

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

University of Mannheim

September 2026

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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

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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 University of Mannheim, including key details and basic institutional data.

Graduates & Enrollment

2025 Statistics	Number
Graduates	1500
Faculty & Staff at the University	1888
Faculty & Staff at the Institution	535
Student Enrollment at the University	11972
Student Enrollment at the Institution	3752
Undergraduate Attendance	1803
Masters-Level Postgraduate Attendance	1843
Doctoral Student Attendance	106

Degrees Offered

Bachelor Programs

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

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

Letter of Commitment

President's Message

As President of the University of Mannheim, I would like to take this opportunity to reaffirm our university's commitment to the Principles for Responsible Management Education (PRME). At this university, our job is to prepare our students for taking on responsibility in business, the economy, policymaking, and the community at large and to help build a sustainable future together. At the same time, we are also working continuously to strengthen sustainability in our teaching, our research, and our university's operations.

In the past reporting period, we started drafting our Sustainability Strategy for the years 2026 to 2030. In this document, we outline our university's strategic road map, define our goals and the steps we will be taking to meet them, and we affirm our shared commitment to putting sustainability into practice in all the relevant areas of work.

In 2025, one of our key priorities was engaging in a dialogue with our various schools to integrate sustainability even more deeply into our teaching. We will incorporate the results into our university-wide strategy. We have also been working to improve coordination of sustainability-related activities, for example by restructuring our Sustainability Working Group, which brings together key decision-makers from our academic and administrative units and our central departments.

Collaborating with external partners remains a priority for us. This includes a sustainability award for student theses that we present together with the city of Mannheim and collaborative projects in fields such as mobility and climate change adaptation. We have also intensified our collaboration with other universities in Baden-Württemberg to share key insights and strengthen collaborative approaches for driving sustainable development in the higher education sector.

All these activities exemplify our strong commitment to responsibility in management education, which we see as a shared responsibility of everyone working at our university. The Mannheim Business School makes very important contributions in this regard. We are taking systematic steps to advance sustainability in everything we do here at the University of Mannheim.



Prof. Dr. Thomas Fetzer

President of the University of Mannheim



Values

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



Who Champions Responsible Management Education at Our Institution

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



Teach

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



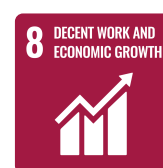
Courses that support RME

University of Mannheim reports 2 courses in 2025 that support responsible management education and sustainable development goals.

Seminar on Corporate Decarbonization | MAN 771 (MAN 7710)

This seminar examines and discusses the challenges and opportunities that companies face on their pathway towards net carbon emissions of zero. Such pathways hinge on the economic analysis of reducing corporate carbon emissions and the formulation of abatement strategies. Particular topics covered in this seminar include: Climate-Tech Innovation, Corporate Decarbonization Strategies, Competitiveness of Clean Energy Technologies, Emergence of Sustainable Transportation Services, and Pathways for Industrial Decarbonization. The analysis of these topics involves a review of the most current literature as well as the use of analytical and empirical research methods. As part of the seminar, participants will present and discuss the key findings of their analysis and write up their findings and conclusions in the form of a seminar paper.

Participants will get a better understanding of the main challenges and opportunities associated with the transition towards a decarbonized energy economy. They will also learn both theoretical economic concepts central to this transition as well as recent practical developments and tools. In addition, the participants will improve their skill in writing a coherent state-of-the-art seminar paper.



Marketing Strategy for Innovation & Sustainability | MKT 5750

MKT 5750 is a Master-level block seminar at the University of Mannheim Business School that examines the challenges organizations face when bringing sustainable innovations to market. The course connects three perspectives that are usually taught separately: strategic marketing and innovation management, the psychology of sustainable consumer behavior, and human-centered design as a method for developing responsible solutions. The content is structured in three modules. The first covers the strategic foundations of innovation, addressing competitive positioning, value proposition design, and the sources of sustainable competitive advantage. The second module is devoted to the psychological foundations of sustainable consumption, examining the individual, social, and moral drivers of consumer choice as well as the cognitive barriers that keep sustainable intentions from translating into behavior. The third module turns to challenges in strategic innovation management, covering value innovation, organizational conditions for creativity, and systematic learning from innovation failure. The course is deliberately designed as a highly interactive learning experience. Lectures introduce frameworks that students immediately apply in team-based case study work on two real companies, which teams prepare in advance, present in class, and defend in

moderated plenary discussions. The centerpiece is a compact design thinking project in which teams address a company's sustainability challenge and develop a marketing measure to convert consumers who have so far resisted a sustainable offering. Moving from persona development and problem statement to ideation and prototyping, each team presents and theoretically justifies its prototype in a final plenary session with structured feedback.





Research

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

Research vs Research for RME/Sustainable Development

112	Peer-reviewed articles were published by University of Mannheim from this past calendar year.	vs	74	Peer-reviewed articles were published by University of Mannheim from this past calendar year in support of RME.
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Research Funding

In 2025, University of Mannheim was awarded funding for research that is:



Regional



National



International

Socializing Research

In 2025, University of Mannheim contributed research findings to:

- ❖ Community organizations
- ❖ Government and policy makers
- ❖ Industry and business networks
- ❖ International media
- ❖ Local media
- ❖ National media
- ❖ Public events and lectures
- ❖ Research collaborations
- ❖ Social media and digital outreach



Partner

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

Institutional Partnerships

- ❖ Quacquarelli Symonds (QS)
- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ AMBA (Association of MBAs)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Financial Times
- ❖ Local institutions and associations
- ❖ Ministries of Education, Higher Education, or similar national bodies
- ❖ ENGAGE.EU
- ❖ U7+ University Alliance
- ❖ Times Higher Education (THE)

Student Organization Partnerships

- ❖ Enactus
- ❖ 180 Degrees Consulting Mannheim
- ❖ Infinity Mannheim e.V.
- ❖ Sustainability department of the AStA
- ❖ UNICEF university group



Practice

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

Institutional Policies and Practices

- ❖ AI use guide
- ❖ Buildings/real estate
- ❖ Campus operations guides
- ❖ Carbon reduction or offset commitments
- ❖ Ethical data sourcing guides
- ❖ Greenhouse gas emissions
- ❖ Local staff/student/faculty transportation
- ❖ Responsible procurement policies
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Travel guides
- ❖ Water
- ❖ Zero-waste guides

Practice Awards

In 2025, University of Mannheim received 1 award for responsible and/or sustainable practices.

Papieratlas Wettbewerb

Granter: A project of the “Pro Recyclingpapier” initiative in cooperation with the Federal Ministry for the Environment, Climate Action, Nature Conservation, and Nuclear Safety, the Federal Environment Agency, and the German Association of University Professors and Lecturers

Grantee: University of Mannheim

Award Description:

Recognition of the use of recycled paper with the Label "Blauer Engel" in Germany



Share

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



Engagement Opportunities

University of Mannheim 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
- ❖ 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
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

University of Mannheim communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Boards and advisory committees
- ❖ Annual report of the city of Mannheim
- ❖ Government and policy makers
- ❖ Faculty and staff
- ❖ Media and public relations channels
- ❖ Prospective and current students

SIGNATORY

University of Mannheim



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