

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

CUNEF Universidad

September 2026

Table of Contents

1. About PRME	3
2. About SDGs	5
3. Getting Started	6
4. Purpose	13
5. Values	15
6. Teach	18
7. Research	22
8. Partner	27
9. Practice	33
10. Share	36

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 CUNEF Universidad, including key details and basic institutional data.

Mission

Our Mission

- To provide individuals with solid scientific and cultural knowledge and the appropriate transversal skills to lead the changes and face the challenges of society, as well as the necessary abilities to successfully fulfil their life projects, using a teaching model defined by its rigour, innovation, and excellence.
- To achieve excellence in research as a university and thus advance the frontiers of knowledge and attain international leadership in our areas of expertise (Business & Economics; Mathematics, Computer Science & Digital Business; and Law & Institutions).
- To transfer the results of our research to society, thereby promoting the advancement and dissemination of knowledge and contributing to cultural, economic and social development.

Vision

Our Vision

- A state-of-the-art, specialized University dedicated to public service and internationally recognised as a European higher education institution.
- A University that strives to adapt to the needs of society and thus achieve the objectives established within its commitment to its stakeholders and society as a whole.
- A University that can respond, from Madrid, to the reshaping of the new European financial hubs, while focusing on the challenges that are specific to Madrid, as a financial city, to contribute to its cultural, social, digital, and economic transformation.
- A sustainable University that keeps sustainability at the heart of its mission and strategy and strives for environmental protection, social development, and sustainable economic growth.

Strategy

CUNEF Universidad Strategy

At CUNEF Universidad, our 2021–2027 strategy is focused on consolidating our position as a specialised, internationally recognised university of excellence, with sustainability embedded across our mission, operations and long-term development. Our strategy is guided by three defining principles – specialisation, excellence and internationalisation – which shape both our academic model and our institutional ambition.

We aim to educate highly skilled professionals, advance high-quality research and transfer knowledge to society in ways that contribute to economic, social and technological progress. To do so, we combine academic rigour with innovation, employability, global outlook and a strong commitment to responding to the evolving needs of society.

Our strategic plan is structured around five core lines of action: internationalisation, excellence, specialisation, innovation and sustainability. Through these priorities, we seek to strengthen our academic offer, enhance research performance, expand international partnerships and mobility, promote digital and blended learning, and ensure that environmental protection, social development and sustainable growth remain integral to everything we do.

Overall, our strategy reflects our ambition to grow not only as an academic institution, but also as a university with meaningful impact: preparing future leaders, contributing to knowledge creation and building a responsible, sustainable and forward-looking university community.

Strategy Alignment

Strategy alignment

CUNEF Universidad's strategic priorities are closely aligned with advancing sustainable development, the common good and quality education. Our 2021–2027 Strategy seeks to consolidate CUNEF as a specialised, internationally recognised university of excellence, with sustainability embedded across our mission, academic model, operations and long-term development.

The strategy is guided by three defining principles—**specialisation, excellence and internationalisation**—and is structured around five core lines of action: **internationalisation, excellence, specialisation, innovation and sustainability**. Through these priorities, we aim to provide rigorous, inclusive and future-oriented education; strengthen socially relevant research; promote knowledge transfer; expand international partnerships and mobility; and respond to evolving economic, social, environmental and technological challenges.

Quality education lies at the heart of this strategy. CUNEF combines academic rigour with innovative teaching, employability, interdisciplinary learning and a strong global outlook. Sustainability, ethics and responsible leadership are integrated across undergraduate and postgraduate programmes in business, economics, law, engineering and data science, preparing students not only for professional success but also to contribute responsibly to society.

Our institutional priorities are closely aligned with the **United Nations Sustainable Development Goals (SDGs)**. In particular, we contribute to:

- **SDG 3 – Good Health and Well-being**, through research on mental health in the workplace, organisational well-being and initiatives that promote student and staff well-being.
- **SDG 4 – Quality Education**, by providing inclusive, high-quality education, promoting pedagogical innovation and expanding opportunities for lifelong learning and international mobility.

- **SDG 9 – Industry, Innovation and Infrastructure**, through interdisciplinary education and research in engineering, data science, fintech and technological innovation.
- **SDG 16 – Peace, Justice and Strong Institutions**, by fostering ethical leadership, transparency, good governance and legal education across our academic programmes.

These priorities are reinforced through our participation in international initiatives such as the **Principles for Responsible Management Education (PRME)** and the **United Nations Global Compact**, which support the integration of sustainability, human rights, ethical governance, environmental responsibility and global citizenship throughout our curriculum, research and institutional culture. Beyond the classroom, CUNEF promotes a culture of responsible leadership through volunteering, sustainability initiatives, student engagement and interdisciplinary events such as the **Impact Days**, as well as the work of the **Sustainability Club**, encouraging students to become active contributors to positive social and environmental change.

Overall, our strategy reflects our ambition to grow not only as an institution of academic excellence but also as a university that serves the common good: educating ethical and responsible leaders, generating knowledge with societal relevance and contributing to a more inclusive, innovative and sustainable future.

Institutional History

Institutional history

Institutional History and Path Toward Responsible Management Education (RME)

CUNEF Universidad is a Higher Education institution with over 50 years of academic history, widely recognized for its academic specialization, the excellence of its students, faculty, and researchers, and for the international scope of its programs. Academic activity at CUNEF began in 1973, and in 2019 it was formally recognized as a university. Since its foundation, more than 15,000 professionals have been trained within its classrooms.

CUNEF offers undergraduate and postgraduate programs that respond to today's challenges, shaped by technological advances and an increasingly globalized market. In this context, lifelong learning and continuous education are essential pillars of our academic mission.

Path Toward RME and PRME Involvement

The institution's academic structure—comprising the Faculty of Business, Economics, and Law, the School of Engineering, and the Graduate School of International Business—has played a key role in advancing the university's alignment with Responsible Management Education. These units have been progressively integrating sustainability and global responsibility into their curricula, research, and institutional strategies.

CUNEF Universidad's commitment to RME was initiated within the International Office, where the Dean and several faculty members laid the foundation for incorporating sustainability into the institution's mission and vision.

In August 2020, CUNEF officially became a signatory of the Principles for Responsible Management Education (PRME), a United Nations-supported initiative that promotes seven core principles to guide business and management education toward responsible leadership. PRME also fosters alignment with the Sustainable Development Goals (SDGs) and supports collaboration with the UN Global Compact.

This commitment was further strengthened in early 2025 when CUNEF became an official participant in the **UN Global Compact**, reinforcing its dedication to sustainable development at both institutional and global levels.

Key Milestones and Activities

- **2020:** Joined PRME as a signatory institution.
- **2023–2025:** Selected as a participant in the **PRME Champions Programme**, joining 50 leading institutions committed to integrating SDGs into teaching and research.
- **2023:** Launch of the **Sustainability Club**, involving around 50 students in awareness and impact initiatives.
- **2023 & 2024:** Students selected for the **PRME Global Students** team for two consecutive years.
- **September 2024:** Participation in the **PRME Global Forum** in Berlin.
- **June 2025:** Participation in PRME events at **UN Headquarters in New York**.
- **February 2025:** Organization of **Impact Days**, a university-wide series of events designed to promote sustainability engagement and foster awareness around impactful and responsible business practices, with the idea of turning it into an annual event.

These actions, driven by academic leadership and supported by a committed student body, mark important steps in CUNEF's journey toward embedding RME into its institutional identity.

Graduates & Enrollment

2025 Statistics	Number
Graduates	949
Faculty & Staff at the University	475
Faculty & Staff at the Institution	475
Student Enrollment at the University	4500
Student Enrollment at the Institution	4500

2025 Statistics	Number
Undergraduate Attendance	3587
Masters-Level Postgraduate Attendance	753
Doctoral Student Attendance	0

Degrees Offered

Bachelor Programs

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

Masters Programs

-  Master of Science (M.Sc. or M.S.)
-  Master of Business Administration (M.B.A.)
-  Master of Technology (M.Tech.)

Undergraduate Degree Programmes

-  Bachelor in Business Administration
-  Bachelor in Economics
-  Bachelor in Law
-  Bachelor in Business Engineering
-  Bachelor in International Business and Economics
-  Bachelor in Data Science
-  Bachelor in Philosophy, Politics, and Economics
-  Bachelor in Mathematical Engineering
-  Double Bachelor in Business Administration and Law
-  Bachelor in Computer Science
-  Double Bachelor in Economics and Mathematical Engineering
-  Double Bachelor in Business Administration and Computer Science
-  Double Bachelor in Business Administration and Data Science
-  Double Bachelor in Artificial Intelligence and Data Science

Masters Degree Programmes

-  Master in Management
-  Master in Finance
-  Master in Legal Practice
-  Master in Management (MiM) Specialisation in Fashion and Luxury
-  Master in International Business and Global Management
-  Master in Data Science and Artificial Intelligence
-  Master in Banking Law and Financial Markets and Institutions

Certificates, Professional Development, or Associate Programmes

-  Specialist in Business Analytics programme - Executive education



Purpose

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

Definition of Purpose

Purpose means aligning education, research, and engagement with a broader contribution to society. At CUNEF Universidad, we understand it as preparing rigorous, responsible leaders who can drive economic and social progress while integrating sustainability, ethics, and service to stakeholders into the university's mission and daily practice.

Institutional Engagement

0% - 25% of faculty at CUNEF Universidad 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 CUNEF Universidad, Values means embedding high academic standards, commitment, diversity, equity, transparency, accountability, and sustainability into teaching, research, and institutional life, so that our community develops as ethical professionals and contributes responsibly to society and sustainable growth.

Who Champions Responsible Management Education at Our Institution

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

Student Voices

The following narrative demonstrates how CUNEF Universidad has influenced students' academic journey and personal growth.

CUNEF's involvement in responsible management

Through various initiatives and events, CUNEF has positively and profoundly contributed to my education, professional development, and social responsibility. A clear example of this is my involvement, thanks to CUNEF's participation, in the PGS Ambassador Taskforce Program. This 6-month internship, which is soon to conclude, has allowed me to explore and delve into various current topics involving sustainability, leadership, responsible management, business ethics, and other related areas.

This project has allowed me to develop both professionally and personally, given its deep impact on global economies, emerging countries, and other significant areas that I plan to research and, in the future, help to develop and grow.

CUNEF's involvement with the PRME Commons and its willingness to help students in any way possible have made my student experience quite enriching.

Student Awareness

26% - 50% of students at CUNEF Universidad are aware that we are a PRME Signatory Member.

Student Engagement

0% - 25%

of students at CUNEF Universidad 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

CUNEF Universidad promotes and celebrates its institutional values through initiatives that encourage dialogue, responsible leadership, inclusion and active participation across the university community. One example is **Impact Days**, an annual initiative that brings together students, faculty and external experts to reflect on current social, economic and technological challenges and on the role of business and institutions in generating positive impact. The 2026 edition addressed topics including sustainable leadership, ESG, artificial intelligence, innovation and data governance, creating a space for reflection on the values and responsibilities that should guide future professionals and organisations.

CUNEF also seeks to translate values such as **equity and inclusion into the university experience and campus environment**. The new Campus Almansa has received the **AIS 5-Star Accessibility Certification**, the highest level of the AIS accessibility standard. This recognition reflects measures such as accessible furniture and classrooms, haptic signage, adjustable boards and hearing-loop systems, helping to create an environment in which all members of the university community can participate on equal terms.



Teach

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



How We Define Teach

At CUNEF Universidad, Teach means embedding responsible management, sustainability, ethics and societal impact across the learning experience. We aim to equip students with the knowledge, critical thinking and practical skills to understand complex challenges, make responsible decisions and contribute positively to business and society.

Courses that support RME

CUNEF Universidad reports 1 course in 2025 that support responsible management education and sustainable development goals.

Marketing Management | G16

The Marketing Management course aims to analyze the fundamentals and basic concepts of the commercialization of goods and services, introducing the planning and management of Marketing in all types of organizations. To this end, after the analysis of the purpose and objectives of Marketing in the organizations, the course reviews the delimitation of the reference market, together with other key aspects of Strategic Marketing such as the analysis of the environment, the consumer behaviour, the segmentation process or the role of market research. The last part of the course is dedicated to showing how to put into practice the different Marketing-mix tools that allow configuring an attractive market offer, i.e., product, distribution, price, and communication policies.



Teaching Awards

In 2025, 1 award was given to faculty and educators at CUNEF Universidad.

Recognition for Teaching Innovation

Granter: ASEPUC–CUNEF Universidad

Grantee: M.^a Carmen Tejada, Lecturer in Finance and Accounting

Award Description:

M.^a Carmen Tejada, Lecturer in Finance and Accounting at CUNEF Universidad, received the ASEPUC–CUNEF Universidad Award for Innovation in University Teaching in Accounting and Auditing. The award recognises innovative approaches to teaching that contribute to improving the student learning

experience and strengthening the connection between academic knowledge and professional practice. This recognition reflects CUNEF Universidad's commitment to teaching innovation, continuous improvement and high-quality education, encouraging faculty to develop new methodologies that promote more applied and engaging learning.

Educator Recognition

At CUNEF Universidad, we recognize educators for quality of teaching in the following ways:

- ❖ Faculty promotion and tenure consideration
- ❖ Professional development opportunities
- ❖ Publication or research support

Teaching Voices

The following statement demonstrates ways in which educators at CUNEF Universidad support sustainability and responsible management in their classrooms.

Preparing Responsible Managers through Ethics and Corporate Social Responsibility at CUNEF Universidad

During the 2025–2026 academic year, the compulsory course Ethics and Corporate Social Responsibility at CUNEF Universidad provided final-year Business Administration students with an integrated learning experience in responsible management education. Rather than presenting ethics and sustainability as separate or supplementary areas, the course treats them as transversal dimensions of managerial decision-making.

The course is structured around eight interconnected areas: business ethics and ethical reasoning; the social and ecological crisis; corporate social responsibility; alternative understandings of wealth and value creation; diversity, equity and inclusion; CSR measurement and sustainability communication; corporate governance; and the United Nations 2030 Agenda and Sustainable Development Goals. Human rights and the UN Guiding Principles on Business and Human Rights provide a common ethical foundation throughout the course.

The learning approach combines conceptual foundations with the analysis of contemporary managerial challenges.

A distinctive feature of the course is the integration of research and teaching. Its design is informed by the instructor's research on the Principles for Responsible Management Education, sustainability in higher education and responsible management education. This research-informed approach helps students understand that PRME is not only an institutional commitment, but also an evolving field of academic inquiry, educational practice and international collaboration.

The course operationalises several PRME Principles at classroom level. Purpose and values are embedded in the learning objectives; teaching integrates responsible management concepts into curriculum and pedagogy; research informs course design and classroom discussion; and contribution is advanced by sharing practices and lessons that may support learning across the wider PRME community.

The experience illustrates how responsible management education can be embedded in a compulsory business course through the systematic integration of ethical reasoning, sustainability frameworks, case-based learning and applied assessment. The course will continue to evolve by incorporating emerging global challenges, regulatory developments, academic research and student feedback.

Barriers to Innovative Curriculum

In 2025, CUNEF Universidad identified the following barriers to innovating, updating, or taking risks in existing curriculum:

- ❖ Change fatigue
- ❖ Risk aversion
- ❖ Traditional employer expectations
- ❖ Uncertain return on investment
- ❖ Limited interdisciplinary collaboration
- ❖ History and institutional tradition

Barriers to Innovative Pedagogy

In 2025, CUNEF Universidad identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ History and institutional tradition
- ❖ Institutional culture
- ❖ Risk aversion



Research

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

How We Define Research

At CUNEF Universidad, Research means advancing practical and applied knowledge that contributes to responsible management and addresses real-world challenges. We promote research that connects academic rigour with societal and business needs, generating relevant insights that can inform decision-making, management practice, education and positive societal impact.

Research vs Research for RME/Sustainable Development



Research Funding

In 2025, CUNEF Universidad was awarded funding for research that is:



Regional



International



National

Socializing Research

In 2025, CUNEF Universidad contributed research findings to:

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

Research Awards

In 2025, CUNEF Universidad was awarded 3 research awards for responsibility- and/or sustainability-related research.

Best Banking Paper Award – 33rd AEFIN Finance Forum

Granter: AEFIN Finance Forum

Grantee: Carlo Chiarella, Pedro Cuadros, José María Martín and Ludovico Rossi

Award Description:

CUNEF Universidad professors Carlo Chiarella, Pedro Cuadros, José María Martín and Ludovico Rossi received the Best Banking Paper Award at the 33rd AEFIN Finance Forum. Their research explores the relationship between cybersecurity and banking stability, contributing to the understanding of an increasingly relevant challenge for the financial sector.

 ACEDE 2026 – Best Paper in Financial Economics

Granter: ACEDE

Grantee: CUNEF Universidad

Award Description:

CUNEF Universidad was also recognised at the 2026 ACEDE Conference with the Best Paper in Financial Economics Award. The distinction highlights the quality and relevance of the University's research in finance and contributes to strengthening CUNEF's academic and research profile.

 SEIO–Fundación BBVA Award 2026

Granter: BBVA Fundation

Grantee: Roi Naveiro

Award Description:

Roi Naveiro received the 2026 SEIO–Fundación BBVA Award for his work Adversarial Machine Learning: Bayesian Perspectives. The recognition highlights the contribution of his research in Statistics and Operations Research to the field of Data Science, particularly through the application of Bayesian approaches to adversarial machine learning.

Publications Related to RME and/or Sustainability

Too much of a good thing? Digitalisation breadth, performance and organisational skills

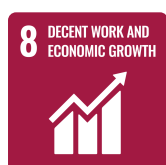
| [DOI](#)

Authors: Ching T. Liao (CUNEF Universidad) | Kremena Slavova (CUNEF Universidad) | Metin Onal Vural (CUNEF Universidad) | Paola Zanella (CUNEF Universidad)

Date of publication: April, 2026

Department: Business Administration

This study investigates the relationship between *digitalisation breadth* –defined as the number of different digital technologies adopted by a firm – and firm performance. Drawing on the knowledge-based view of the firm we propose an inverted U-shaped relationship: while digitalisation can enhance efficiency and effectiveness, excessive breadth may generate escalating costs due to greater knowledge integration efforts and potential disruption to existing processes. Using the lens of absorptive capacity, we further propose that organisational skills moderate this relationship by mitigating the performance drawbacks associated with high levels of digitalisation breadth. Using data from the *Flash Eurobarometer 486 survey*, we find support for our hypotheses. Our findings contribute to the digital transformation literature by theorising and demonstrating a non-linear association between digitalisation breadth and firm performance, identifying organisational skills as a key contingency, and highlighting the importance of examining technology adoption in conjunction with complementary organisational resources.



Towards circular economy through innovation: The role of entrepreneurial orientation and human resource management

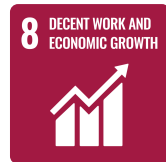
| [DOI](#)

Authors: Adrian Castro-Lopez (University of Oviedo) | Montserrat Entrialgo (University of Oviedo) | Ching T. Liao (CUNEF Universidad) | María Leticia Santos-Vijande (University of Oviedo; CUNEF Universidad)

Date of publication: November, 2024

Department: Business Administration

The circular economy (CE) has become a strategic priority for achieving the UN Sustainable Development Goals, yet established firms remain slower than start-ups in adopting circular practices. The transition from linear to circular business models requires substantial technological and non-technological innovation, making implementation both complex and resource-intensive. This study examines how entrepreneurial orientation (EO) promotes circular product innovation and circular manufacturing through the development of circular human resource management (CHRM). We are the first to conceptualize and measure CHRM and among the first to examine EO in the context of the circular economy. Using seemingly unrelated regressions (SUR), we find that EO fosters circular innovation both directly and indirectly via CHRM. Our results show that CHRM complements technological innovation, strengthening firms' ability to implement circular practices. Adopting a holistic perspective on firm performance, we further demonstrate that CE implementation simultaneously enhances environmental, market, and social performance, with technological turbulence strengthening these relationships. The findings provide new insights into the organizational capabilities that enable successful and sustainable circular economy transformation.



Research Barriers

In 2025, CUNEF Universidad identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Institutional policies and bureaucracy
- ❖ Publishing barriers
- ❖ 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

At CUNEF Universidad, Partner means building strong relationships with industry, academia, government and civil society to advance responsible management. Through close engagement with industry and an international network of academic and institutional partners, we promote knowledge exchange, collaboration and opportunities that connect our community with global challenges.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ AMBA (Association of MBAs)
- ❖ CLADEA (Consejo Latinoamericano de Escuelas de Administración)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Higher Education for Sustainability Initiative (HESI)
- ❖ Local institutions and associations
- ❖ Positive Impact Rating (PIR)
- ❖ Quacquarelli Symonds (QS)
- ❖ Responsible Research in Business & Management (RRBM)
- ❖ United Nations Global Compact non-business signatory
- ❖ University Councils
- ❖ Ministries of Education, Higher Education, or similar national bodies

Student Organization Partnerships

- ❖ PRME Students

Partnerships

The following provides more details on 4 key partnerships at CUNEF Universidad.

CUNEF Universidad's Collaboration with the Spanish Bank Association Fund (AEB)

The long-standing partnership between **CUNEF Universidad** and the **Asociación Española de Banca (AEB)** exemplifies the university's commitment to building bridges between academia and the financial sector to foster responsible leadership, ethical decision-making, and sustainability-driven innovation.

Strategic Alignment and Institutional Support

AEB has played a foundational role in **supporting CUNEF's institutional evolution**, from its origins as a training center for banking professionals to its current status as a specialized private university. The relationship is grounded in shared values around **professional excellence, regulatory rigor**, and the need for **finance to serve the broader interests of society**.

- AEB contributes to strategic guidance and long-term visioning by participating in advisory roles, contributing to debates on the **future of financial education**, and advocating for **responsible banking practices**.

Joint Education and Training Initiatives

- AEB supports the **continuous improvement of CUNEF's academic programs**, particularly in the areas of **finance, banking law, regulation, and governance**.
- Through co-organized **seminars and guest lectures**, AEB professionals bring current issues in **regulatory compliance, anti-money laundering (AML)**, and **sustainable finance** directly into the classroom.
- CUNEF's students benefit from **case-based learning and insights** drawn from real-world practices in the Spanish and European banking sectors.

Research and Knowledge Dissemination

- The collaboration supports applied research on topics such as **digital transformation in banking, financial literacy**, and **ethical challenges in the financial sector**.
- CUNEF hosts and participates in **forums and roundtables** in partnership with AEB that explore emerging trends, including **green finance, AI in banking**, and **financial inclusion**.

Employability and Talent Pipeline

- AEB and its member banks are consistent recruiters of CUNEF graduates, recognizing the university as a **hub of specialized talent** in finance, law, and economics.
- The collaboration facilitates **internships, mentoring, and project-based learning**, enhancing students' understanding of industry demands while reinforcing academic knowledge.

Responsible Finance and ESG Integration

- In alignment with the **UN Principles for Responsible Banking**, AEB and CUNEF jointly promote dialogue on how financial institutions can support the **SDGs** through **impact investment, risk management**, and **transparency**.
- CUNEF's academic offerings increasingly integrate **ESG criteria** in response to insights and feedback from AEB and its affiliates.

The collaboration between CUNEF Universidad and AEB exemplifies how strategic partnerships can amplify impact—bridging education and industry, theory and practice, and aligning financial education with the ethical, environmental, and social challenges of our time.

PIR

Participación en el Positive Impact Rating. CUNEF Universidad ha participado durante **tres años consecutivos** en el PIR, una evaluación internacional impulsada por estudiantes y profesorado que analiza la contribución de las escuelas de negocio a la sostenibilidad y al impacto positivo en la sociedad. En la edición de 2026, CUNEF ha mantenido el **Level 4 – Transforming**, reflejando la continuidad de su compromiso con la educación responsable, la sostenibilidad y la mejora de su impacto institucional. El nivel 4 corresponde a instituciones que están transformando activamente su modelo y reforzando su contribución positiva.

London School of Economics (LSE) Global Programmes / University of London

Alianza estratégica con LSE Global Programmes. CUNEF se convirtió en el primer y único *Recognised Teaching Centre* de España para impartir el **Bachelor in International Relations** de la University of London, con dirección académica de la London School of Economics (LSE), ampliando las oportunidades de formación internacional mediante una colaboración académica de prestigio.

Foretica

Colaboración en los Impact Days 2026. CUNEF Universidad contó con la participación de **Forética**, organización de referencia en España en sostenibilidad y responsabilidad social empresarial, en la segunda edición de los *Impact Days*. Forética trabaja para integrar los aspectos ambientales, sociales y de buen gobierno –ESG– en la estrategia y gestión de empresas y organizaciones y reúne a más de 200 entidades asociadas. Su participación permitió acercar a la comunidad universitaria las principales tendencias, retos y oportunidades de la agenda ESG desde una perspectiva empresarial. Esta colaboración fortalece la conexión de CUNEF con el ecosistema español de sostenibilidad, facilita el intercambio de conocimiento entre universidad y empresa y contribuye a incorporar experiencias reales de gestión responsable en la formación del alumnado. La actividad se enmarca en los *Impact Days*, unas jornadas dedicadas al papel transformador de las empresas y las instituciones en la economía y la sociedad.

Continue telling your story

CUNEF Partnerships: Industry, ONGs, HEIs

1. Partnerships with Higher Education Institutions

CUNEF Universidad considers international academic partnerships a cornerstone of its commitment to responsible management education and global engagement. Throughout the 2025–2026 academic year, the University continued to strengthen its network of international partners, promoting student

mobility, academic collaboration and institutional dialogue. More than 380 outgoing students and 430 incoming students participated in Erasmus+ and bilateral exchange programmes, while new agreements expanded opportunities across Europe, North America, Latin America and Asia. Beyond student mobility, CUNEF actively engaged with partner universities through institutional visits, participation in international conferences and the exploration of new collaborative initiatives. During the year, representatives from institutions such as Columbia University, UC Berkeley, Babson College, the University of Westminster, San Diego State University and the London School of Economics visited CUNEF, while the University also carried out strategic visits to partners including the University of Pennsylvania, NYU, Tecnológico de Monterrey, ITAM and leading universities across Latin America. These partnerships contribute to academic quality, internationalisation and the exchange of good practices, while creating opportunities for joint programmes, student exchanges and long-term institutional collaboration.

2. Partnerships with Industry

Collaboration with industry plays a central role in CUNEF Universidad's educational model. Through its Careers Department, the University maintains close relationships with employers across the financial, legal, consulting, technology, energy and industrial sectors, ensuring that academic programmes remain aligned with labour market needs and that students gain practical experience before graduation. During the 2025–2026 academic year, more than 3,000 internship opportunities and almost 300 graduate job offers were managed through the Career Centre, while over 150 national and international organisations participated in the University's Employment Forum.

The University also held regular meetings with companies throughout the year to identify emerging skills, strengthen long-term partnerships and develop new opportunities for students. Organisations such as PwC, Deloitte, BBVA, Banco Santander, Accenture, EY, Deutsche Bank, L'Oréal, NTT DATA, Goldman Sachs, Cabify, PepsiCo and many others collaborated with CUNEF through internships, recruitment, mentoring, networking activities and professional events. This continuous dialogue enables CUNEF to integrate employer perspectives into students' learning experience while supporting responsible, practice-oriented education.

3. Partnerships with International Organisations and Civil Society

CUNEF Universidad also collaborates with international organisations and non-profit institutions to broaden students' understanding of global challenges and responsible leadership. During the 2025–2026 academic year, the University partnered with UNITAR (United Nations Institute for Training and Research) to deliver the "UNITAR–CUNEF Coaching Sessions to Build an International Career". Led by a former United Nations professional, the programme provided students with practical guidance on careers in international organisations, including workshops on recruitment processes, CV preparation and leadership competencies for multilateral institutions. Participants received official UNITAR certificates upon completion of the programme.

In addition, CUNEF actively participates in international networks and organisations such as EFMD, AACSB, NAFSA, EAIE, CLADEA and LEO-NET, strengthening collaboration across the higher education sector and contributing to the exchange of knowledge and good practices in internationalisation,

mobility and responsible management education. These partnerships help foster innovation, intercultural dialogue and continuous institutional improvement while expanding opportunities for students, faculty and professional staff.



Practice

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

How We Define Practice

At CUNEF Universidad, Practice means embedding responsible management principles into our governance, decision-making and daily operations. We seek to lead by example through ethical and transparent governance, sustainable campus operations, inclusive practices, stakeholder engagement and the continuous monitoring and improvement of our social and environmental impact.

Institutional Policies and Practices

- ❖ Campus operations guides
- ❖ Buildings/real estate
- ❖ Carbon reduction or offset commitments
- ❖ Environmental stewardship policies
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Greenhouse gas emissions
- ❖ Open-access guides
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Water
- ❖ Sustainable Procurement Policy
- ❖ Environmental Policy
- ❖ Good Environmental Practices
- ❖ Zero-waste guides

Policy Documents Related to RME and/or Sustainability

CUNEF_Política Sostenibilidad CUNEF format (005) [View document](#)  [Download document](#) 

Politica Ambiental_ESP [View document](#)  [Download document](#) 

Code of Conduct [View document](#)  [Download document](#) 

POLÍTICA DE COMPRAS SOSTENIBLES_CUNEF
UNIVERSIDAD [View document](#)  [Download document](#) 

GuiaBuenasPracticas_CUNEF Universidad_es

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Practice Voices

The following statement from stakeholders at CUNEF Universidad demonstrates our commitment to sustainable and responsible practices.

Sustainability and Responsibility in Action at CUNEF Universidad

Sustainability and Responsibility in Action at CUNEF Universidad

During the 2025–2026 academic year, one of the most significant milestones from an infrastructure perspective has been the consolidation and official inauguration of CUNEF Universidad's new Almansa Campus. Conceived as a modern, accessible and sustainable learning environment, the campus brings together high-quality academic facilities, flexible spaces and advanced technological equipment to support the University's educational model.

The new campus has allowed us to continue improving the experience of students, faculty and staff through more comfortable, efficient and inclusive spaces. From an environmental perspective, the design and management of the facilities have focused on reducing energy consumption, improving operational efficiency and promoting more responsible use of resources. This includes the use of energy-saving systems, the maintenance of green areas with native plant species requiring low irrigation, and the availability of electric vehicle charging points, reinforcing more sustainable mobility habits within the university community.

This year has also been especially relevant in terms of recognition and external validation. The Almansa Campus received the AIS 5-star accessibility certification, the highest possible rating, becoming the first private university campus internationally to achieve this distinction. This recognition reflects the work carried out to ensure that the campus is accessible, functional and welcoming for all users.

In addition, CUNEF Universidad has continued to strengthen its commitment to health, wellbeing and sustainability through its participation in the Spanish Network of Healthy Universities and through initiatives that promote healthier and more sustainable campus life. The University has also obtained the MetaRed S Commitment Seal in 2026, recognising its progress in sustainability and ESG criteria.

Looking ahead, the Infrastructure area will continue working to improve the environmental performance of our facilities, support the University's decarbonisation pathway and contribute to the broader objective of reducing carbon emissions progressively across campus operations.



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 CUNEF Universidad, Share means openly communicating our progress, achievements and challenges in responsible management. By sharing experiences, good practices and lessons learned with our community and external partners, we promote transparency, collective learning and continuous improvement, while contributing to the wider PRME community.

Engagement Opportunities

CUNEF Universidad 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)
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Student and staff volunteer programs

Communication Audiences

CUNEF Universidad communicates its policies and progress on sustainable development and responsibility with:

- ❖ Alumni and donors
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Faculty and staff
- ❖ Non-governmental organizations (NGOs)
- ❖ Prospective and current students
- ❖ Accreditation bodies
- ❖ Media and public relations channels
- ❖ Research and academic networks

Communication Barriers

CUNEF Universidad faces the following barriers in transparent communications:



**Audience
reach**



**Engagement
gaps**

Continue telling your story

Continue sharing

Sharing our sustainability and impact journey

During the 2025–2026 academic year, CUNEF Universidad has strengthened the way it communicates and shares its sustainability and societal impact commitments, initiatives and progress with both its university community and external stakeholders.

A key development has been the expansion and enhancement of the Sustainability section of CUNEF's website, which now provides a more comprehensive overview of the University's approach to sustainability and impact. The website brings together information on responsible campus operations, social impact and wellbeing, responsible education and research, partnerships, policies, and transparency and reporting. By making this information more visible and accessible, CUNEF aims not only to communicate its activities, but also to promote greater awareness and engagement across its community.

This work is carried out in close collaboration with the Communications Department, which helps integrate sustainability and social impact into CUNEF's broader institutional communications.

Initiatives, partnerships, volunteering opportunities, recognitions and relevant events are shared through the University's website, internal communication channels and social media, helping students, faculty, staff and external stakeholders learn about and engage with CUNEF's impact activities.

CUNEF also uses its participation in networks and reporting initiatives such as PRME as an opportunity to share practices, learn from other institutions and contribute to the wider conversation around responsible management education. In this way, communication and transparency are becoming an increasingly important part of how CUNEF seeks to amplify the impact of its sustainability initiatives and share its progress with the broader academic and professional community.

[Sostenibilidad en CUNEF Universidad](#)

SIGNATORY

CUNEF Universidad



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