

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

University of Bristol Business
School

September 2026

Table of Contents

1. About PRME	3
2. About SDGs	5
3. Getting Started	6
4. Purpose	9
5. Values	11
6. Research	14
7. Partner	18
8. Practice	20
9. Share	22

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 University of Bristol Business School, including key details and basic institutional data.

Mission

Creating knowledge at the intersection of business, technology, and society and developing leaders who think critically, act boldly, and lead with purpose.

Vision

Grounded in disciplinary excellence, our vision is to be a world-leading creator of interdisciplinary research and education that addresses complex global challenges through the integration of business, technology, environmental and social science, industry, community and policy. We address grand challenges through disciplinary strength and interdisciplinarity, collaborating with a diverse range of external stakeholders and communicating through public dissemination, academic papers and books, engagement and practice, and policy and enterprise.

We deliver research-led teaching that focuses on theory and practice to create the next generation of business and societal leaders. The University of Bristol Business School creates world leading knowledge with impact in business management, accounting and finance, situating this in a changing and challenging world. These challenges include climate breakdown, shifting geopolitical tensions and technological change. One area of expertise and strategic development is critically exploring the complex interactions of society and technology.

We think of this in the context of the deep ecological and social challenges and inequalities facing business and society and the future of our planet.

Graduates & Enrollment

2025 Statistics	Number
Graduates	2103
Faculty & Staff at the University	9055
Student Enrollment at the University	37600
Student Enrollment at the Institution	3965

2025 Statistics	Number
Undergraduate Attendance	2105
Masters-Level Postgraduate Attendance	1724
Doctoral Student Attendance	136

Degrees Offered

Bachelor Programs

 Bachelor of Science (B.Sc. or B.S.)

Masters Programs

 Master of Science (M.Sc. or M.S.)

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



University of Bristol Business School
Sloane Robinson Building |
Cattle Market Road |
Bristol |
BS1 6AZ
+44 117 37 46654

Commitment to PRME and the Seven Principals

2026

I'm pleased to confirm that the University of Bristol Business School reaffirms its support for the Seven Principles for Responsible Management Education: Purpose, Values, Teach, Research, Partner, Practice and Share.

This report is our annual Sharing Information on Progress (SIP) submission. In it, we set out how we're putting these principles into practice - in our strategy, our culture, our teaching and research, and our day-to-day operations - and how that work connects to the UN Sustainable Development Goals.

The problems our students will manage, whether that be AI, climate change, or shifting geopolitics, do not respect the lines between academic disciplines or organisations, and business schools shouldn't either. PRME matters to us because it doesn't let us just say that. It holds us accountable for it, every year, in reports like this one.

We also believe our own practices as an institution should reflect the values we ask of our students. If we expect responsible leadership from our graduates, we owe them the same standard ourselves.

We'd encourage other academic institutions to sign up to these Principles too.

Sincerely yours,

A handwritten signature in cursive script that reads 'Brian Squire'.

Professor Brian Squire
Dean of Business School & Professor of Management
University of Bristol Business School



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

Student Voices

The following narrative demonstrates how University of Bristol Business School has influenced students' academic journey and personal growth.

Hearing from our Student Sustainability Advocate

During my time at the University of Bristol Business School, my understanding of sustainability developed significantly, both through my academic studies and my experiences beyond the classroom. The management modules introduced me to how ESG principles are applied in business, and through case studies I explored how managing environmental and social risks can improve long-term resilience and value creation. With the support of my supervisor, I developed these ideas further in my research, *Beyond Stakeholder Theory: The 3M PFAS Crisis Reveals Institutional Flaws in High-Risk Environments*. Studying the 3M PFAS crisis showed me that sustainability is not simply an ethical responsibility—it is fundamental to long-term business resilience.

Beyond the classroom, serving as a Sustainability Advocate gave me the opportunity to contribute to initiatives such as Green Week, the Purpose Forum and the national EAUC conference. These experiences broadened my perspective and helped me see sustainability from a systems perspective. In particular, I came to realise that meaningful change is not just about encouraging sustainable behaviour, but about designing systems that make sustainable choices the natural and easy option. Together, my academic learning and practical experience at Bristol changed the way I think about sustainability.

Xinyue Li,
Student on MSc Economics, Finance and Management

Student Awareness

0% - 25% of students at University of Bristol Business School are aware that we are a PRME Signatory Member.

Student Engagement

0% - 25% of students at University of Bristol Business School actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.



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

108	Peer-reviewed articles were published by University of Bristol Business School from this past calendar year.	vs	26	Peer-reviewed articles were published by University of Bristol Business School from this past calendar year in support of RME.
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Research Funding

In 2025, University of Bristol Business School was awarded funding for research that is:



Local



National



International



Institution
Specific

Socializing Research

In 2025, University of Bristol Business School contributed research findings to:

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

Research Projects

In 2025, University of Bristol Business School reported 1 research project that implemented responsible or sustainable activities.

Fostering Inclusive Action Sport

Period Covering: March, 2023 - October, 2026

Department: Marketing

Project FIAS – **Fostering Inclusive Action Sports** – is a research-led knowledge exchange and social impact programme focused on tackling **gender inequality in action sports**, originally developed through work in mountain biking. Rather than treating women's lower participation as a problem of individual confidence, motivation or skills, FIAS uses **practice theory** to examine the wider systems of practices, cultures, infrastructures, leadership, media and organisational routines that make action sports more or less inclusive.

The central argument is that gender inequality is **reproduced through the action-sport practice ecosystem**. In mountain biking, for example, men have historically been more visible as riders, leaders, coaches, athletes, trail builders, product designers, media producers, retail staff and advertising models. These interconnected practices shape who appears to belong, whose expertise is recognised and what a “normal” participant looks like. FIAS therefore asks organisations to change the **conditions of participation**, rather than simply encouraging women to adapt to existing cultures.

The project has produced a number of knowledge transfer tools, in collaboration with public sector and policy partners. For example, the **FIAS Framework** translates the research evidence into a practical process for organisations to develop a strategy that drives inclusive cultural transformation. It helps organisations to understand their action-sport practice ecosystem, identify where exclusion is being reproduced, develop an ambitious but feasible action plan, and create an evaluation framework to track change over time. The framework is supported by a strategy development guide. Other knowledge transfer tools include a set of off road cycling inclusive events guidelines, a toolkit for developing inclusive communities for women, and a toolkit for driving inclusive marketing and media in the cycling industry.

FIAS has moved from research into implementation and Fiona Spotswood has worked with policy and public sector organisations, NGOs and communities across Europe to implement the FIAS tools. For example, **FIAS Cymru**, focused on Beicio Cymru (Welsh Cycling), involved workshops, webinars, leadership development and communications activity across Welsh mountain biking. Reported changes included greater confidence and legitimacy among women leaders, new groups and activities, changes to media content and increased visibility of women within the sport. Work with **Forestry England in the Forest of Dean** included a women+ takeover event, ride-leader and coaching development, community workshops, ongoing women+-only rides, changes to marketing and the implementation of the **Inclusive Event Guidelines** by the local permissions team. These have been adopted by the national permissions process in Forestry England. The community toolkit has been used to set up new communities serving women of colour, Swedish women and national UK groups of women mountain bikers.





Partner

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

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ Quacquarelli Symonds (QS)
- ❖ Ministries of Education, Higher Education, or similar national bodies
- ❖ Times Higher Education (THE)
- ❖ World Universities Network
- ❖ Local institutions and associations

Student Organization Partnerships

- ❖ The Economics, Finance and Management Society
- ❖ National Union Of Students
- ❖ Bristol Students Union
- ❖ Bristol Trading Society
- ❖ Banking and Investment Society
- ❖ Women in Finance Society
- ❖ Bristol Sustainable Finance Society
- ❖ Bristol Consulting Society



Practice

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

Institutional Policies and Practices

- ❖ Campus operations guides
- ❖ Buildings/real estate
- ❖ Climate action plan
- ❖ Curriculum guidelines
- ❖ Equity reporting (DEI, EDI, etc.)
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Responsible procurement policies

Policy Documents Related to RME and/or Sustainability

University-of-Bristol-Climate-Action-Plan 2026

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.

Engagement Opportunities

University of Bristol Business School 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
- ❖ 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
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

University of Bristol Business School communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Alumni and donors
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Chamber of commerce and local communities
- ❖ Faculty and staff
- ❖ Government and policy makers
- ❖ Media and public relations channels
- ❖ Non-governmental organizations (NGOs)
- ❖ Prospective and current students
- ❖ Research and academic networks

Communication Barriers

University of Bristol Business School faces the following barriers in transparent communications:



**Bureaucratic
delays**



**Engagement
gaps**



**Ownership
issues**

SIGNATORY

University of Bristol Business School



Address

University of Bristol Business School, Howard House, Queens Avenue
United Kingdom