PRME

an initiative of the
United Nations Global Compact

2025 Sharing Information on Progress (SIP) Report

OBS Business School

November 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 OBS Business School, including key details and basic institutional data.

Mission

OBS is a Business School that is opened to the world and it is linked to employability to contribute in the progress of companies and professionals that can foster a better society and business competitiveness

Vision

OBS wants to be a Business School that is connected to companies and employees globally and (also) communicate the most innovative knowledge that can be useful in a successful professional.

Strategy Alignment

Strategy Alignment

PRINCIPLE 1. PURPOSE

OBS will train students and develop their skills to be future generators of sustainable value for business and society, working for an inclusive and sustainable global economy.

PRINCIPLE 2. VALUES

OBS will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

PRINCIPLE 3. TEACH

OBS will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

PRINCIPLE 4. RESEARCH

OBS will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

PRINCIPLE 5. PARTNER

OBS will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

PRINCIPLE 6. PRACTICE

OBS will integrate sustainability, ethics, and accountability into our governance, daily operations, and institutional culture, ensuring that they reflect our commitment to social and environmental responsibility.

PRINCIPLE 7. SHARE

OBS will facilitate and support dialog and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

Graduates & Enrollment

2024 Statistics	Number
Graduates	2904

Degrees Offered

Masters Programs

Master of Business Administration (M.B.A.)   Master of Technology (M.Tech.)

Purpose

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

✏️ Definition of Purpose

At OBS Business School, our purpose is to inspire and empower future leaders to drive meaningful change. We develop professionals who combine innovation, integrity, and a commitment to sustainability — creating value that uplifts organizations, society, and the planet alike.

Institutional Engagement

26% - 50%

of faculty at OBS Business School 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 OBS Business School, we embed the values of social responsibility, integrity, and sustainability into all our programs and institutional practices. Inspired by the United Nations Global Compact, we cultivate a learning environment where ethical leadership, inclusivity, and respect guide every decision — preparing our students to lead responsibly in a global context.

Who Champions Responsible Management Education at Our Institution

- ❖ Centralized sustainability office
- ❖ Interdisciplinary efforts across business school

Student Awareness

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

Student Engagement

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

Teach

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

✏️ How We Define Teach

OBS fosters a transformative learning experience built on innovation, collaboration, and responsibility. Our educational methods are designed to equip students with the knowledge, values, and leadership skills needed to generate positive change in organizations and society.

💡 Fostering Innovation

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

💡 Experiential Learning

A lot
Our institution supports experiential learning significantly through teaching and learning.

💡 Learning Mindset

A lot
Our institution supports a lifelong learning mindset significantly through teaching and learning.

💡 Method of Teaching and Learning

Virtually
Online learning through digital platforms and remote instruction.

Research

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

✏️ How We Define Research

At OBS Business School, research fuels our commitment to responsible management. We generate knowledge that explores how businesses can create lasting social, environmental, and economic value. By combining academic rigor with innovation and global collaboration, we seek to inspire action and shape a more sustainable future for business and society.

Research vs Research for RME/Sustainable Development

0 Peer-reviewed articles were published by OBS Business School from this past calendar year.

vs

0 Peer-reviewed articles were published by OBS Business School from this past calendar year in support of RME.

Research Funding

In 2024, OBS Business School was awarded funding for research that is:

No funding

Socializing Research

In 2024, OBS Business School contributed research findings to:

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

Publications Related to RME and/or Sustainability

Informe OBS: El sector energético en España, retos en un futuro inestable 2024 | [DOI](#)

Authors: Victor Ruiz Ezpeleta

Date of publication: January, 2024

Department: Economics | Management

The report analyses the increase in energy production in Spain during 2023 from renewable sources. Solar and wind power have become the most consolidated forms of renewable energy, concentrating the majority of investments and projects. For example, in 2023, they accounted for 50% of total electricity generation — a 14.3% rise compared to 2022 — and reached a record share of 73.3% in November 2023. Their capacity is expected to triple or even quadruple over the coming decades, exceeding 60% of the total energy contribution.

Moreover, the report highlights that green hydrogen is emerging as a promising energy source and is expected to play a key role in the transition towards a sustainable energy system. In this sense, the European Union (EU) is investing heavily in technological research to address material shortages and move closer to fully clean energy production, with nuclear fusion remaining a long-term ambition.

In parallel, offshore wind power is set to expand significantly across the EU, increasing from 12 GW in 2023 to 60 GW by 2030, while nuclear energy continues to hold strategic importance in Spain, supplying around 20% of the country's electricity.

Nevertheless, the report notes that energy storage remains the sector's principal challenge.

Informe OBS: Presente y Futuro del Emprendimiento

Authors: Ralph Michel Michaud

Date of publication: January, 2024

Department: Entrepreneurship

The report examines the emerging challenges and opportunities within the current entrepreneurial landscape, including the rise of new technologies and the growing relevance of ethical and sustainable business practices, while also delving into the lived reality of entrepreneurs. In this

context, it provides a broad analysis of the various dimensions of entrepreneurship at the global level, highlighting that the five best countries for entrepreneurial activity are the United Arab Emirates, Saudi Arabia, Taiwan, India, and the Netherlands. When addressing the case of Spain, the author underscores three major obstacles faced by entrepreneurs: access to financing, infrastructure limitations, and bureaucratic barriers.

Another key aspect emphasised in the report is that 2023 marked a pivotal year for the consolidation of generative Artificial Intelligence (AI) within the startup ecosystem, positioning technology as one of the most influential and transformative factors shaping entrepreneurial dynamics. This technological evolution is further intertwined with social and business dimensions.

An illustrative example of this trend is the rise of ClimateTech startups, which led global fundraising in 2023—driven in part by Blackstone's Green Private Credit Fund III—while investment in infrastructure declined sharply, falling from 40% to just 16.3% of total funds raised. Meanwhile, FinTech continues to play a central role within the startup ecosystem, representing 21% of all unicorn companies in 2023, despite the reduction in funding observed during 2022.

No SDGs included

Informe OBS: La brecha de género en la era de la Inteligencia Artificial

Authors: Marta Grañó Calvete

Date of publication: February, 2024

Department: Human Resource Management | Artificial Intelligence

This report presents a qualitative and quantitative analysis of the gender gap in the labour market, with particular focus on the technology and innovation sectors. It is no coincidence that, as technology and Artificial Intelligence (AI) continue to advance, achieving gender balance in their development and application becomes essential to avoid bias and to ensure that AI systems are fair and effective for everyone. A pronounced gender gap in this field can lead to the creation of AI systems that perpetuate gender stereotypes and discrimination, affecting everything from recruitment decisions to medical diagnoses and consumer preferences.

The author highlights that, although the Global Gender Gap Index (GGGI) compiled by the World Economic Forum closed 2023 at 68.4%, progress remains slow, and it is estimated that it will take 131 years to reach global parity. When analysing regional data, Latin America and the Caribbean emerge

as the regions that would require the fewest years to achieve parity if the current pace continues (53 years), while Europe would need 67 years, and East Asia and the Pacific would require as many as 189 years.

A more detailed analysis shows that the countries closest to achieving overall parity are Iceland, Norway and Finland, with Spain ranking 18th, just behind New Zealand. The report points out that one of the reasons the gender gap persists, despite progress made, is the overrepresentation of women in low-paid sectors.

The report proposes three key areas of action: promoting inclusive education from an early age to encourage more girls to pursue STEM fields; implementing awareness and outreach campaigns to highlight women's achievements and contributions in AI; and establishing mentoring programmes that connect young women with successful professionals in this domain.

Informe OBS: La inteligencia del talento

Authors: Lorenzo Muriel Redondo

Date of publication: February, 2024

Department: Entrepreneurship

The report identifies two principal levers for addressing current labour-market challenges: training and coaching. In terms of training, emerging professional profiles require higher levels of specialisation, continuous adaptation to technological, cultural and environmental change, and reskilling in response to occupational obsolescence. Coaching, meanwhile, should not be restricted to senior leadership; rather, it must be incorporated into broader managerial practice so as to strengthen supportive and developmental interactions with employees.

In parallel, the report underscores the need to attract international talent, increase investment in higher education, and mitigate the ongoing phenomenon of brain drain. It further advocates improved coordination between educational systems and labour-market needs, linking wage growth more coherently with productivity, and reinforcing the relationship between public administration and the business sector. Greater integration of technological innovation within organisations is also deemed essential.

Finally, it highlights how the green economy represents a significant area for future employment expansion. Sectors related to renewable energy, energy efficiency and the development of electrified infrastructure are projected to become key drivers of job creation and, consequently, demand for skilled labour.

Informe OBS: 10 claves de futuro en el sector aéreo comercial

Authors: Eduardo Irastorza

Date of publication: May, 2024

Department: Economics

The report examines the aviation sector from a broad perspective, identifying the forces that are reshaping its foundations. Although the industry returned to profitability in 2023 after the pandemic, pre-2020 traffic levels have not yet been recovered. Current geopolitical, economic and energy tensions have reduced airspace accessibility and safety, particularly over Ukraine, the Middle East and the South China Sea. As a result, airlines must fly longer routes, incur higher fuel and insurance costs, and face reduced passenger and cargo volumes.

International operations remain highly vulnerable, while airlines with strong domestic markets are better positioned to withstand economic shocks. This dynamic is driving consolidation in Europe and enabling rapid expansion of carriers from emerging powers such as Turkey and China. The traditional dominance of Western airlines is increasingly challenged by Asian and Middle Eastern competitors.

Environmental pressure constitutes another major challenge. Fleet renewal is necessary but slowed by global instability, and measures such as limiting short-haul flights risk significant economic effects. Punctuality has become a key competitive factor, especially among Asian and South American airlines.

Consumers now alternate between premium and low-cost services, encouraging groups to diversify brands. Success will depend on strategic alliances, advanced customer management using big data, strong frontline interaction, and skilled human resources both in the air and on the ground, including digital engagement through social media.

El hidrógeno verde a la espera de los cupos que marque la UE

Authors: Marcos Rupérez Cerqueda

Date of publication: August, 2024

Department: Business Administration | Economics

The report analyses the hydrogen sector and its constrained competitiveness across the very industries it seeks to decarbonise. In this sense, green hydrogen remains characterised by high uncertainty and long-term expectations. Industrial deployment has outpaced technological readiness: mass production is still unprofitable, electrolysers remain insufficient in number, and market conditions do not favour parity with fossil fuels, which continue to be comparatively cheap. As a result, only public support can currently make hydrogen projects viable; however, subsidies are inadequately allocated and insufficient in scale.

Looking ahead, the European Union (EU) is expected to shift from incentives to obligations, introducing quotas for synthetic fuels in aviation, hydrogen-derived fuels in maritime transport and green hydrogen in industrial processes. This would create a separate market in which hydrogen no longer competes directly with fossil fuels. Nonetheless, only projects with robust strategies and strong alignment with EU priorities are likely to endure.

The report highlights key cost challenges: European and US electrolyser prices are rising, while China offers significantly cheaper alternatives, eroding resistance to their adoption. Moreover, EU certification rules will drive variability in renewable electricity prices, requiring optimal balancing of operational hours and energy costs. Ultimately, the accelerated transition to unoptimised technologies will translate into higher consumer prices or increased taxation.

IV Informe OBS: Movilidad Eléctrica. Situación actual, objetivos y retos a abordar

Authors: May López

Date of publication: September, 2024

Department: Economics | Business Administration | e-Movility

The report evaluates whether Spain is on track to meet its national targets for electric vehicles (540,000 plug-in vehicles by 2025 and 5.5 million by 2030) and its contribution to EU-wide objectives for zero-emission mobility. Although registrations of fully electric cars in Europe grew only modestly in the first half of 2024, Spain is close to achieving the 2025 interim goal. However, this progress represents less than 10% of what will be required by 2030, and adoption remains very uneven across regions. Public perception has also deteriorated significantly, mainly due to price, limited charging infrastructure and range concerns.

In this vein, the author identifies three major barriers. First, purchase prices remain higher than for combustion vehicles, meaning uptake is strongly dependent on subsidies and incentives. Various Spanish and EU initiatives are helping, but administrative delays and insufficient support for SMEs persist. Second, charging infrastructure, although growing, is still deficient in rural areas and for heavy transport, and installation processes are excessively slow. Third, despite improvements in battery performance, market preference for large SUVs increases costs, energy demand and consumption of critical raw materials.

To meet EU objectives, the report stresses the need for stronger financial support, simpler procedures, improved public information, and transparent, interoperable charging networks, enabling more informed and confident consumer adoption.

Informe OBS: Smart Cities

Authors: Victor Ruiz Ezpeleta

Date of publication: October, 2024

Department: Economics | Management | Urban development

The report analyses the central role of cities in achieving climate neutrality by 2050, in line with the European Green Deal. Despite covering only 4% of EU territory, cities concentrate most of the population, global energy consumption and CO_2 emissions. In Spain, where 69% of citizens already live in urban areas, this share is expected to rise considerably by mid-century.

Smart cities leverage Internet of Things technologies and AI-driven analytics to enhance efficiency, sustainability and public services, particularly in transport, energy management and infrastructure maintenance. However, the exponential growth of connected devices poses major challenges relating to data management and network capacity. The expansion of 5G and the adoption of edge computing aim to mitigate these constraints.

Key risks include potential privacy violations, cybersecurity threats, limited data-sharing practices and the risk of over-automation eroding human-centred services. Robust governance, regulatory frameworks and citizen trust will be essential.

In smart mobility, measures such as congestion pricing, demand-based parking, shared micromobility and autonomous vehicles are transforming urban transport. Water and energy management also remain critical, with retrofitting of buildings being a major EU priority. Leading examples include London's advanced open-data and mobility systems and the innovative urban strategies of Barcelona and Madrid, which reinforce their position at the forefront of smart city initiatives.

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 OBS Business School, collaboration drives impact. We partner with businesses, institutions, and organisations worldwide to exchange knowledge, explore innovative solutions, and promote responsible management. Through these alliances, we bridge the gap between academia and practice, advancing our shared mission of building a more ethical, inclusive, and sustainable global economy.

Institutional Partnerships

- ❖ EFMD (European Foundation for Management Development)
- ❖ CLADEA (Consejo Latinoamericano de Escuelas de Administración)
- ❖ EQUAA (Education Quality Accreditation Agency)

Student Organization Partnerships

- ❖ None

Practice

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

✏️ How We Define Practice

At OBS Business School, we practice what we teach. Sustainability, ethics, and accountability guide our decisions, operations, and community culture. By embedding these principles into everything we do, we strive to lead by example, demonstrating that responsible management begins within our own institution.

Institutional Policies and Practices

- ❖ Curriculum guidelines
- ❖ No reports to date, but we are in process
- ❖ Sustainability strategy or strategic plan (school or university level)

Policy Documents Related to RME and/or Sustainability

Sustainability and CSR   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

At OBS Business School, we champion dialogue as a catalyst for change. We bring together educators, business leaders, and civil society to exchange ideas, share knowledge, and collaborate on solutions to global challenges. Through these conversations, we strengthen our collective commitment to ethical leadership, social responsibility, and sustainable development.

Engagement Opportunities

OBS 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:

- ❖ We are currently working to offer engagement opportunities
- ❖ Public events and panel discussions

Communication Audiences

OBS Business School communicates its policies and progress on sustainable development and responsibility with:

- ❖ Faculty and staff
- ❖ Media and public relations channels
- ❖ Research and academic networks

Communication Barriers

OBS Business School faces the following barriers in transparent communications:

Data privacy regulations

OBS Business School

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