

PRiME Principles for Responsible
Management Education

Sharing Information on Progress Report 2021



**Northumbria
University**
NEWCASTLE

#TakeOnTomorrow

Contact Information

Dr Alex Hope

PRME Champion

Faculty of Business and Law

Newcastle Business School

Northumbria University

alex.hope@northumbria.ac.uk

Contents

Contents	2
About the author	3
Letter from Autumn.....	4
Message from	5
Leadership	5
What is PRME?.....	7
About Northumbria University	8
& Newcastle Business School	8
Principle 1:	10
Purpose	10
Principle 2:	17
Values	17
Principle 3:	24
Method	24
Principle 4:	41
Research	41
Principle 5:	47
Partnership	47
Principle 6:	54
Dialogue.....	54
Student Stories	60
Reflecting &	65
Looking Ahead	65

About the author

Autumn Irving-Carr is a 2021 graduate from Newcastle Business School, Northumbria University, with a First Class Honours in [Business Management](#). Autumn joined Northumbria University as a mature student with six years of experience in recruitment and administration which ignited her passion for business. However, **Autumn's perspective on business was completely transformed whilst studying at Newcastle Business School**. During her first year, Autumn studied a Global Business Environment module which focused on how businesses impact countries through Poverty and Inequality (SDG 1), Unemployment and FDI Attractiveness (SDG8). The new lens for understanding business and society started a journey in connecting Autumn's values with her business acumen, and she became deeply motivated by the need to create business as a force for good and understand the educational framework needed to drive the responsible management education (RME) agenda.

Autumn won the [2019-20 UK & Ireland PRME Writing Competition](#) with a piece titled "[Vulnerable People: The Hidden World of Modern Slavery](#)". This competition enabled Autumn to expand her understanding of contemporary global issues outside of the curriculum and raise awareness of modern slavery with students and academics. In her final year of studies, Autumn joined [oikos International](#) as a volunteer Student Engagement Coordinator and engaged with the organisation's mission to empower a community of student change agents who work towards transforming management & economics education for sustainability.

After gaining a better understanding of modern slavery through the writing competition and witnessing how universities enact change while volunteering with oikos, Autumn combined the two perspectives in her final year management enquiry (dissertation equivalent). She researched how a UK university contributes to modern slavery awareness and investigated staff and student perceptions of the phenomenon to offer strategic recommendations for the university.

Autumn's journey exemplifies how the integration of responsible management education, and PRME Principles, impacts students and their futures as responsible business professionals.



Letter from Autumn

Report Author & Newcastle Business
School 2021 Graduate

I am overjoyed to have written this years UN PRME Sharing Information on Progress report for The Faculty of Business and Law at Northumbria University.

The opportunity for a student to write this year's Sharing Information On Progress (SIP) report created a new collaboration, between a student and the faculty, and illustrates the faculty's genuine interest in understanding how a key stakeholders perceives, and evaluates, their progress. This collaboration also illustrates a practical and student orientated approach, which is commended in this report, as the collaboration offered a unique learning opportunity to engage with responsible management education reporting and PRME. Conducting the research for this report was incredibly insightful and meeting with staff members, graduates and students left me with a sense of pride, as I valued the transparent and inspiring conversations.

It is great to share the achievements of Newcastle Business School in this report, but the real value lies within the opportunity to assess our progress and use our reflections as a benchmark for creating future change. Each of our principles are assessed by a student (me!) and a staff member. The student perspective is important for Newcastle Business School to understand how students perceive their actions and to evaluate their progress in achieving their goal of educating students in a way which benefits individuals, communities, and organisations.

Autumn Irving-Carr

UN PRME SIP Report Intern

You can contact Autumn via her [LinkedIn Page](#)

Message from Leadership

I am delighted to present Newcastle Business School's third Sharing Information on Progress report, which shares our journey on representing and applying the PRME Principles. Since becoming a PRME Signatory in 2017, and a PRME Champion in 2018, we have continued to reinforce our commitment to responsible management education and introduce new, innovative methods to engage our students, staff, and our local communities.

Our 2021 Sharing Information on Progress (SIP) report captures a snapshot of the activities that we engage with as a faculty, however, we recognise that we still need to grow and develop to achieve our goal of becoming synonymous with responsible management education. I would like to thank our staff, students, and stakeholders for their efforts in advancing the six principles of PRME and for engaging in teaching, research and collaborations that make us proud to be part of Northumbria University.

Our ongoing and renewed commitment:

The Faculty of Business and Law at Northumbria University declare our willingness to progress in the implementation of the Six Principles, starting with those that are more relevant to our capacities and mission. We will report on progress to all our stakeholders and exchange effective practices related to these principles with other academic institutions.



Professor Robert MacIntosh
Faculty Pro Vice-Chancellor

Northumbria University

Northumbria University is a research-rich, business-focused, professional university with a global reputation for academic excellence. We have campuses in London and Amsterdam as well as Newcastle, and work in partnership with other higher education institutions across the world. We welcome 30,000 students from 136 countries and attract inspirational staff from 67 countries. **We are a challenger institution, transforming to take on tomorrow.**

TOP
50 IN THE WORLD FOR SUSTAINABILITY.
*TIMES HIGHER EDUCATION (THE) IMPACT RANKINGS 2021.

TOP
30 UNIVERSITY IN THE UK.
GUARDIAN UNIVERSITY GUIDE 2021.

TOP
15 IN THE UK FOR GRADUATES* IN HIGHLY SKILLED EMPLOYMENT.
*UK FULL TIME UNDERGRADS. GRADUATE OUTCOMES 2017/18.

TOP
50 IN THE UK FOR RESEARCH POWER.
RESEARCH EXCELLENCE FRAMEWORK (REF) 2014.

Northumbria University is a signatory of the SDG Accord and we continue to develop our portfolio of [sustainability initiatives](#). Northumbria University has been recognised as the [4th most sustainable UK university in the 2019](#) for sustainability and a ranked 27th in the world within the global THE Impact League which demonstrates our international outreach, our sustainability commitments, and the positive impact that our research and teaching are having on communities around the world.



One entrance to our Northumbria University City Campus with our library and student services

Faculty of Business and Law

This UN PRME Sharing Information on Progress (SIP) report will focus on The Faculty of Business and Law, as the faculty currently holds PRME Champion status. The Faculty of Business and Law is one of four faculties that form Northumbria University. The faculty includes Newcastle Business School and Northumbria Law School and has a global reputation for delivering some of the best education in the UK.

[Newcastle Business School](#) is the 7th most productive business school in the UK for publications in business ethics and we have a long-standing commitment to such research and our Risk, Responsibility, Ethics and Governance research cluster brings together over seventy scholars and research students who aim to develop insightful, novel, and useful research.



[Northumbria Law School](#) is the largest Law School in the North East of England with national and international reputation for excellence in legal education. Law at Northumbria rated in the Times Higher Education's world rankings (2018) as being in the top 151+ courses offered by universities worldwide. Centre for Evidence and Criminal Justice within Northumbria Law School is recognised as a global research and engagement centre bringing together academics, judges, and lawyers.



What is PRME?

The [Principles for Responsible Management Education](#) (PRME) is a [United Nations](#) supported initiative that aims to raise the profile of sustainability in business and management schools around the world, and equip students with the understanding and ability to deliver change for a better tomorrow.

Organisations that join PRME believe that higher education institutions which integrate universal values into the curriculum can contribute to a more sustainable and inclusive global economy and help build more prosperous societies. PRME focuses around [Six Principles](#) and the [17 Sustainable Development Goals](#) to engage business and management schools and work towards the collective vision.

In January 2018, [Newcastle Business School was appointed a PRME Champion School](#) during a special event at the [World Economic Forum](#) in Davos, Switzerland. It joins just six other representatives on the PRME Champions group within the UK and Ireland drawn from over 700 member institutions globally.



Principle 1: Purpose

“We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy”

At Newcastle Business School we are committed to educating responsible managers and professionals in a way which values society and businesses. In our first SIP report, we stated that **we intend to develop our mission, vision, and purpose to the extent that our name becomes synonymous with responsible business and responsible management education (RME)**. This statement remains true, and the actions outlined in this report, alongside the reflective narrative, will provide an insight into our progress of actively developing in line with the PRME Principles.

Our second SIP report introduced our 2018 – 2023 strategy which is key to achieving our purpose and our aim to optimise our contribution to the UN Sustainable Development Goals. In this report, we are proud to share our strategy progress when discussing this principle.

Alongside our strategy, we know that empowering our staff and students is key to developing student capabilities within responsible management. This report will introduce several new groups and roles that will increase teaching and awareness and impact students.

University Strategy 2018–23 Progress

The university strategy is the starting point for all Northumbria students to be future responsible leaders and benefit society. Our [University Strategy 2018–23](#) states our commitment to optimising our contribution to the UN Sustainable Development Goals (SDGs) through our research, teaching, campus, and operations. SDGs are mentioned specifically in Strategic Business Outcome 47. The delivery of this outcome focuses on communication, as this is a driver of embedding the values into the university’s curriculum. The sustainability engagement plan focuses around three aims:

1. Inform and Encourage: To help our stakeholders understand more about sustainability challenges and to encourage them to adopt behaviours that support the SDGs at Northumbria and beyond.
2. Shared Voices: To gather the views of our students and staff and to use these to shape our sustainability agenda and associated activity.
3. Promote: To raise staff, student, and public awareness of Northumbria’s sustainability successes.



The entrance to our Business and Law faculty, part of Northumbria University Newcastle

The university has made several sustainability engagements goals for 2021 – 2023 and regularly monitors the progress made towards them.

Currently 20 of the 50 goals we have set for sustainability engagement between 2021 and 2023 have been completed

Our progress in completing our goals demonstrates steady and positive progress towards achieving our vision. Some goals that have been completed include:



In May 2020, a Sustainability Engagement Working Group was formed to oversee sustainability engagement activity. The group includes representatives from Marketing and the Students' Union (SU) as well as Sustainability Manager and Carbon Manager.



As of May 2021, all staff and students have a sustainability module during their induction



A dedicated sustainability staff intranet site was introduced in September 2020



In April 2021 a Sustainability Group was established on Microsoft Teams

Alongside these positive engagement schemes that are already in place, our sustainability engagement plan captures the roadmap for ensuring continuous improvement in engagement.

Future aims include:



Develop 16 actions plans for key projects to be delivered under CNUA such as NetZero. To be completed by Sep 2021.



Deliver an annual programme of outreach schemes which support the SDGs.



Increase Sustainability Mailing List membership by 50% from 2020/21 to 2021/22.



Launch new Sustainability Awards schemes for 2022/23

Sustainability Goalkeepers

Northumbria University have introduced Sustainability Goalkeepers, our in-house engagement scheme, which are teams of **staff in every Faculty and Service, who develop and complete an action plan of projects in support of the UN SDGs**. Teams conduct an annual review with our trained student volunteers to achieve the Bronze, Silver or Gold award.



An evening photograph captures our City East Campus, which hosts our Business and Law Faculty

We train student volunteers to complete an audit of our sustainability efforts, which helps both students and staff to understand and assess meaningful progress.

University Sustainability Management Group (USMG)

Our University Sustainability Management Group (USMG) and Sub-Groups include a staff representative from every Faculty and Service, as well as student representation through the Students’ Union. Staff and students are welcomed to input through the Sustainability Manager, their USMG representative and/or through their Goalkeeper team. The Sustainability Engagement Plan is overseen and reviewed annually by the USMG with interim oversight /coordination completed by the Sustainability Manager.

Sustainability Ambassadors Scheme

In our previous report, we aimed to introduce a new student engagement initiative. **In the last year, we have piloted a new Sustainability Ambassadors Scheme, which we created completely in-house.** The scheme leads students through a self-guided learning process which involves three status levels: Bronze, Silver and Gold.

Bronze <i>A focus on learning</i>	SDG Training Module, SDGs at Northumbria Carbon Footprint Calculation, SDG Self-Assessment
Silver <i>Practice time</i>	Students receive a workbook of challenges to complete. All challenges are free to complete, for example, students may look through the energy usage of different appliances and then research ethical logos and options
Gold <i>Taking the lead</i>	Students take the lead on their SDG learning and choose an action which demonstrates their learning. Students can choose any activity from writing a

university communication, setting up a society, or make a poster.

Our future aim with the Sustainability Ambassador Scheme is to get a certification for the course and increase student engagement by running the scheme throughout the university.

You can find out more about our Goalkeepers Scheme and University Sustainability Management Group by visiting the [staff opportunities for sustainability page](#).

To find out more about our Sustainability Ambassadors Scheme, and our student engagement activities, you can visit our [Student Opportunities for Sustainability page](#) or you can contact our Sustainability Manager, [Katie Ridley](#).

Assessment of Principle 1: Purpose

Our strategy, and the progress of the Sustainability Goalkeepers, University Sustainability Management Group and Sustainability Ambassadors Scheme are formally reviewed each year to ensure that they are effective and creating an impact. The goals outlined in the University Strategy and Sustainability Engagement Strategy will be used as a metric for assessing our progress.

Student Perspective

From a student perspective, Northumbria University have progressed in Principle 1 since their last SIP report. The previous report highlighted progress in mission statements, vision, and curriculum strategies considering the SDGs. These were important steps for Northumbria, but the last reporting year highlights an advancement with the inclusion of engagement strategies and an increase of staff sustainability groups. In 2019, The People and Planet awards assessed

Northumbria's strategy in 2019 and scored the university with 40/50 which recognises Northumbria's progression.

The main area that Northumbria could improve on is the number of dedicated sustainability staff. Currently there are 3 dedicated staff members, and the People and Planet Award assessment suggests that this number could be increased to improve Northumbria's sustainability efforts. **One aim that the faculty have, is to create a PRME committee.** This would get more people involved in sustainability and tackle the current system which is departmentalised and categorised.

Principle 2: Values

“We 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”

Newcastle Business School continue to embed the PRME values of integrity, respect for diversity and professionalism into the academic activities and student experience whilst supporting the integration of the SDGs. In our last report, we stated that the further integration of ethics, responsible management and sustainability within core modules would help highlight the centrality of responsible management for future business leaders. We have continued to evolve our academic activities by monitoring SDG integration in the curriculum and creating and delivering our new ‘Golden Thread of Responsible Business’.



Our campus, with the Business and Law building in the horizon, on a bright and sunny day

Program Goals

The values of global social responsibility are built into all our programmes at all levels and are the foundation for achieving our mission and they support our Golden Thread of RME.



Level 4: Goal 4.1.4 Identify an awareness of the cultural and ethical contexts in which international business operates



Level 5: Goal 5.1.2 Apply knowledge to complex problems to identify justifiable, sustainable, and responsible solutions.



Level 6: Goal 6.1.3 Appraise an awareness of the cultural and ethical contexts in which international business operates.



A look inside our Business and Law Faculty

Newcastle Business School Mission Statement:

“The aspiration of Newcastle Business School is to provide excellent teaching, impactful research and value adding consulting which promotes sustainable and responsible practice and leadership in business. In this way we will benefit the individuals, communities and organisations we serve”

Monitoring SDG Integration in the Curriculum

Throughout the university, many of our courses already facilitate learning about the SDGs. However, capturing this can be challenging. To monitor the number of taught modules that connect with the SDGs, we search for keywords within Module Specifications. The keywords that are used for the search are broadly the same as those used by THE/ SciVal Elsevier when mapping research publications to the SDGs.



Staff members with our SDG display which is in the foyer of the Business School

The result of our SDG Integration metric shows that in 2019-20, 27% of all modules university wide incorporated learning directly linked to one or more of the SDGs.

In the last reporting year, The Business School have shown tremendous progress in SDG Integration. **We have now mapped all our modules to the SDGs to identify strengths and weaknesses. As a result, all our modules, and all programmes are now mapped to the SDGs.** The process for mapping the SDGs has also significantly improved. Initially our mapping exercise within the Business School was an isolated exercise, but **our mapping process has now been streamlined and incorporated into new programme development with strategic monitoring metrics.** One aim we have for the future, is for our Law School to adopt the same strategic method for mapping the SDGs.



Golden Thread of Responsible Business



In the last reporting period, we have created our Golden Thread of Responsible Management Education. This signature area ensures that students engage with Responsible Business from level three through to level six. Our Golden Thread aims to tell a story and create a narrative around Responsible Business and the SDGs. **This will bring meaning and authenticity to programmes and create an accessible source of knowledge which is built upon each year.** The SDGs will be contextualised in the students learning experience, for example, at Level 5 students will create a presentation on how a case study organisation can achieve business objectives through the SDGs. The introduction of our new signature area contributes to [Target 4.3 and 4.7](#) of the SDGs as students will be more equipped for the contemporary workforce, and they will gain the skills and knowledge to understand and promote sustainable business.



The Golden Thread of Responsible Business

Bringing meaning through the programmes

LAUNCHED
SEP, 2020

Level 3: Introduction to Responsible Business

Introducing Responsible Business through Sustainability Literacy, The Sustainable Development Goals and Global Environmental Issues

LAUNCHING
SEP, 2021

Level 4: Business, Economy & Society

Context for HRM/Management & what means to be an HR/ Management professional

COMING
SEP, 2022

Level 5: Responsible Business

Recognising different perspectives on HRM/Management

COMING
SEP, 2023

Level 6: Strategic Leadership for Responsible Change

Becoming a critically reflexive HR/Management professional capable of making a strategic impact through proactive leading change

Assessment of Principle 2: Values

Student Perspective

One way of effectively measuring Newcastle Business Schools progress is to assess our actions through the [United Nations Global Compact Values](#).

Integrity:

We have aimed to take an **open and transparent** approach to reporting on the integration of our values. Our goal is to represent our strengths, and areas for improvement, when creating this SIP report.

Newcastle Business School **take responsibility** for our role in creating responsible future leaders and ensure this is communicated through our mission statement

Our sustainability engagement plan demonstrates how **we do what we say** on our commitment, as many of our goals are already completed.

Respect for diversity:

Through the university's sustainability engagement plan we are trying to **listen and amplify** the voices of our staff and students.

We take on board student perceptions on all our modules to improve our curricula, all feedback is anonymous to encourage **honest feedback**.

Our Golden Thread of RME **helps students succeed** by gradually building their understanding of Responsible Business and incorporating practical applications of the SDGs.

Professionalism:

We **aim for excellence** by incorporating sustainability into our Strategic Business Outcome 47.

When we created the Golden Thread of RME we decided it was time to **tackle the hard stuff**, and **try new things and innovate**, to make sure that all students were exposed to RME at every level of their programme.

When considering NBS actions alongside the UN Global Compact Values, it appears that NBS are making tremendous progress from previous reporting years. Areas that may need improvement could be the inclusion of RME in the business school strategy and the communication of their actions within the faculty.

Principle 3: Method

“We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership”

Our purpose of educating responsible leaders, and our values of global social responsibility, come to life in the educational experiences available to students. Our programme goals have remained the same throughout our PRME reporting, but our delivery is constantly evolving.

Our programme goals and learning objectives are the framework at the root of Newcastle Business School’s commitment to ensuring responsible leadership is integrated into our learning approach. The first programme goal is for our graduates to be **knowledgeable about the theory and practice of responsible business and management in an international context.**

Newcastle Business School is solution driven, so that our graduates can be prepared for the challenges they face in their careers, and this is reflected in the goal objectives. Firstly, graduates should be able to **apply knowledge of business and management to complex problems in professional practice to identify justifiable, sustainable, and responsible solutions.** Secondly, we aim for graduates to have an awareness of the cultural and ethical contexts in which international business operates.

To educate the responsible leaders of the future, and achieve the programme goals, NBS have created RME engagement experiences through teaching, extra-curricular activities, and graduate opportunities. In our last report, we stated our ambition that every single student will

engage in real world learning experiences which will be a unique offer in the market and integrate responsible business. **Over the last two years, NBS have progressed in responsible management education by enhancing existing educational frameworks** and immersive learning experiences such as the student law office and business clinic. New environments have also been introduced with opportunities outside of the curriculum such as the Climate Change Think Tank. New modules, with new materials, have been established within level 3 and subsequent materials have been prepared to launch in September 2021 for level 4.



The entrance to our Business School

Climate Change Think Tank

Our Law School launched a Climate Change Think Tank in November 2020, to create a space for staff and students to explore climate change challenges and solutions from a policy angle. The Think Tank contributes to [SDG Target 13.3](#) by prioritising climate change education and solutions. This environment was created to give





students and staff the opportunity to learn about sustainability and responsible management beyond their lectures. **As an experiential learning experience, the Climate Change Think Tank has been effective in creating an environment which fosters the leaders of tomorrow to be climate aware and solution focused.** This year, participants of the Think Tank have debated a motion to legally

recognise ecocide and responded to Newcastle City Council’s air quality consultation. The Climate Change Think Tank generated lots of interest and the aim for the next academic year is for it to expand to be university wide, whilst still led by the law school. The future aim will enable the Think Tank to act as a forum to bring together students and staff who have a sustainability interest and look at what “we” can do we individuals, a faculty, and an institution to tackle regional, national, and international challenges.

The Climate Change Think Tank demonstrates NBS’ commitment to providing education opportunities that explore world challenges (SDG8) and is an example of how we focus on students and staff creating solutions to climate change (SDG13). **The Climate Change Think Tank was presented at an EAUC International Conference as a best practice example to encourage other universities to focus on climate change through responsible management education.**



[Read our student blog](#) to learn more about our Climate Change Think Tank!

Student Law Office

The Student Law Office offers free-of-charge legal services to regional and national clients and has received multiple awards for the benefits it brings to society.



“Through its outreach activity, the Student Law Office acts as a catalyst in raising awareness of and providing access to justice” - Student Law Office



The Student Law Office has been in operation for over ten years, but in 2019 it won a highly prestigious Green Gown Award in the “Benefiting Society” category - recognising the powerful and innovative ways education institutions are realising their purpose to benefit the lives of individuals, communities, and wider society.

The work of the Student Law Office contributes to [Target 16.3](#) of the SDGs as it promotes the rule of law at the national level and ensure equal access to justice for all. Additionally, the teaching methods used at the Student Law Office align with [Target 4.3 and 4.7](#) of the SDGs as graduates can promote responsible and sustainable law practices.

“The Student Law Office taught me what access to justice truly means...Legal experience can be very difficult to gain as a student, and I truly believe without this experience I would not be in legal employment as I am now. The practical training, advice and support provided by Northumbria’s Student Law Office are second to none, but the understanding of the deeper issues faced by the profession and our clients are completely invaluable”

Demi Newlove, 4th year MLaw Student



Law students work with BenHoareBell to support a campaign seeking justice for Medomsley Detention Centre abuse victims, 2019



Student Law Office Shortlisted by The Family Justice Project for Best New Pro Bono Activity, 2018

The Student Law Office is an educational framework at Northumbria Law School which creates an immersive learning environment that facilitates valuable responsible management experiences for students. The Student Law Office combines academic understanding with real-life clients which contextualises the meaning of SDG16 for students. Students can see the results of their work and the benefits of responsible management practices within the legal industry.



“I’m delighted that the Student Law Office has won a Green Gown Award. As well as providing law students with hands on legal practice experience, the SLO offers pro bono legal advice and representation to the public and demonstrates our commitment to the Sustainable Development Goals, including justice for all”

Professor Andrew Wathey, Vice Chancellor, Northumbria University

Northumbria is acknowledged as having one of the most active and pioneering student law offices. Students undertake free legal work on behalf of real clients. In the past 10 years, students have represented more than 2,500 clients recovering over £1.5 million and defending rights ranging from employment to housing.

You can find out more about our Student Law Office on [their website](#) and can reach out to them using their [contact form](#).

The Business Clinic



Newcastle Business School students outside our Business Clinic at the end of their consultancy project

The Business Clinic is a service provided by final year undergraduate students who offer free consultancy advice to SMEs and non-profit organisations. **When students partner with social enterprises or businesses with a social cause, it demonstrates to students how business decisions can create a wider reach and higher impact within society.**



This year, one student consultancy team worked with the National Dyspraxia Foundation to formulate a strategy to raise awareness of dyspraxia. Another student consultancy team worked with a local social enterprise to create an inclusion and diversity strategy within the North East. These examples create an educational framework and environment for students to understand how consultancy, and business in general, can be a force for good. The

Business Clinic also contributes to SDG 8 directly, as it supports the local and national community through business growth and development.

Since we established the Business Clinic in 2013, the total value of the students' free consultancy advice and reports – given to more than 500 clients – has been estimated to exceed £2.75m. This is an outstanding achievement that enhances the learning experience and the employability skills of our students and delivers considerable benefits for our clients. The Business Clinic efforts support [Target 8.4 of the SDGs](#) as it promotes development-oriented policies for small to medium enterprises whilst also contributing to [Target 4.3 and 4.7](#) due to its involvement of students.



To find out more about The Business Clinic or make an enquiry, you can visit [The Business Clinic Webpage](#).



The Business Clinic, Northumbria University

Launch of new MSc in Global Sustainable Business Management with Amsterdam University of Applied Sciences (AUAS)



Our flag positioned proudly at the Amsterdam Campus, in collaboration with AUAS

Our last report highlighted our achievement in opening a campus with the [AUAS](#). Now we have taken the next step and created a new [Masters Programme in Global Sustainable Business](#), in collaboration with AUAS. The masters programme launches in September 2021 and aims to educate future business leaders who want to act sustainably. The design of this programme is underpinned by the Sustainable Development Goals and students will develop an understanding of how the SDGs and sustainability agendas have contributed to contemporary management.

A key motivation for this programme is Newcastle Business School's interest in responsible business and their goal to offer postgraduate courses in responsible management. This collaboration has been co-developed with NBS and AUAS colleagues and brings together two universities with specialisms in responsible business and two PRME institutions.





“One reason we launched the programme was to educate business leaders that create a fairer and more equal world. We want people who can change the world for the better – it’s the purpose of the business school”

Dr Michael Price, Faculty Coordinator for the Amsterdam Campus and the Programme Leader for BA Business with Entrepreneurship

Our collaboration with AUAS to offer this programme aligns with our value of impacting other institutions and communities as a PRME Champion. We are focused on sharing to achieve collective goals, rather than gatekeeping.

To maintain a high standard of teaching we have created a joint programme education committee. The committee is key to the governance structure of the collaborative programme, and they will review the academic standards, content, and student feedback each year to ensure a high standard and continuous progress. Students and staff members will both be part of the committee to capture both perspectives.

The new programme offered by Newcastle Business School and AUAS demonstrates a commitment to Target 17.16 as it is a multi-stakeholder partnership that mobilizes and shares knowledge, expertise, technology, and financial resources, to support the achievement of the sustainable development goals. Furthermore, the programme contributes to [Target 4.4 and 4.7](#) by expanding educational opportunities in sustainability in Europe.



Innovate Northumbria: Incubator



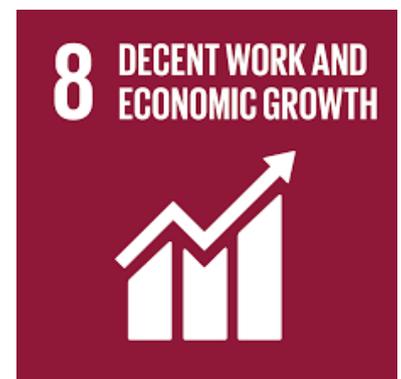
The design images for our Innovate Northumbria: Incubator

We enable effective learning experiences for responsible leadership beyond graduation.

Innovate Northumbria: Incubator is a new co-working space which offers a space for students and graduates to establish and run new enterprises and businesses. Students are mentored with a focus on entrepreneurship, self-employment and business enterprises which will offer long-term employment for themselves and the local community.

The Northumbria Innovate: Incubator is one educational tool that can assist in increasing youth entrepreneurship, which is key to achieving SDG8 and improving economic growth and employment. Many of the enterprise's student launch are non-profit and social enterprises,

which further contributes to society. Cameron Shaw, who studied a MSc in Multidisciplinary Innovation, started [The Eco Agency](#) which helps businesses to grow more sustainably, through achieving a minimum eco-friendly standard. A recent graduate of Marketing Management, Callum Mather, launched Everdurance to bring sustainable products to national businesses.



Students and graduates benefit from 1-1 support, peer support and tailored workshops. The Northumbria Innovate: Incubator also contributes to teaching and learning at Northumbria, as the activities inform academic staff on the incorporation of enterprise in the curriculum.



Inside our Incubator, launched last year in 2020

Level 3: Introduction to Responsible Business Module NX9312

In the academic year 2020 – 2021 a new module, Introduction to Responsible Business, was launched in our [Level 3 Foundation Year Programmes](#). The release of this module marks the beginning of the Golden Thread of RME, as discussed in Principle 2: Values, that we have created to ensure that students embark on an RME journey throughout their time at Northumbria.

The module contributes to [Target 4.4 and 4.7](#) by offering learning experiences in responsible business education. 'Introduction to Responsible Business Module' was created to introduce students to responsible business, and covers topics such as:

- Sustainability Literacy
- Sustainable Development Goals
- Introduction to Business Ethics



The Introduction to Responsible Business Module received overwhelmingly positive feedback from students, who described the benefits of the module:

“I have a greater understanding on business and their impacts on the world”

“I realised how businesses can be more sustainable”

“The module taught me it's not just about profit”

“Thanks to this module I know the wider responsibilities of a business”

“I have realised the role of a leader is more than what I thought”



Students using our independent study spaces at Newcastle Business School

The module approaches RME from a lens which focuses on for-profit business, to demonstrate to students that profitable businesses can improve the lives of individuals and contribute to

society. **This approach was used as it gains the attention of students who focus on profit, and those who do not, therefore creating a wider impact and giving a realistic idea of how everyday business can create change.** This relevancy is maintained through the seminar activities, which focus on things that real businesses are doing.

Level 4: Business and Society Module

Newcastle Business School have spent the last academic year preparing a level 4 module, [Business and Society](#), which will launch in September 2021. This new module was introduced following a set of consultations that identified that programmes needed to be more in line with what students, and society, needed.

The module focuses on connecting the business world to the SDGs and starts a narrative, which is then carried through to level 5, 6 and 7, and tell the story of why, and how, the SDGs have emerged and how businesses have started to respond to them. The discussions within the module will talk about the context of management and what it means to be a professional within the area, through the lens of responsible management education.

Level Four Topics:

<p>Part I - Economic Growth, social inequalities & environmental impacts</p> <p><i>Where we are; how we got here; how business have contributed to it</i></p>	<ul style="list-style-type: none"> • The Anthropocene - The age of scarcity and uncertainty • International Business and Development Impacts • Globalisation and global value chains • Emerging Economies and Competition for Resources
<p>Part II – The transition - The emergence of sustainability debates</p>	<ul style="list-style-type: none"> • The Sustainable Development Agenda and the SDGs

<i>Why and how business started to change</i>	<ul style="list-style-type: none"> • Sustainable and Responsible Business Models • Innovation for Sustainability
Part II – Business responses	<ul style="list-style-type: none"> • Sustainable Production and Consumption • Business Ethics and Corporate Citizenship • Business and Sustainable Cities
<i>The new role of business & business leaders</i>	

Assessment of Principle 3: Method

Student Perspective

Newcastle Business School’s approach is effective for raising awareness of responsible business with students. Adding RME to existing frameworks, such as business clinic and student law office creates an integrated approach, which makes RME a standard part of business, rather than an additional subject to learn about. This makes it clear that it is an essential part of business. Plus, it increases the amount of RME taught in the programme, rather than being isolated to one module.

The immersive focus is key because it is not only more enjoyable for students, but it also gives practical experience. When in the workplace, theoretical knowledge is not always enough to overcome obstacles, but practical experience builds RME thinking into problem solving and communication.

The new modules in level 3 and 4 demonstrate a significant amount of growth in this principle. This was not available during my programme, but the demand from students was there, which shows that NBS are growing in line with student expectations.

When coordinating the report, it became clear that one area Northumbria need to strengthen is their sustainability/RME team, as this can only improve and add more educational

experiences for students. This area of improvement was also identified in the [People and Planet Award assessment](#), which found that there were only 3 key members of staff.

However, The Universities Sustainability Engagement Plan has shown significant progress since this assessment, and the below target has now been completed:

Target: Develop new sustainability module for all student and staff inductions.
Action: Bespoke online training platform, Facilitation, and monitoring from
Completed: January 2019

Principle 4: Research

“We 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”

Responsible Business Research Interest Group

Our Responsible Business Research Interest Group, which was introduced in the last report, is still key to achieving our strategic research vision. Previously, the group was organised into three distinctive areas. The group has now evolved, and is now built on ten themes but is not limited to these areas:

- [Corporate Governance and Reporting](#)
- [Business Ethics, the Virtues and Character](#)
- [Responsible Business and Corporate Social Responsibility](#)
- [Responsible Tourism](#)
- [Socially Responsible Investment](#)
- [Social Economy, Entrepreneurship and Social Cause](#)
- [Financial Crime](#)

- [Employment Relations and Migration](#)
- [Spirituality in Management and Law](#)
- [Sustainable Working Futures](#)

The Responsible Business Research Interest Group serves as a narrative for each of the sub-groups and facilitates a fluid structure as academics move in and out of the department. The sub-groups organise their own activities such as seminar series, writing workshops, public facing conferences and paper exchanges. The new structure means that groups can emerge and dissipate without affecting the Interest Group, which strengthens the research contributions over time.

The research of the group filters into teaching, as it is often incorporated into the reading list, seminar activities and teaching which creates a more meaningful, and future based, teaching experience. However, this is not the sole purpose of the research group, as this would be unethical and exploitative, and therefore the aim is for the research to have a wider reach. The research progresses the SDG and responsible agenda within academia and education, as well as impacting policies, working practices and communities. Importantly, focusing on responsible business research guides Newcastle Business School through a journey of self-discovery and shapes how the Business School, and university, thinks about itself and its purpose of educating responsible future professionals. **This makes responsible business core to who we are and connects a virtuous circle which encourages more responsible business events, initiatives, and engagement.**

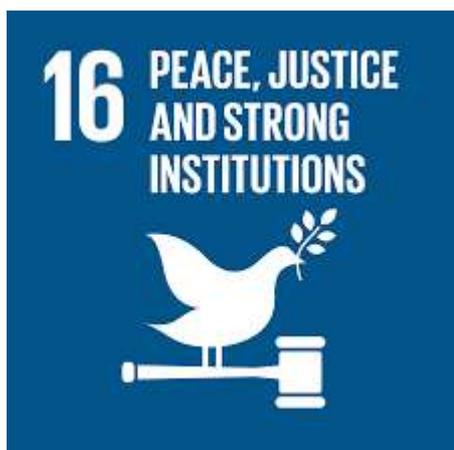


A view from above: The Business and Law Faculty

Dr Jackie Harvey & Addressing corruption in Nigeria

Dr Harvey's research investigates how current international anti-corruption frameworks function within Nigeria and how they can be better targeted to reduce opportunities to move and hide the proceeds of corruption around the globe.

Professor Harvey's research focuses on [Target 16.4](#) of the SDGs through its anti-corruption investigation and is supported by The Global Integrity [Anti-Corruption Evidence Programme \(GI-ACE\)](#).



Dr Harvey shared her work at a virtual workshop hosted by the Royal United Services Institute (RUSI). She addressed delegates from the National Crime Agency's International Corruption Unit, World Economic Forum, the global Financial Action Task Force, the West African regional action task force against money laundering, together with agencies and third sector pressure groups from Nigeria and the UK.

The workshop focused on some of the practical operational issues involved in register creation and the challenges around verification of the identity of beneficial, rather than simply legal, owners of companies. The research pointed to the difference between being compliant versus being effective. Indeed, there appears to be little problem with collecting data, a lot of information (almost too much in some cases) is collected on beneficial ownership by different agencies, what is missing is the institutional capacity to bring it together in a timely and useable form for those who need to make use of the

information. *You can watch Dr Jackie Harvey discussing the project on [YouTube](#).*



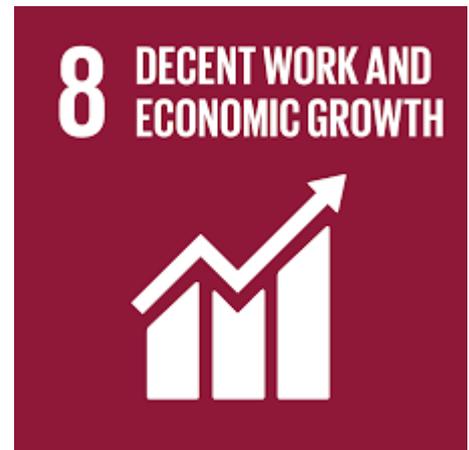
Professor Keith Shaw & Borderlands Initiative

Research undertaken by Professor Keith Shaw has provided recommendations to the Borderlands Initiative. Comprising of five regional councils along the England-Scotland border, this group explores how to protect and develop the economic well-being of the area. Professor Shaw's research advances [Target 8.2](#) through recommendations of higher levels of economic productivity through diversification, technological upgrading, and innovation. Additionally, the research addresses [Target 13.1 and 13.2](#) by recommending strategic climate change measures, whilst providing steps to work towards [Target 15.9](#) and integrate ecosystem and biodiversity values into national and local planning, development processes.

Professor Shaw's research is based on analysis of new and existing data and feedback from central stakeholders. **Key findings from this work call for The Borderlands Initiative to operate as a flexible network that shares intelligence and good practices, improves co-ordination, and provides one voice on issues of common concern.**

In July 2019, a business plan was agreed by the five councils. By June 2020 confirmed projects included:

- £31,000,000 in green energy projects,
- £7,000,000 to develop key skills needs to boost the visitor economy in the south of Scotland,
- £10,000,000 to support natural capital innovation across the Borderlands region,



Award for Northumbria Banking Ethics research

Research by a team including Northumbria University's Professor Ron Beadle was recognised, in June 2021, by a jury of senior banking professionals and academics in Spain. Alongside Dr Marta Rocchi from Dublin City University, and Professor Ignacio Ferrero from the University of Navarra, he was awarded third place in an annual international competition for publications in business ethics during 2020.



“We argued that banking need not be unethical, so long as bankers remain true to virtues including justice, prudence and loyalty. The scandals of recent years have involved them losing sight of this. It is pleasing that the jury recognised the merits of this argument”

– Professor Ron Beadle, Professor of Organization and Business Ethics



Dr Hope & International Textbook: ‘Responsible Business: Management Learning, Competence and Innovation’ due for publication in 2021



Assessment of Principle

Student Perspective

Newcastle Business School are strengthening their contributions in the areas of ethics, sustainable business, and responsible management. Importantly, the research is having an impact as it is being presented at conferences, changing regional policies, and gaining recognition through awards. Another key strength within this principle is the variation of research, which covers nine themes, and includes journal articles, book contributions and special issues. A full list of publications, in Appendix B, also show that Newcastle Business School is very active in their research.

As a student, the volume of activity that Newcastle Business School engage with positions them as a university which is taking action on its values and furthering the responsible business agenda. It is also inspiring to be surrounded by academics engaging in such pioneering work.

Principle 5: Partnership

“We 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”

At Newcastle Business School we believe that partnerships are key to increasing knowledge and finding solutions to societal challenges. We have excellent links within the industry and are engaged with the corporate world. We aim to improve our partnerships each year by introducing a variety of new collaborations.

First UK University to introduce Too Good To Go App



Northumbria University has introduced the mobile app Too Good To Go to increase responsible consumption (SDG12) and tackle food poverty within the university. Too Good To Go is a mobile app which connects surplus food from restaurants and cafes with the public and those in need. The Business School café, and other university wide locations, introduced Too Good To Go in the last year to reduce food waste and offer a reduced meal to those in

need. The introduction of Too Good To Go helps students and residents who experience financial hardship to access food whilst also demonstrating to students and staff how organisations can work together to provide solutions to the SDGs.

University wide, this initiative has saved over 2,350 meals through the Too Good To Go scheme.



Collaborations with Nottingham Trent University



Newcastle Business School collaborate with [Nottingham Trent University](#) to lead on the United Nations Principles of Responsible Management Education (UN PRME) [Climate Change and Environment Working Group](#). A key initiative to have arisen from the working group is the provision of the Carbon Literacy Programme.

Dr Alex Hope, Head of Department for Leadership and Human Resource Management, supports Nottingham Trent University in facilitating [The Climate Literacy Programme](#). The support from Newcastle Business School includes the development and delivery of the programme which upskills lecturers, and organisations, with their climate literacy in the aim to then pass the knowledge to students and peers. The future goal for Newcastle Business School is to roll out the Climate Literacy Programme throughout the university to engage as many students and staff members as possible.



The Centre for Public Impact (CPI)

Funded by the [Boston Consulting Group](#), the [CPI](#) is an independent not-for-profit organisation. It works with governments, public servants, and policymakers to shape thinking about the future of government and to bring about positive change. Research by [Northumbria's Dr Toby](#)



[Lowe](#) focuses on how public service can better serve the needs of people when responding to complex societal problems. [He advocates a “Human, Learning, Systems” approach](#) which devolves decision-making and enables policy makers to respond to human variety, to build empathy and seek to trust and be trusted.

The rationale behind the new partnership with CPI is to create positive relationships between citizens and the government during policy development, which will lead to governments being more trustworthy and effective.

“We are delighted they have partnered with us - it’s an opportunity for our Human Learning Systems and Shared Power research to have real impact, and for us to expand our work in this field”

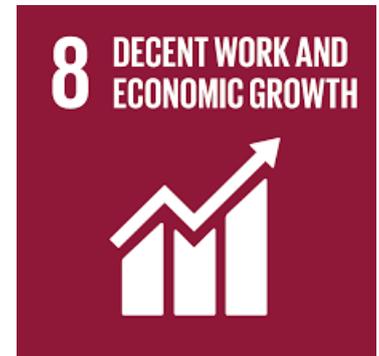


- Dr Toby Lowe, Senior Lecturer in Public Management and Leadership at Newcastle Business School

This partnership was created through Newcastle Business School’s belief that successful and reliable leadership is key to improving societal wellbeing.

The Leading to Grow Programme

[The Department of Business, Energy and Industrial Strategy \(BEIS\)](#) and [Innovate UK](#) have awarded Newcastle Business School with funding to run a [Leading to Grow Programme](#), which will boost productivity in 50 microbusinesses by developing technology engagement. This cause is important because small businesses are a section of the economy which is often not addressed, despite employing 4 million people and contributing £522bn to the UK economy. These organisations are facing difficulties during the pandemic, and Newcastle Business School believe it is important to work together with external organisations to understand the challenges and create appropriate solutions. This program will support small businesses with efficiency and profitability by developing their digital technology capabilities, analysing their cost-benefit decision process, and improving employee engagement.



“We are delighted to be involved in this exciting new programme, aimed at helping microbusinesses improve productivity through the use of technology. We will be supporting fifty organisations across the North East region and look forward to seeing the results and success this programme brings”.

- *Nigel Coates, Associate Professor and Director of [The Business Clinic](#) at Newcastle Business School*

Supporting the North East

Newcastle Business School is committed to addressing social challenges in the local region. The Coronavirus pandemic has caused the directors and CEOs of small companies to experience new challenges, difficulties, and unknown territories to navigate.



The Angel of the North, a sculpture which is part of the region's identity

Small Business Leadership Programme (SBLP)



Newcastle Business School has partnered with the [Small Business Charter](#) to create the [Small Business Leadership Programme \(SBLP\)](#) which will offer a 10 week webinar series to small business CEOs and directors. The webinar series will run for 10 weeks and offer a range of topics to improve business resilience and future growth during the pandemic. The syllabus will focus on practical elements and will be run by Newcastle Business School experts to help improve business performance. The

initiative will also offer a range of peer groups to develop finance strategy, marketing, operational efficiency, innovation, and leadership considering the challenges that the region faces as a result of the Coronavirus pandemic.



“Northumbria University’s role on the Small Business Leadership Programme is another example of how our universities are strengthening the region’s economic recovery and ensuring North East businesses have the skills they need to not only survive this current crisis but achieve growth in the future too”

- Helen Golightly, Chief Executive of the North East LEP

The programme will begin in September 2020. Newcastle Business School will be running 11 start dates in the North East and North West and registrations must be received before December 2020

Tees Valley Combined Authority

Our Business School is collaborating with [Tees Valley Combined Authority](#) to conduct research which will expand our understanding of how their organisation can encourage sustainability within the region. Newcastle Business School will collect and analyse research on training, employment and investment impact which will inform Tees Valley Combined Authorities with strategic planning and development.

The research found four key themes which would support economic growth and employment in the region. The four themes consisted of: education access, fair employment opportunities, responsible investment, and consistent and meaningful communication. The findings will increase economic growth and employment in Darlington, Hartlepool, Middlesbrough, Redcar and Stockton-on-Tees.

North East of England Initiative for Business Ethics (NIBE)

A North East initiative set up to champion ethical business practice has enlisted Newcastle Business School students to help recruit new members and raise its profile.

The North East Initiative on Business Ethics (NIBE) was established in 2013 by working professionals interested and involved in business ethics. It works through face-to-face meetings and seminars advising companies how to develop ethical practices and the benefits these can offer. The Business and Law Faculty support the [North East of England Initiative for Business Ethics \(NIBE\)](#) by providing financial and administrative support. Professor Ron Beadle is also a trustee/director on the NIBE Board.



Business School Students Henry Dodds, Lizzy Park, Kara McMahon and Fraser Robinson who have worked with NIBE on a consultancy project

Principle 6: Dialogue

“We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability”

In previous years, and PRME SIP reports, Newcastle Business School have hosted large events and fostered key business partners to create a meaningful dialogue on social responsibility and sustainability. For example, in 2017 NBS hosted events such as the 4th Annual UK & Ireland PRME Chapter Conference, and in 2018 invited Sir Mark Moody-Stuart, Chairman of the United Nations Global Compact Foundation to deliver a public lecture. In 2017 partnerships with Northern Initiative on Business Ethics (NIBE) and The Legal Sustainability Alliance (LSA) were the major activities aimed at increasing dialogue.

In the last reporting period, NBS have developed their previous strategy of hosting events. Hosting events are still an integral part of NBS’s activities, but the strategy has been extended to include an international law conference and regular seminars which reach a wider audience with a larger variety of attendees. The new activities are important to building upon the dialogue and engagement NBS has experienced since becoming involved in the UN PRME.

Human Trafficking: Criminal Law and Evidence International Conference



In 2019, Northumbria Law School hosted an international conference to explore modern slavery in the context of criminal law and the use of forensic science in legally identifying victims and perpetrators. The conference offered a unique opportunity to bring together academics, renowned experts, legal professionals, and government members with a collective interest in progressing modern slavery and human trafficking knowledge, legal policies, and professional practices.



“Seminars such as this are extremely important because they bring together academics and practitioners within the modern slavery sector. Without these conversations we can’t look at the areas where we can improve, or discuss the research needed to advance change”

Philippa Southwell, Managing Director of the Human Trafficking and Modern Slavery Expert Directory

Dr Nicola Wake, Professor Tony Ward and Professor Martin Evison of Northumbria Law School organised the event which attracted attendees such as Pam Bowen, Operations Director of the Crown Prosecution Service, and top prosecuting Barrister Caroline Haughey QC.

“This was a highly informative and insightful conference with leading experts from both professional and academic backgrounds. During the day we were able to explore criminal law, human rights, and socio-legal issues connected to the use of forensic science in human trafficking. We debated current methods used in the identification of perpetrators and victims of human trafficking and modern-day slavery. It was also an opportunity to identify current gaps and the considerable challenges these will pose”

- Dr Wake, Professor at Northumbria Law School, Deputy Director for the Northumbria Centre for Evidence and Criminal Justice Studies and Subject Sections Secretary for the Society of Legal Scholars

You can [watch our video](#) to find out more about the conference and hear from some of our guests.

Responsible Business Seminars



Newcastle Business School run a series of free Responsible Business Seminars to promote responsibility in organisations and businesses across the region.

The seminars have demonstrated the continuous progress of Newcastle Business school in facilitating a dialogue around responsible business. In the last year, guest speakers have included

Tom Harrison, who discussed the ethics of being a director, and [The Ethical Housing Company](#).

Newcastle Business School are dedicated to supporting and projecting voices within responsible business, and our seminar series is a public face for our commitment. This is

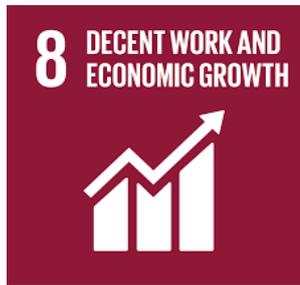
evident with the consistency of our seminar series, which runs several pre-scheduled events per year. Consistency over time is key to achieving a meaningful impact because stakeholders and the public become aware of our series, and whilst they may not attend every session, they keep the series in their mind and attend events that appeal to them. This generates a higher reach, and therefore a greater impact, as a diverse audience attend sessions. For example, charity focused events draw the attention of CEOs whilst trade union members attended our TUC event. Over the year, the event draws the attention of around 500 people.

We were thrilled to welcome Honorary Graduate, Paul Polman KBE back to campus in February 2020. He delivered a seminar, and gave a masterclass to MBA students, on how Sustainable Development Goals can drive a new market, where purpose delivers profit and business plays its urgent role in tackling runaway climate change and reducing global poverty. [Watch our video](#) about Paul's visit to find out more and visit the [seminar webpage](#) to see our schedule.



Paul Poleman delivers a seminar in Newcastle Business School, with students and staff in attendance

Dr Sutherland appointed to PraxisAuril Board



Dr Matt Sutherland, an Associate Professor in Marketing at Newcastle Business School, has been appointed to the PraxisAuril Board as Stakeholder Director. PraxisAuril supports universities and businesses nationally to collaboratively benefit society and the economy through research.

“By working collaboratively with businesses of all sizes through knowledge exchange partnerships, universities can play a powerful and strategic role in how we build back stronger from the pandemic. PraxisAuril is at the heart of this collective effort, so it is an honour to have been appointed to its Board. I am looking forward to the opportunities ahead”

- Dr Sutherland, Associate Professor in Marketing at Newcastle Business School

PraxisAuril provides training and best practice knowledge to universities and public research bodies. They represent over 5000 people as a world-leading knowledge exchange professional association.

The organisation represents over 5000 people in universities, public research bodies and industry and provides training and best practice in the sector.

“Matt’s appointment is a significant achievement which underlines Northumbria’s growing reputation in knowledge exchange and wider collaboration with the business community. His research knowledge and experience of working with businesses and trade organisations are extensive and I’m sure will prove invaluable in the role”



Professor John Wilson, Pro Vice-Chancellor for the Faculty of Business and Law at Northumbria

Assessment of Principle 6: Dialogue

Student Perspective

The responsible business seminars are a huge strength of Newcastle Business School because they welcome specialist speakers and facilitate a dialogue on responsible management whilst create a learning environment for staff, students, and the public. The seminar series is consistent, with scheduled events all year round, and a variety of guest speakers lead the sessions. The regular dialogue, which is not entirely controlled by Newcastle Business School, is a very effective method of raising awareness as it increases perceptions of legitimacy and trust with different stakeholders which encourages learning. As a student, I have attended several seminars and found it very beneficial to listen to new perspectives and topics outside of the curriculum. Most importantly, the seminars gave me a chance to speak with professionals and academics during activities which developed my understanding and confidence to continue to spread the knowledge from the seminar after the event.

When assessing Newcastle Business School's progress on engaging with the principle, they are improving their efforts with educators, students, businesses, governments, and civil society organisations. However, one area of improvement could be their engagement with consumers and the media, which would bring another perspective to the ongoing dialogue and open the conversation to a wider variety of people.

Student Stories

At Newcastle Business School, we believe that our efforts in contributing to the six PRME principles should impact our students in a way that creates meaningful change within society. Many of our students embody responsible management education beyond their studies and incorporate the SDGs in their business pursuits. The case studies below celebrate some of our responsible students and graduates.

Clare Talbot-Jones

“We want to be part of making a positive contribution to the world. We see corporate social responsibility as an opportunity for us to meet people that share our values and who we can support”



Clare Talbot-Jones is the Business Development Director at [Talbot Jones Ltd](#), an insurance brokerage specialising in the Third Sector, Professional and Technology risks. Alongside her professional work, Clare is a student at Newcastle Business School, studying a part-time master's degree through a senior level apprenticeship.

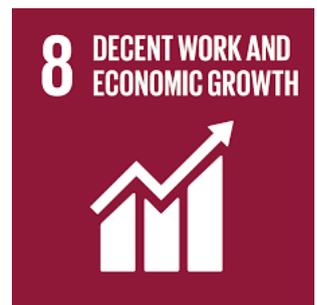
Clare, and Talbot Jones Ltd, represent the principles of responsible management through their engagement with third sector organisations and their emphasis on volunteering.

“Third sector organisations are not always served by the insurance industry, and we have skills and knowledge that can add value to those areas. We support organisations in the challenges they face and we prepare them to be more resilient to face the future”

Clare undertakes numerous volunteer roles and aims to demonstrate that insurance is a tool for empowerment and not something to be feared.



Clare supports women to financial freedom at Millin Charity which addresses a variety of challenges that make economic financial comfort difficult for asylum seekers, refugees, and those with mental health challenges.



As the Centre Manager at the Christians Against Poverty Life Skills Centre Clare contributes to reducing poverty. The centre focuses on poverty related issues such as healthy eating, living on a budget, and making responsible choices.



“We volunteer and support third sector organisations because we love people, and because our values are community excellence and integrity, and when we employ people we employ people who share those values. Community is important to us. High standards are important to us”

Clare, Richard and Miri from Talbot Jones Ltd are all studying a master’s in strategic leadership. During their studies at Newcastle Business School, they identified the need for increased public trust within the industry, and how they can be part of the conversation around offering better

advice, acting with integrity in the best interest of the client and working with an inclusive business model which supports the community and vulnerable people.

“The most valuable part of our studies is learning theories which are then applied to our organisation in the assessment. We had a great opportunity for reflection, we make use of them to put things into place. We are really enjoying our studies at Northumbria. The feedback has been really helpful and the lecturers have been really excited about what we are writing, sharing advice sharing ideas highlighting potential challenges to our situation”

Clare has won the Chartered Insurance Institute’s Building Public Trust in Insurance Award. It recognises the work of Clare and her team at [Talbot Jones Ltd](#) in providing the highest levels of customer service, added value and investment in professional skills and knowledge development.

“This award is a tribute to Clare and her excellent North East Business. Her tutors are delighted to hear of this award which demonstrates once again that Responsible Business is good business in every sense”

*- Professor Ron Beadle Professor of Organization and Business Ethics at
Newcastle Business School*

Nathan Smith

Nathan launched Ocean Junkie during his second year of [Entrepreneurial Business Management \(EBM\)](#) programme at Newcastle Business School. OceanJunkie is a social enterprise that recycles discarded fishing nets into bracelets and has a social mission to help raise awareness of ocean pollution and save marine life.



The money raised from bracelet sales is reinvested to help organise and fund community beach clean ups along the North East Coast in a bid to reduce ocean pollution and encourage conservation activities.



“OceanJunkie is start-up business dedicated to helping to fight the world’s plastic problem. We upcycle GhostNets into bracelets with a mission to save marine life and give them back their ocean”

Nathan Smith, OceanJunkie



During his studies on Northumbria University’s pioneering Entrepreneurial Business Management programme, Nathan has been encouraged to develop his passion for marine conservation into a commercial, sustainable enterprise.

“The EBM programme has given me the resources, confidence and motivation to create OceanJunkie. Prior to coming to university, I knew that I wanted to set up in business but I felt that I didn’t know enough to go it alone. I heard about EBM programme from a student in the year above. I was instantly hooked, it offered the business development and skills support I was looking for and I achieve a degree at the same time”

- Nathan Smith, OceanJunkie

The EBM programme focuses on independent, real-world learning, with students working to launch their own businesses and learn from their successes and mistakes. The programme is

based on a Finnish model of education, called Team Academy, and Northumbria was one of the first two universities to pioneer this approach in the UK.

Fraser Mair

Fraser Mair, who graduated in 2019 from the University's Business with Marketing Management course, produced 15,000 bottles of hand sanitiser and donated them during the COVID-19 lockdown.

After donating 15,000 free bottles, Fraser considered the market for hand sanitizer and was concerned with the severe lack of sanitiser available for frontline workers and was appalled at reports of price gouging in the marketplace. He made the decision to sell sanitiser at a responsible price.



“I’m determined to keep our prices ethical for such an essential product, especially right now, it’s outright wrong for any company to be pushing prices up. Teaching students about ethical business practices is a big part of the curriculum at Northumbria, and I’m ensuring this is put into practice in this new project”

- Fraser Mair, Business with Marketing Graduate

The initiative was a huge success, with upwards of 15,000 free bottles of sanitiser being distributed to frontline workers and vulnerable people. Fraser has re-connected with the University, with Northumbria's Graduate Enterprise scheme providing support and guidance. The free hand sanitiser project has grown into a £100,000 per month business in just 12 weeks.

Reflecting & Looking Ahead

As PRME Champions, our contributions to thought and action leadership on responsible management education is incredibly important to us. We commit to working collaboratively to further the agenda, serve the wider community, and contribute to UN SDGs. Our 2021 SIP report has given us the opportunity to reflect on our contributions and progress as PRME Champions and creates a framework for future improvement.

Have we met the goals from our previous reports?

In our 2018-19 report, we aimed to extend the PRME membership from the Business and Law Faculty to the whole University. This has not yet been achieved but is still priority for the PRME Representatives. There have been big changes in leadership, with a new board of governors and new Pro-Vice Chancellor, which may have delayed the prioritisation of the university PRME membership. **The new leadership within the university presents an opportunity to emphasise the importance of this and create a call for action.**

In our 2018-19 report, we set the goal of working towards an Athena SWAN Award for Newcastle Business School. **This has been achieved, and the Faculty of Business and Law has achieved a Bronze Award.**

In our 2018-19 report, we intended to increase staff engagement with the UN SDGs. This has been achieved, as outlined in Principle 1, which discusses our milestones for the sustainability engagement plan.

In 2017, we aimed to review our undergraduate courses and ensure responsible management was embedded within the curriculum. **This goal has been achieved, as after a full consultation, all programmes from level 3 – 7 now include the Golden Thread of Responsible Business.**

In 2017, we aimed to introduce a Student Sustainability Scheme and we have been successful in running a pilot of the Sustainability Ambassador Scheme. The programme helps students learn, practise, and share simple but impactful sustainability action.

Future Ambitions

One of the most beneficial parts of the SIP writing process, is benchmarking our progress to set out future aims and targets.

- We aim (again!) to extend our PRME status to the rest of the University. This is now more likely as our new Pro-Vice chancellor Pro Vice Chancellor, Robert, will be developing new outcomes for a strategy called “Force for Good”
- We aim to increase staff engagement by introducing a PRME Committee and extending the number of dedicated PRME staff
- We aim to consistently run our Responsible Business Seminar series, with a variety of guests. We have several guests scheduled for the next academic year, including: Professor Callahan who will discuss gender mainstreaming in organisations, Dr Lynn who will present on protestant ethics at work, and Professor Andrew Crane who will deliver a seminar on modern slavery
- Following the success of our SDG mapping with the Business School, we aim for Northumbria Law School to adopt the same strategic method and map all programmes to the SDGs

This may be the end of our 2021 report, but it marks the beginning of our next chapter in engaging with the PRME principles.

We look forward to building upon the reflections of this report and continuing our journey to embedding responsible business into our values, teaching, research, and collaborations.



Newcastle Business School staff and PRME members at the 4th Annual Principles for Responsible Education Management (PRME) UK & Ireland Chapter AGM, which saw 70 delegates from 35 universities across the UK, Ireland, Canada, Malaysia and South Africa visit Northumbria University, Newcastle