

PRiME

*an initiative of the
United Nations Global Compact*

iu
INTERNATIONAL
UNIVERSITY OF
APPLIED SCIENCES

Sharing Information on Progress 2026

IU International University of
Applied Sciences

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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 IU International University of Applied Sciences, including key details and basic institutional data.

Mission

The mission of IU International University of Applied Sciences (IU) is "Empower people across the globe with the most personalised education."

IU is committed to empowering individuals globally through highly personalised education. Our mission focuses on tailoring the learning experience to meet the unique needs and aspirations of each student, utilising innovative technology and flexible study options. By prioritising personalisation, we aim to engage learners in meaningful ways, ensuring they acquire relevant skills and knowledge aligned with their career goals. This approach fosters a supportive and adaptive educational environment, enabling students to thrive in a rapidly changing world. Through our mission, we strive to make high-quality, individualised education accessible to everyone, everywhere.

<https://www.iu.de/en/about-us/what-sets-us-apart>

Vision

IU International University of Applied Sciences (IU) embodies the vision that everyone should have the opportunity to access education and grow. This commitment is rooted in the belief that education is a powerful catalyst for personal and professional development. By offering flexible learning options, such as online and distance learning programmes, IU ensures that students from diverse backgrounds and circumstances can gain the knowledge and skills they need to succeed. IU strives to remove traditional barriers to education, embracing technology and innovative teaching methods to create an inclusive and empowering learning environment for all. Through this vision, IU aims to inspire lifelong learning and unlock potential, making education a universal right rather than a privilege.

<https://www.iu.de/en/about-us>

Strategy Alignment

IU: Aligning strategy with purpose

IU International University of Applied Sciences (IU) aligns its strategic priorities closely with the advancement of the UN Sustainable Development Goals (SDGs), such as SDG 4 (Quality Education), SDG 5 (Gender Equality), SDG 10 (Reduced Inequalities), SDG 13 (Climate Action), SDG 17 (Partnerships for the Goals), and others.

As a digitally native and inclusive education provider, IU offers affordable and flexible learning to over 120,000 students in more than 150 countries. Through this model, it directly supports SDG 4 by expanding global access to high quality higher education. Initiatives such as the Study Access Alliance and Women in Tech scholarships exemplify IU's commitment to SDG 5 and SDG 10, promoting gender equity and educational access for underrepresented groups.

Environmental sustainability is embedded in IU's operations and strategy. As a B Corp certified and PAS 2060 certified climate neutral institution, IU works actively toward SDG 13 by minimising emissions through online delivery, using renewable energy at its sites, and supporting global carbon offset projects. The institution's transparent ESG governance further reflects its alignment with SDG 17, as demonstrated by its membership in the UN Global Compact and public ESG reporting.

IU also ensures the quality of its education through innovation and governance. AI-powered tools like Syntea support personalised, skills-based learning, while robust accreditation frameworks ensure academic excellence. With a diverse leadership team — over 55 percent of managers and 40 percent of professors are women — IU advances inclusive, future ready education grounded in both purpose and performance.

For more information on IU Group's sustainability strategy and impact, and to access the Impact and ESG Reports of IU Group, visit: sustainability.iu-group.com

Graduates & Enrollment

2025 Statistics	Number
Graduates	8,231
Student Enrollment at the Institution	116,569
Undergraduate Attendance	101,718
Masters-Level Postgraduate Attendance	14,851

Degrees Offered

Bachelor Programs

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

Masters Programs

-  Master of Arts (M.A.)
-  Master of Business Administration (M.B.A.)
-  Master of Engineering (M.Eng.)
-  Master of Science (M.Sc. or M.S.)



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
- ❖ Interdisciplinary efforts across parent organization



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



Research Funding

In 2025, IU International University of Applied Sciences was awarded funding for research that is:



**Institution
Specific**



Local



Regional



International



National

Socializing Research

In 2025, IU International University of Applied Sciences contributed research findings to:

- ❖ Public events and lectures
- ❖ Research collaborations
- ❖ Social media and digital outreach
- ❖ Industry and business networks
- ❖ Local media
- ❖ National media
- ❖ Open-access platforms

Research Projects

In 2025, IU International University of Applied Sciences reported 2 research projects that implemented responsible or sustainable activities.

Center for Radicalisation Research and Prevention (Zentrum für Radikalisierungsforschung und Prävention, ZRP)

Period Covering: April, 2025 - September, 2027

Department: Social Work

The Center for Radicalisation Research and Prevention (ZRP) at IU International University of Applied Sciences (IU) is an interdisciplinary research institute investigating the individual and structural causes of radicalisation as well as societal responses through regulatory structures and fields of radicalisation prevention. The center conducts both fundamental and application-oriented research, illuminates blind spots in radicalisation phenomena, and develops prevention concepts and recommendations for policy, administration, and practice.

Research priorities include the forms and dynamics of extremist ideologies, developments and trends concerning actors and scenes, and the professionalisation of counseling and prevention work. The ZRP examines not only the visible symptoms of radicalisation but deliberately also its societal causes and structural conditions, embedding prevention holistically within social, political, and cultural contexts.

Emerging in 2022 from a nationwide network of researchers, the ZRP is funded by IU and headquartered at Campus Essen. Research activities take place nationwide across IU locations and internationally with foreign cooperation partners. The team works multilingually (e.g., Turkish, Farsi, English) and interdisciplinarily, drawing on criminology, political science, and educational science – a novelty in the research landscape as a practice-oriented, interdisciplinary Social Work team.

The center aims to analyse radicalisation phenomena in their causes, dynamics, and expressions in a differentiated manner, to derive evidence-based prevention strategies, and to sustainably strengthen democratic resilience and social cohesion. Through research projects, practice and counseling approaches, and training programmes, the ZRP supports state authorities, civil society organisations, and companies in developing effective strategies against radicalisation and extremism.

Scientific findings form the basis for concrete transfer offerings, including teaching and learning materials, seminar concepts, and training; scientific monitoring of projects (e.g., CHAMPS, MEDAR, konex); policy papers and expert reports for cities, authorities, and ministries; counseling services for professionals in youth services, education, policy, and civil society; and the integration of research findings into IU teaching (e.g., the dual degree study programme Soziale Arbeit).

Key figures (as of Q1/2025): 88 academic publications, 30+ media appearances (press, TV, radio), 5 supervised doctorates, and 300+ stakeholders in the network. The ZRP also publishes the open-access journal RadiX – Journal for Radicalization Research and Prevention (Barbara Budrich Verlag, biannual, first issue April 2025).



Research Center For Sustainable Media & Marketing - RCSMM

Period Covering: July, 2024 - October, 2027

Department: Marketing

The IU Research Center for Sustainable Media & Marketing (RCSMM) contributes to the understanding of sustainable media and marketing ecosystems through innovative, evidence-based, and interdisciplinary research. At the core of its work is the development of value-based concepts, models, and metrics that examine social and governance (ESG) considerations within the context of media and marketing value creation.

The research is guided by a Value Media Framework that examines value creation and value exchange across the relationships between audiences, media organizations, advertisers, and society. This triadic approach considers the interplay between individual consumers, media platforms, and societal impact, going beyond traditional metrics that focus narrowly on reach and financial returns.

A particular emphasis lies on the social ("S") dimension of ESG. The center investigates how media environments contribute to trust, information quality, inclusion, media literacy, and responsible communication practices, and how these factors relate to long-term value creation for individuals, organizations, and society.

By collaborating with researchers and practitioners across different regions (US, Asia, Europe), the center enables comparative research across cultural, economic, and regulatory contexts, providing scalable insights applicable across diverse media markets.

Mission: Media can do more – it is not just about maximizing reach, but about creating real social impact. Together with the Value Media Board, the center shapes responsible media planning that unites effectiveness with sustainability, empowering advertisers to generate true added value for people and society.

Vision: A media ecosystem in which effectiveness, responsibility, and long-term value creation are considered together in media and marketing decision-making. *Value Media makes the difference.*





Partner

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

Institutional Partnerships

- ❖ United Nations Global Compact non-business signatory
- ❖ United Nations organs other than the UN Global Compact
- ❖ Higher Education for Sustainability Initiative (HESI)

Student Organization Partnerships

- ❖ None

Partnerships

The following provides more details on 1 key partnership at IU International University of Applied Sciences.

B Corp Community

As a Certified B Corporation, IU Group is proud to be part of a community of companies working together for change, and taking part in collective action to advocate for a shared goal of a global economy that benefits people and the planet.

IU Group meets B Lab's integrated social, environmental, and governance standards. This embeds our purpose and plans for positive impact in our company DNA, so that we're aware of our impact on people and the planet.

For more information, visit <https://bcorporation.eu/>



Practice

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

Institutional Policies and Practices

- ❖ Buildings/real estate
- ❖ Carbon reduction or offset commitments
- ❖ Environmental stewardship policies
- ❖ Ethical leadership or good governance policies
- ❖ Open-access guides
- ❖ Professional training opportunities
- ❖ Responsible procurement policies
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Greenhouse gas emissions
- ❖ Equity reporting (DEI, EDI, etc.)
- ❖ AI use guide
- ❖ Accreditation body recommendation documents

Policy Documents Related to RME and/or Sustainability

IU_Group_Ethics_Policy-
Supplier_Conduct_of_Conduct_ver_2024-06

View document  Download document 

IU_Group_Sustainability_Policy

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

IU International University of Applied Sciences 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
- ❖ Publicly accessible sustainability data and dashboards
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

IU International University of Applied Sciences communicates its policies and progress on sustainable development and responsibility with:

- ❖ 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
- ❖ Accreditation bodies



SIGNATORY

IU International University of Applied Sciences



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