PRME

an initiative of the
United Nations Global Compact

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

Munster Technological University

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 Munster Technological University, including key details and basic institutional data.

Strategy

MTU-Strategic-Plan	View document ⬈ Download document ⤓

Graduates & Enrollment

2024 Statistics	Number
Graduates	1,073
Faculty & Staff at the University	2,322
Faculty & Staff at the Institution	140
Student Enrollment at the University	18,000

Degrees Offered

Bachelor Programs

- Bachelor of Science (B.Sc. or B.S.)
- Bachelor of Arts (B.A.)
- Bachelor of Business Administration (B.B.A.)
- Bachelor of Fine Arts (B.F.A.)
- Bachelor of Engineering (B.Eng.)
- Bachelor of Technology (B.Tech.)

Masters Programs

- Master of Science (M.Sc. or M.S.)
- Master of Arts (M.A.)
- Master of Business Administration (M.B.A.)
- Master of Engineering (M.Eng.)
- Master of Education (M.Ed.)

Doctoral Programs

- Doctor of Philosophy (Ph.D.)

Purpose

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

Letter of Commitment

14th August 2025

Our Commitment to PRME

On behalf of the PRME team and colleagues across Munster Technological University (MTU), I am pleased to reaffirm our commitment to the Principles for Responsible Management Education (PRME) and to share our progress in embedding these values. We take pride in equipping graduates to address the environmental, socio-cultural, and economic challenges of our time.

Established in January 2021 through the merger of Cork Institute of Technology and the Institute of Technology Tralee, MTU operates across six campuses in Counties Cork and Kerry, serving over 18,000 students. This, our second annual PRME report, marks continuing transformative collaboration as our School of Business in Cork is now an integral part of the newly formed multi-campus Faculty of Business which brings together the four departments in the School of Business in Cork (Marketing & International Business, Accounting & Information Systems, Management & Enterprise, Organisation & Professional Development) with the Department of Tourism & Hospitality in Cork, and the Departments of Business Studies, and Hotel, Culinary & Tourism, in Kerry. The faculty is currently undertaking a full Faculty Enhancement Review, with its sustainability pillar and work directly aligned with the MTU PRME team.

Another milestone was the launch of MTU's first strategic plan, *Our Shared Vision*, followed in April 2025 by our ten-year Sustainability Strategy. This roadmap positions MTU as a "Living Lab," enabling students, staff, and regional partners to co-create solutions to local and global challenges in alignment with the UN Sustainable Development Goals (SDGs). It builds on our *Inclusive Curriculum Framework for a Sustainable Future* (June 2024) which underpins our teaching and learning. Recent institutional-level actions in 2025 also include a new free Park and Ride service for the Bishopstown Cork Campus, and discontinuation of disposable cups across all campuses.

While our commitment to responsible management education is long-standing, becoming a PRME signatory in 2022 has further energised the Faculty of Business, supported by the Technological Sector Advancement Fund (TSAF). This commitment underpins initiatives featured in this report—including GET-AHED, Waste to Taste, and Enterprise Camp—alongside PRME projects such as SDG mapping of Faculty programmes. Collectively, these efforts integrate the Seven Principles of PRME and the SDGs across teaching, research, partnerships, and practice.

In celebrating progress, we also recognise the challenges of embedding the thinking and practices needed for systemic change. In response, we are expanding opportunities for inclusive dialogue and collaboration through new PRME projects: *The GenGreen Collective*, a cross-disciplinary student-staff network launching in September 2025; *Chat Bench – Real Talk, Real Change*, which repurposes outdoor spaces for environmental dialogue and action; *Spin for Sustainability*, our interactive outreach SDGs game; and the continuing development of targeted teaching and learning resources.

We invite you to engage with this report and to join us in advancing sustainability through responsible management education.

Dr Breda Kenny

PRME Faculty Lead | Vice Dean, Faculty of Business, MTU

✎ Definition of Purpose

Purpose embodies our resolve to embed the SDGs by actioning them across our teaching, learning, research, and practice. In actioning purpose, staff and students gain understandings of the symbiotic relationship between humans and the rest of nature, to holistically balance social, environmental and economic imperatives in achievement of just, sustainable transitions.

Values

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

🖊 How We Define Values

We are willing to take responsibility, and transparently account for, our practices through ongoing assessment as we reshape our institutional culture into one that unambiguously prioritizes sustainability in recognition of the intrinsic value of all planetary systems including human systems.

Who Champions Responsible Management Education at Our Institution

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

Teach

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

✒ How We Define Teach

Drawing from PRME and our Inclusive Curriculum framework, teach represents how we strive to deliver inclusive, equitable, and student-centred learning through diverse pedagogies, materials and assessments, aligned with investing in our continual learning as educators and critical reflexive practice.

Teaching Awards

In 2024, 3 awards were given to faculty and educators at Munster Technological University.

🏆 DELTA Award | Marketing Discipline

Granter: Higher Education Authority (HEA)

Grantee: Department of Marketing and International Business

Award Description:

Two MTU School of Business teams are 2025 recipients of the Disciplinary Excellence in Learning, Teaching and Assessment (DELTA) Award, a prestigious national award granted by the Higher Education Authority (HEA) to academic groups with a sustained record of excellence in teaching and learning. Our Department of Marketing and International Business was awarded the DELTA for development of its AI³ framework which focusses on embedding academic integrity through assessment with industry in a GenAI era. Practices in marketing programmes are aligned with industry challenges and global business realities, whereby a collaborative, student-centred action plan integrates academic integrity, digital fluency, and sustainability into teaching and assessment. The press release issued by the Higher Education Authority regarding this year's DELTA Award winners is linked below, and an image of team members is attached.

🏆 DELTA Award | Entrepreneurship Discipline

Granter: Higher Education Authority (HEA)

Grantee: Hincks Centre for Entrepreneurship Excellence

Award Description:

The other 2025 Disciplinary Excellence in Learning, Teaching and Assessment (DELTA) Award received by a School of Business team was made in the Entrepreneurship Discipline category to our Hincks Centre for Entrepreneurship Excellence. This is the third DELTA for the Entrepreneurship Teaching and Learning Team of over twenty colleagues from a diversity of disciplines, whose previous DELTA awards were in 2018 and 2021. The DELTA Award recognises sustained achievements in teaching and learning enhancement, as articulated in a plan for further development of teaching and learning that

can be shared as good practice across the sector. The Hincks Centre's work is centred on empowering people to achieve excellence in entrepreneurship, particularly in social entrepreneurship with a focus on societal and environmental sustainability.

🏆 ACEEU Triple E Awards | Community Engagement Initiative of the Year

Granter: ACEEU Triple E Awards

Grantee: Hincks Centre for Entrepreneurship Excellence

Award Description:

Additionally, through the Hincks Centre at the School of Business, our Entrepreneurship Camps – including the Enterprise Camp and GoalMine Programme – were recognized as runner up in the EDI Community Engagement Initiative of the Year at the global ACEEU Triple E Awards in September 2024. These free, youth-focused camps have engaged secondary school students from urban and rural regions since 2012, promoting diversity, sustainability, and social entrepreneurship aligned with UN SDGs. Over 150 participants join annually, supported by government and university funding, partnerships with industry and community, and a strong emphasis on removing financial and geographic barriers – making a measurable impact through inclusive innovation. Further information is available on the link below. The associated composite image attached was produced and published by the Hincks Centre.

💡 Fostering Innovation

To a great extent
Teaching and learning at our institution strongly foster innovation.

💡 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.

Research

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

✏️ How We Define Research

We define research as an exploration of peoples, organizations, institutions, and global conditions that leads to evidence-based insights and transformative knowledge to inspire responsible management and educational practices, and to foster sustainable development, ethical decision-making, and inclusive innovation that benefits society, the environment, and future generations.

Research vs Research for RME/Sustainable Development

32 Peer-reviewed articles were published by Munster Technological University from this past calendar year.

vs

16 Peer-reviewed articles were published by Munster Technological University from this past calendar year in support of RME.

Research Funding

In 2024, Munster Technological University was awarded funding for research that is:

Local　　　**Regional**　　　**National**　　　**International**

Socializing Research

In 2024, Munster Technological University contributed research findings to:

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

Research Projects

In 2024, Munster Technological University reported 1 research project that implemented responsible or sustainable activities.

HINCKS CENTRE for Entrepreneurship Excellence

**Period Covering:** September, 2024 - December, 2025

Department: Entrepreneurship

MTU's Hincks Centre for Entrepreneurship, Faculty of Business, maintains a clear focus on sustainability and RME throughout its diversity of projects. Additionally, the Centre undertakes SDGs mapping of its projects on an annual basis. A summary of key projects with relevant links, and the Hincks Centre SDGs mapping of these projects follows.

The mapping was drawn from our projects in 2024 and 2025. These projects include:

1. Digital Skills Wallet: The core aim is to empower individuals to gradually acquire, evaluate, and showcase their digital skills through the use of micro-credentials
2. GET-AHED: Seeks to empower HEIs as key "actors of change" in the green transition, providing accessible and user-friendly online resources to promote whole-institutional approaches to sustainability. This is an Erasmus+ funded project with
3. Blue Shuttle Project: Accelerate the digitalization of the blue bioeconomy sectors in the Atlantic Area
4. 3F Green Model: Focused on promoting the circular economy within the agri-food and forestry sectors across Europe
5. Target Circular: Support Small and Medium-sized Enterprises (SMEs) in transitioning towards more circular and sustainable business practices
6. Senior Eco-Nect: Aims to foster the growth and interconnectedness of European ecosystems dedicated to the silver and ageing economy
7. CresCine: Core objective is to enhance the competitiveness and cultural diversity of the European film industry, with a specific focus on small European markets
8. Eboost: Leverage digital solutions to foster innovation and improve the lives of citizens, the operations of businesses, the effectiveness of research organizations, and the efficiency of public authorities within the Northern Periphery and Arctic area
9. Enterprise Camp: Funded by the HEA, the goal is to inspire and equip the next generation with valuable entrepreneurial thinking and leadership skills, whether they choose to become entrepreneurs or apply these skills in other career paths
10. BOCOD: Seeks to improve the competitiveness and resilience of rural businesses, contributing to the vitality and sustainable growth of small and medium-sized enterprises (SMEs) in rural areas of Ireland, Finland, and Iceland in particular
11. TEEP: An initiative aimed at enhancing entrepreneurship education across higher education institutions across South Africa

12. National Forum Entrepreneurship Education Series: Foster excellence in entrepreneurship education by guiding educators toward effective teaching and assessment methods in various areas of entrepreneurship
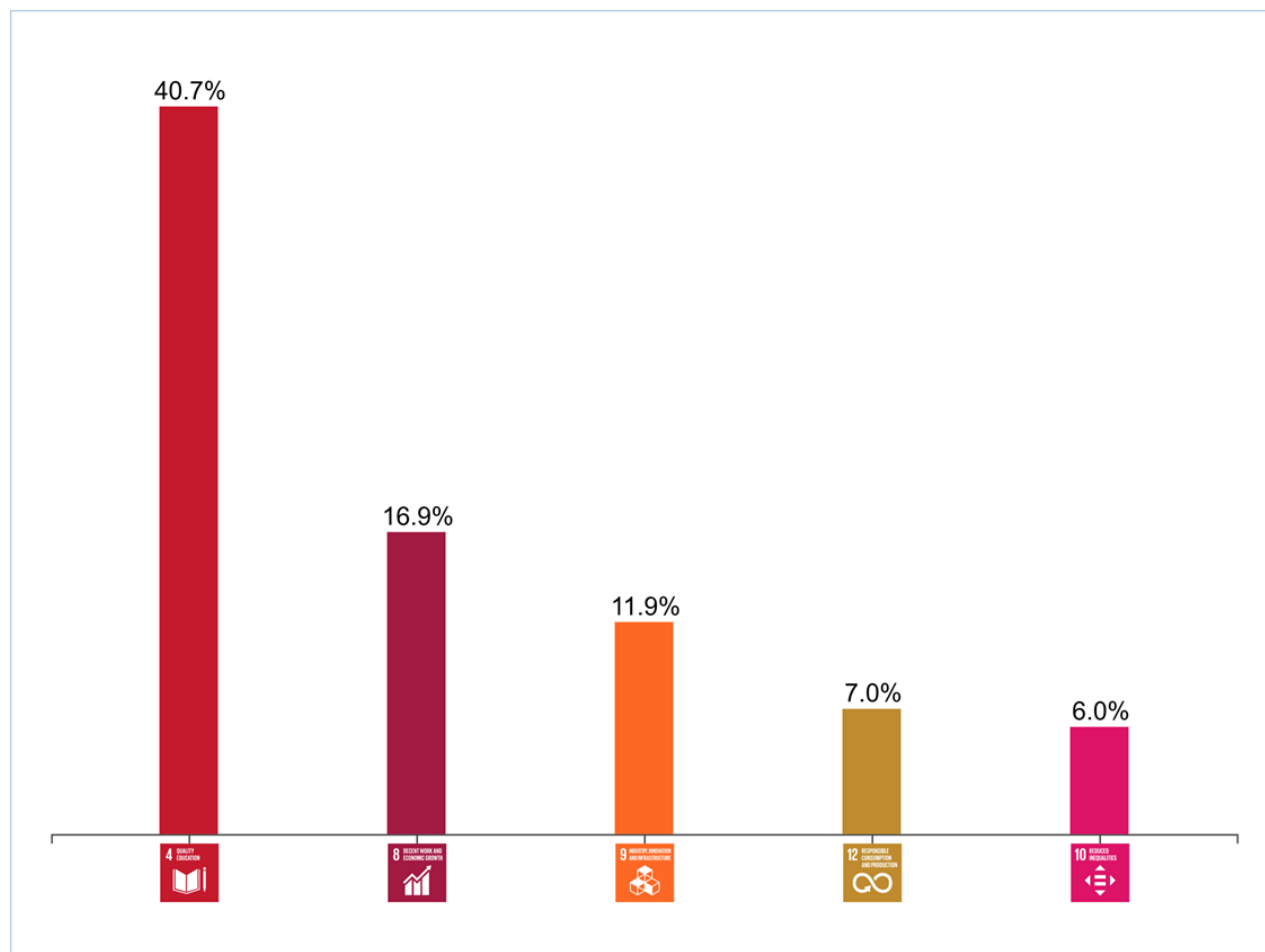
Research Presentations Related to RME and/or Sustainability

In 2024, Munster Technological University gave 1 research presentation related to RME and/or sustainability.

Keynote | Dr Trudie Murray

Authors: Murray, T.

Date of publication: June, 2025

Presented at: National or international discipline-specific conference

Department: Entrepreneurship

Dr Trudie Murray, Faculty of Business lecturer and researcher, was invited to deliver the inaugural seminar session for the "Enterprise and Entrepreneurship Education for a Sustainable Society" SIG hosted by Enterprise Educators UK .

Trudie shared insights from her teaching and research on regenerative enterprise through the lens of biomimicry.

https://www.enterprise.ac.uk/events/sustainable_society_sig/

(Image courtesy of T Murray)

Publications Related to RME and/or Sustainability

Journal Article | Ward and Millar

| DOI

Authors: Ward, A. | Millar, S.

Date of publication: June, 2025

Department: Computer Information Systems

Ward, A., & Millar, S. (2025). Tourism networks as a mechanism for degrowth: the case of the Burren Ecotourism Network in Ireland. *Journal of Ecotourism*, 1−23. https://doi.org/10.1080/14724049.2025.2514500

ABSTRACT

This exploratory paper examines how a community-based ecotourism network can sustain a destination from an economic, environmental and social perspective while pertaining to a degrowth approach that measures success beyond the traditional economic variables of volume and revenue. It focuses on the Burren Eco-tourism Network (BEN) in the West of Ireland, a region known for its unique landscape and natural heritage. Nine qualitative in-depth interviews were completed using a community-based tourism case study methodology. Evidence of a degrowth mindset was littered throughout the research and this was verified through the voluntary nature surrounding its origins, the equal requirements, training and accountability of being a member, regardless of size or impact in the region, and the immersive methods of interpretation developed to inform and attract a more conscious traveller. Within this degrowth mindset, there is a sense of a business community that connects its members to their regional environment and biodiversity but also to themselves with a bottom-up approach to tourism management in which profits emerge and return to the community. Therefore, the research provides exploratory qualitative weight in determining how a focus on collaborative community development and environment sustainability are placed alongside economic profits aligning with the degrowth theory.

Conference Paper | Ward, Stafford and Scott-Hayward

Authors: Ward, A. | Stafford, M.R. | Scott-Hayward, F.

Date of publication: October, 2024

Department: Regenerative Tourism

Ward, A., Stafford, M.R. and Scott-Hayward, F., 2024. '*Culture and Heritage as Place Identity for an SME Regenerative Tourism Approach'*** presented at the European Cultural Tourism Network Conference 2024, 24-26 October, Epic, HCQ, Dublin.

Research Barriers

In 2024, Munster Technological University identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Funding challenges
- ❖ Institutional policies and bureaucracy
- ❖ Time constraints

Partner

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

✏️ How We Define Partner

Serving 18,000 students across six campuses, we are rooted in our communities while guided by national and global priorities. "Partner" therefore represents our commitment to building collaborative relationships, within and beyond campus, on a foundation of inclusive dialogue, transparent engagement, respect for diverse knowledge systems, and co-creating solutions.

Institutional Partnerships

- ❖ Local institutions and associations
- ❖ Ministries of Education, Higher Education, or similar national bodies
- ❖ University Councils

Student Organization Partnerships

- ❖ UNESCO Student Initiatives

Practice

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

✏️ How We Define Practice

We define practice as the application of sustainable principles through actions, strategies, and behaviors that align with PRME values within our School and across our wider institutional infrastructures, policies and community, to drive systemic, measurable, positive, and long-term change.

Institutional Policies and Practices

- ❖ Buildings/real estate
- ❖ Carbon reduction or offset commitments
- ❖ Curriculum guidelines
- ❖ Employee equity, diversity, inclusion
- ❖ Ethical data sourcing guides
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Local staff/student/faculty transportation
- ❖ Professional training opportunities
- ❖ Responsible procurement policies
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)

Policy Documents Related to RME and/or Sustainability

MTU-Strategic-Plan	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

We respond to "share" as the ethical, inclusive exchange of resources, knowledge, and opportunities in our work to advance the SDGs and responsible leadership including our focus on accessible, engaging outreach activities, and transparency in communicating both our successes and failures with the aim of supporting others as we learn.

Engagement Opportunities

Munster Technological University 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
- ❖ Publicly accessible sustainability data and dashboards
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities
- ❖ Student and Staff Sustainability Network

Communication Audiences

Munster Technological University communicates its policies and progress on sustainable development and responsibility with:

- ❖ Boards and advisory committees
- ❖ Faculty and staff
- ❖ Government and policy makers
- ❖ Media and public relations channels
- ❖ Prospective and current students
- ❖ Research and academic networks

Munster Technological University

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