

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

OBS Business School

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

”

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

2025 Statistics	Number
Graduates	3.630
Student Enrollment at the Institution	4.202
Undergraduate Attendance	2.815
Masters-Level Postgraduate Attendance	1.050

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

51% - 75%

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

- ❖ Disciplinary efforts within business school
- ❖ Interdisciplinary efforts across business school
- ❖ Individual leader
- ❖ Centralized sustainability office

Student Voices

The following narratives demonstrate how OBS Business School has influenced students' academic journey and personal growth.

Deciding Is Also Transforming

Angie Piedra Cedeño shares:

My experience at OBS Business School strengthened a conviction that now guides the way I act: making good decisions also means questioning what we have learned to accept as normal. In cybersecurity, education, and innovation, I have found that moving forward requires looking beyond familiar answers and, when they are no longer sufficient, having the judgment and determination to build new ones. Every decision transforms realities, affects people, and leaves a mark. That is why deciding responsibly also means having the courage to change what needs to be changed, without losing sight of those who will be impacted by that change.

From Sustainability to Measurable Impact

Nohemí Cárdenas, from México, shares:

Studying the Master's in Sustainability and Environmental Management at OBS Business School transformed the way I approach sustainability and organizational leadership. It reinforced my belief that sustainability must evolve into measurable impact, driven by transparency, innovation, and responsible leadership. Today, I help organizations translate their social commitment into

tangible results that create value for both businesses and the communities they serve. This journey confirmed that true leadership is measured not only by results, but by the positive and lasting impact it generates.

Leading with Purpose: Building the Future of Industry

Eduardo Gutiérrez shares:

My Executive MBA at OBS reinforced that leadership must drive shared social and environmental value. Today, as Marketing director at PazdelRío, I apply this conscious vision to lead sustainability and innovation across Colombia's steel industry. As an Alumni Ambassador, I am proud to see how OBS empowers leaders to transform strategic sectors in line with PRiME's global principles.

Applied Education for an Inclusive, Profitable, and Sustainable Agri-food Sector

José Carlos, from México, shares:

By applying the knowledge gained from the OBS Digital Transformation program to my master's thesis project, "BigVaca," we leveraged big data from the livestock and meat industries to drive technological democratization in the agricultural sector. This initiative boosted producer profitability while aligning their sustainability performance indicators with eight of the UN Sustainable Development Goals (SDGs).

This project has been submitted to various initiatives across Latin America and Europe, earning recognition through the 2024 OBS Impact Scholarship. It also established a pioneering role in connecting data and creating sustainability criteria and standards, transforming the challenges of animal protein production into solutions that feed the world responsibly.

Student Awareness

26% - 50% 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.

Educator Recognition

At OBS Business School, we recognize educators for quality of teaching in the following ways:

- ❖ Course evaluation scores
- ❖ Annual teaching excellence awards

Teaching Voices

The following statement demonstrates ways in which educators at OBS Business School support sustainability and responsible management in their classrooms.

When Learning Transforms the Way We Lead

At OBS Business School, I don't see leadership as something people learn by memorizing models. I believe it develops when they face real situations, make difficult decisions, reflect on the outcomes, and learn from one another.

That's the idea behind the way I design my courses. I bring real organizational challenges into the classroom and use them as a starting point for learning. Participants discuss different points of view, question their own assumptions, connect new ideas with their professional experience, and discover that leadership is rarely about finding the perfect answer. More often, it's about making thoughtful decisions in situations where people, business goals, and long-term consequences all matter.

My role is not to tell students what to think. It is to create an environment where they feel safe to question, explore, disagree, and learn together. Reflection, dialogue, collaboration, and feedback are central to that process. Artificial intelligence also has a place in the course—not as a substitute for thinking, but as another tool that helps broaden perspectives and enrich discussion.

My goal is for participants to leave the course with more than new knowledge. I want them to leave with better judgment, a deeper sense of responsibility, and greater confidence in their ability to lead through complexity. To me, that's where responsible leadership begins.

Mercè Serrabassa Funoll

Barriers to Innovative Curriculum

In 2025, OBS Business School identified the following barrier to innovating, updating, or taking risks in existing curriculum:

- ❖ Budgetary limitations

Barriers to Innovative Pedagogy

In 2025, OBS Business School identified the following barrier to innovating, updating, or taking risks in existing pedagogy:

- ❖ Change resistance



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

4 Peer-reviewed articles were published by OBS Business School from this past calendar year.	vs	4 Peer-reviewed articles were published by OBS Business School from this past calendar year in support of RME.
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Research Funding

In 2025, OBS Business School was awarded funding for research that is:



No funding

Socializing Research

In 2025, OBS Business School contributed research findings to:

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

Research Presentations Related to RME and/or Sustainability

In 2025, OBS Business School gave 1 research presentation related to RME and/or sustainability.

The advantages of utilizing artificial intelligence and augmented reality as pedagogical teaching resources in higher education: a systematic literature review

| [DOI](#)

Authors: Judit Vilarmau

Date of publication: November, 2025

Presented at: National or international issue or theme-specific conference

Department: Research Unit of OBS

This systematic literature review explores the pedagogical benefits of integrating **artificial intelligence (AI)** and **augmented reality (AR)** into higher-education teaching practices. The analysis synthesizes evidence from peer-reviewed studies, identifying improvements in engagement, personalized learning, accessibility, and simulation-based instruction. Ethical considerations and digital equity challenges are also addressed.



Research Voices

The following statements demonstrate ways in which researchers at OBS Business School bring sustainability and responsible management into their research.

OBServatory – Institutional Narrative

The **OBServatory, International Research Centre**, plays a key role in disseminating knowledge and fostering dialogue on emerging challenges in the educational ecosystem. Its annual event brings together international experts to discuss digital transformation, artificial intelligence, equity, and innovation in higher education. This initiative enhances the institution's contribution to SDG-aligned educational development and reinforces partnerships across academia, industry, and public institutions.

Digital Health Innovation & AI Lab – Narrative

Our unit contributes to responsible management education and sustainable development through the creation and operation of the **Digital Health Innovation & AI Lab**, a space dedicated to ethical, inclusive, and socially responsible innovation in healthcare. The lab promotes responsible AI adoption, supports SDG-aligned digital transformation, and fosters collaboration across academia, industry, and public institutions.

Through public events, and partnerships with health organizations, the lab disseminates knowledge on digital transformation, data ethics, and AI governance. Its activities strengthen SDG-aligned innovation, particularly in **SDG 3 (Good Health and Well-Being)**, **SDG 4 (Quality Education)**, **SDG 9 (Industry, Innovation & Infrastructure)**, and **SDG 17 (Partnerships for the Goals)**.

By bridging academic insights with real-world challenges, the lab enhances the institution's capacity to contribute to sustainable and responsible management education, ensuring that technological innovation remains human-centered, equitable, and socially impactful.

Research Barriers

In 2025, OBS Business School identified the following barrier to conducting research related to sustainability and/or responsibility:

- ❖ 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 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

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

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

- ❖ AI use guide
- ❖ Curriculum guidelines
- ❖ Ethical leadership or good governance policies
- ❖ Student equity, diversity, inclusion
- ❖ 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:

- ❖ Open faculty and student meetings and town halls
- ❖ Public events and panel discussions
- ❖ Student and staff volunteer programs

Communication Audiences

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

- ❖ Faculty and staff
- ❖ Media and public relations channels

Sharing Voices

The following statements from stakeholders at OBS Business School demonstrate our commitment to sharing and learning from sustainability and responsible management practices.

Story of Impact: Transforming Waste into Opportunity

The OBS Impact Scholarship acted as a catalyst for turning a strong idea into a scalable and impactful model. Through the program, the founder of [_nab](#) gained the strategic tools needed to transform discarded leather remnants into products with identity, purpose, and environmental value.

In collaboration with Color Mok, _nab embraced a new perspective: seeing waste not as an end, but as an opportunity to rethink production processes and promote more sustainable business practices. The project demonstrated how circular economy principles can be integrated into corporate strategies, creating value from materials traditionally considered unusable.

Reflecting on this journey, the scholarship recipient shared:

"_nab was never meant to be just a brand—it is a reminder that the goal is not simply to sell products, but to change mindsets. Along the way, I discovered something even more powerful: I didn't need to build a company to transform the world. I could develop a corporate strategy capable of influencing different industries, redefining their processes, and creating meaningful impact."

The experience also reinforced an important lesson: sustainability is not only an aspiration but a viable path for innovation and growth. The scholarship enabled the student to build strategic partnerships and demonstrate that materials commonly perceived as "waste" can be transformed into products with identity, purpose, and environmental coherence.

By sharing stories like _nab, OBS Business School highlights how responsible management education empowers students to challenge conventional business models, inspire new ways of thinking, and contribute to a more sustainable and circular economy.

Story of Impact: From Scholarship Recipient to Social Innovator

The OBS Impact Scholarship is designed to empower professionals whose projects create a positive social impact. One inspiring example is an alumna who transformed the knowledge and skills acquired at OBS into [WeAble](#), an initiative that promotes accessible legal education for people with disabilities.

Through the program, she discovered that law should not exist in isolation but can be strengthened by combining legal expertise with communication, technology, and innovation. This multidisciplinary approach enabled her to design inclusive learning spaces featuring adapted technology, sign language interpretation, and accessible educational materials, allowing every individual to learn independently, confidently, and at their own pace.

Reflecting on her journey, she shared:

"My goal is for WeAble to become a model of inclusion—an example of how law, education, and innovation can work together to promote equal opportunities for everyone."

By sharing stories like this, OBS Business School demonstrates how responsible management education extends beyond the classroom. Our students become ambassadors of inclusion, innovation, and sustainability, inspiring others and contributing to a broader dialogue on social responsibility and equal opportunity.

Story of Impact: Driving Marine Conservation Through Strategic Innovation

The OBS Impact Scholarship provided [Fundación A Mar](#) with the opportunity to strengthen its project from a more strategic perspective, helping transform a promising initiative into a more sustainable and scalable model.

Fundación A Mar is dedicated to restoring marine and coastal ecosystems through regenerative tourism and active conservation, working hand in hand with coastal communities whose livelihoods depend on the health of these ecosystems. Recognizing that long-term environmental impact also requires effective communication, the scholarship enabled the organization to strengthen its digital ecosystem by enhancing its organic positioning, media outreach, and communication strategy.

These improvements have increased the visibility of the foundation's mission, allowing it to reach wider audiences, engage new stakeholders, and amplify the message that environmental conservation and community development go hand in hand.

By supporting initiatives such as Fundación A Mar, OBS Business School demonstrates how responsible management education extends beyond the classroom. Through strategic knowledge, innovation, and collaboration, our community helps organizations expand their impact, inspire collective action, and contribute to the global dialogue on sustainability and responsible development.

Communication Barriers

OBS Business School faces the following barriers in transparent communications:



**Data privacy
regulations**



**Engagement
gaps**

Continue telling your story

A Journey Towards Responsible Management Education

For two decades, OBS Business School has pursued a clear mission: to make high-quality management education accessible to professionals regardless of where they are in the world. Since its foundation in 2006 as the first fully online business school in Spanish, OBS has continuously evolved to respond to the changing needs of business and society. Over the last twenty years, the

School has transformed the academic experience of more than 48,000 professionals, empowering them with the knowledge, skills, and values needed to lead organizations in an increasingly complex global environment.

Between 2020 and 2025, OBS accelerated this evolution by embedding sustainability, ethics, social responsibility and responsible leadership more intentionally across its academic offerings, institutional initiatives and engagement with the business community. Rather than viewing sustainability as a standalone discipline, the School has progressively integrated it into its educational philosophy, laying the foundations for joining the Principles for Responsible Management Education (PRME).

2020 – Building the Foundations for Responsible Leadership

The year 2020 marked an important milestone in OBS's commitment to responsible management education.

The School launched the Master's Degree in Corporate Social Responsibility and Sustainable Leadership, a programme designed to prepare professionals capable of leading sustainability strategies, managing ESG challenges, promoting ethical decision-making and generating positive social impact within their organisations. The programme combined strategic management, responsible leadership, sustainability reporting and innovation, reflecting the growing importance of responsible business practices in today's corporate landscape.

That same year, OBS also expanded the scope of its business podcast, Encuentros Directivos, produced in collaboration with Onda Cero. Sustainability became one of its recurring themes, welcoming executives and experts from leading organisations to discuss corporate responsibility, climate action, ethical leadership and the future of sustainable business. Through these conversations, OBS extended responsible management discussions beyond the classroom and into the wider professional community.

2022 – Measuring Educational Impact

As responsible management education also requires accountability, OBS published its first Employment Report in 2022.

Beyond employability indicators, the report represented an institutional commitment to understanding and measuring the real impact of education on students' professional development. By collecting evidence on career progression, leadership opportunities and professional transformation, the School reinforced its belief that business education should generate lasting value for both individuals and society.

2023 – Sustainability Becomes a Shared Institutional Conversation

In 2023, OBS significantly expanded its sustainability agenda by launching the first Green Week, a two-day event dedicated entirely to sustainable business management and the Sustainable Development Goals (SDGs).

Bringing together more than 200 participants, internationally recognised experts, faculty members and sustainability leaders from companies such as IKEA, Mango and Damm, Green Week created an interdisciplinary space where students, academics and practitioners discussed the future of responsible business.

Topics ranged from the evolution of the UN Agenda 2030 and ESG strategies to circular economy, sustainable product design, responsible communication and consumer awareness. Throughout the event, a recurring message emerged: education plays a fundamental role in preparing future leaders capable of accelerating sustainable transformation.

Also in 2023, OBS introduced the **OBS Impact Scholarships**, an initiative created to support students developing projects aligned with the Sustainable Development Goals.

The scholarships were designed to remove financial barriers while encouraging entrepreneurship with purpose. Three full scholarships were awarded to candidates whose initiatives addressed social and environmental challenges through innovative and scalable solutions. This initiative reflects the School's conviction that responsible education should not only transmit knowledge, but also empower learners to become active agents of positive change.

2024 – From Education to Entrepreneurial Impact

In 2024, the Career Services department launched the OBS Entrepreneurship Award, recognising students and alumni who transform innovative ideas into projects capable of generating economic, social and environmental value.

The initiative reinforced OBS's understanding that entrepreneurship and responsible management are closely connected. Supporting entrepreneurs committed to creating sustainable businesses contributes directly to developing leaders able to balance innovation, competitiveness and societal impact.

Another significant milestone was OBS Business School's inclusion for the first time in the Positive Impact Rating (PIR), an international rating that evaluates business schools based on students' perceptions of their positive impact on society. This recognition represented an important external validation of the School's growing commitment to responsible management education and reinforced its strategy of integrating sustainability, ethics and social responsibility across the student experience.

2025 – Consolidating an Institutional Commitment

By 2025, responsible management education had become a defining element of OBS Business School's institutional strategy. Through #OBSAgenda2030, the School reinforced its commitment to preparing leaders capable of making ethical, sustainable and socially responsible decisions while contributing to the United Nations Sustainable Development Goals, particularly **SDGs 4, 8, 9 and 10**.

The School also advanced in the Positive Impact Rating (PIR), reaching Level 5, the highest distinction awarded by the Positive Impact Rating, reflecting students' recognition of the School's commitment to responsible management education.

As Mercè Serrabassa, Professor of Leadership and Transformation at OBS, states:

"In a world marked by uncertainty, leading through sustainability is no longer a competitive advantage, but an essential condition for collective progress."

Looking Ahead

The period between 2020 and 2025 illustrates a gradual but deliberate institutional transformation. What began as specific initiatives in sustainability education evolved into a broader commitment to integrating responsible management principles across teaching, student engagement, entrepreneurship, knowledge dissemination and institutional strategy.

Joining PRME therefore represents not the beginning of OBS's journey, but the natural continuation of a long-term commitment to educating leaders capable of creating sustainable value for business and society. By becoming part of the PRME community, OBS seeks to strengthen this commitment, learn from peer institutions worldwide and continue contributing to the global movement towards more responsible management education.

SIGNATORY

OBS Business School



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