, and developing climate-literate, action-oriented future managers aligned with the SDGs and PRME principles.



Importing Diversity, Exporting Responsibility: Navigating Tensions in RME with Global South Students in the Global North

Authors: Dr Christoph Naborowski, Ravensbourne University London | Sein Tin, Ravensbourne University London

Date of publication: June, 2026

Presented at: 12th Annual PRME UK & Ireland Chapter Conference

Department: Business Administration | Management | Marketing

This study examines the philosophical, ethical, and pedagogical tensions that arise when delivering Responsible Management Education (RME) to large cohorts of Global South students within Global North institutions. Motivated by the significant imbalance in PRME-related research (over 75% originating from Global North contexts) and the UK's substantial reliance on international students from Global South countries such as India, Pakistan, and Nigeria, the authors, one from the Global

South and one from the Global North, adopt a duoethnographic approach to explore their own classroom experiences. This is triangulated with semi-structured interviews with academics from comparable Global North and Global South teaching contexts.

The research identifies three core tensions: philosophical clashes between Northern sustainability frameworks and students' pragmatic economic realities; ethical tensions involving educator bias and student pressures around culture, prestige, and family; and pedagogical tensions rooted in differing prior exposure to sustainability concepts and learning traditions. The study aims to progress from identifying these tensions to navigating and pedagogically leveraging them, positioning students as co-producers of knowledge, and equitably empowering Global South student voices within Global North RME practice.





Partner

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

How We Define Partner

Partner at Ravensbourne means industry and our institution learning from each other to transform lives. From Kopparberg and the Hiut Denim Company to the Obama Foundation, we build sustained collaborations that widen access to exclusive industries and advance sustainable and responsible transformation of sectors and industries.

Institutional Partnerships

- ❖ Chartered Management Institute (CMI)
- ❖ Chartered Institute of Marketing (CIM)
- ❖ Royal Institute of British Architects (RIBA)
- ❖ Joint Industry Committee for Mail (JICMAIL)
- ❖ Chartered Association of Business Schools (CABS)

Student Organization Partnerships

- ❖ None



Practice

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

How We Define Practice

Practice at Ravensbourne means living our organisational values and behavioural framework in daily decisions, from how we procure and work with suppliers, to improving our sustainability metrics including recycling rates and reduced energy and water use across our estate through better monitoring and controls.

Institutional Policies and Practices

❖ AI use guide

Practice Voices

The following statement from stakeholders at Ravensbourne University London demonstrates our commitment to sustainable and responsible practices.

Ravensbourne University London Library supports sustainable and responsible actions

In the Ravensbourne University London library, we support and promote sustainability initiatives. Our activities range from offering scrap paper (outdated posters etc.) to students to creating themed book displays, designing whiteboard themes, and publishing sustainability-themed news on the intranet.

The book display and intranet news were dedicated to Earth Day, National Walking Month, Plastic Free July, and Ravensbourne's Sustainability Week.

The library is decorated with indoor plants, some of which are among the top 10 air-purifying varieties.

To reduce waste and discourage students and staff from buying bottled water, water fountains are available inside the library and just outside the entrance. We encourage everyone to use a reusable water bottle instead of disposable cups.

Several recycling bins are available throughout the library for use. There are also two donation boxes for clothing and paired shoes, offering items for reuse and upcycling. These are very popular with students, both for donating and borrowing.

The library has a growing collection of resources on sustainability to support curriculum. These include subjects ranging from architecture, fashion, and design to project management and business.

The Materials Library hosts over 1,500 samples, some of which are sustainable. These include items made from recycled content, such as a brick made of recycled newspapers, a wall panel made from waste macadamia nut shells for decorative effect and sound absorption, and a hand-woven cloth made from discarded cassette tapes.

Library team collaborates with academics. Academics from the Fashion Department donated scrap fabric to wrap the books for the Valentine's Day "Blind Date with a Book" display.



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

Share at Ravensbourne means telling the story of our transformation openly, through our brand and communications strategy, events like Rave Lates, and partnership case studies, so students, staff and our industry network can learn from what has worked and what has not.

Engagement Opportunities

Ravensbourne University London offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Sustainability-focused research and collaboration Opportunities
- ❖ Public events and panel discussions
- ❖ Partnerships with local organizations
- ❖ Annual reports

Communication Audiences

Ravensbourne University London communicates its policies and progress on sustainable development and responsibility with:

- ❖ Prospective and current students
- ❖ Faculty and staff
- ❖ Business and industry partners
- ❖ Alumni and donors

SIGNATORY

Ravensbourne University London



Address

6 Penrose Way, Greenwich Peninsular, SE10 0EW
United Kingdom



Website

<https://www.ravensbourne.ac.uk>