

ALLIANCE MANCHESTER
BUSINESS SCHOOL

PRME SHARING INFORMATION ON PROGRESS

(SIP) REPORT 2023

MANCHESTER
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The University of Manchester
Alliance Manchester Business School

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1.

Welcome from our Head of School, **Professor Kenneth McPhail**, and School Director for Social Responsibility, **Professor Hongwei He**

AMBS is one of Europe's largest and most prestigious campus-based business schools, as well as one of The University of Manchester's major schools.

We are pleased to welcome you to our second PRME SIP report. Social responsibility is one of the three core goals (alongside Research and Discovery; and Teaching and Learning) of the University of Manchester.

The report outlines some of our important projects and initiatives in recent years and provides an update on how the Six Principles are being implemented in AMBS.

We were the first university to place social responsibility (SR) as a core goal in its identity and strategy. Our commitment to social responsibility is also recognised externally. For example, the 2023 Times Higher Education University Impact Rankings place the University of Manchester first in Europe and second in the world for social and environmental impact across its full range of functions of education, research, operations, and public engagement activity, using the UN Sustainable Development Goals (SDG) as a framework.

AMBS, as an integrated school of The University of Manchester, recognises social responsibility as one of the three main pillars of our identity and strategy. We actively execute and participate in university-wide social responsibility projects and programmes, as well as formulating and implementing a social responsibility plan that capitalises on our school's strengths and possibilities.

Our philosophy is that social responsibility should be completely integrated into all the functions and activities that we do as a business school. We also have a management system and structure to specifically lead, develop, and implement our social responsibility strategy.

This is led by our School Director for Social Responsibility, who Chairs a School Social Responsibility Committee and is also an integral member of the Senior Leadership Team of AMBS and the Faculty of Humanities Social Responsibility Operations Group. The School SR Committee includes Associate Heads of Social Responsibility from our four Divisions, a Professional Services SR lead, and leaders from our core functional departments.

We are fully committed to the PRME principles despite any challenges we face. Over the last two years, we have made significant investment and progress in responsible management education, including developing new modules on the areas of sustainability, digital transformation, and artificial intelligence. We also invested heavily in promoting SR and equality, diversity and inclusiveness (EDI) content in existing modules and programmes. A new EDI strategy has been launched and fully endorsed by the school. These are just some examples demonstrating our commitment to PRME principles and how our values are aligned.

I hope you can enjoy this report. Please visit our website for more information and future developments in the area of PRME initiative and social responsibility.



Professor Kenneth McPhail
Head of Alliance Manchester
Business School



Professor Hongwei He
School Director for
Social Responsibility

2. About AMBS

Est.
1965

Alliance Manchester Business School was established in 1965 as one of the UK's first two business schools. We are triple accredited by AACSB, EQUIS and AMBA and are part of the prestigious University of Manchester.



We also provide world-class, industry-focused education to undergraduates, postgraduates and executives from across the globe. Our centres in Dubai, Hong Kong, Shanghai and Singapore open up a world of opportunities for our students, alumni, academics and clients.

3rd
in the UK

As a research-led business school, we are ranked third in the UK for research power in the UK government's Research Excellence Framework (REF) 2021.

REF is the system for assessing the quality and scale of research in UK higher education institutions. Research Power is calculated by grade point average, multiplied by the number of FTE staff submitted (FTE - full-time equivalent head count) and gives a measure of scale and quality. Our influential research impacts all areas of business and management – from management sciences, marketing, innovation, work and employment, to organisational psychology, accounting and finance.



We work to achieve The University of Manchester's vision which is to be recognised globally for the excellence of our people, research, learning and innovation, and for the benefits we bring to society and the environment.

3

Our three core goals are research and discovery, teaching and learning, and social responsibility.

Our people and our values are at the heart of our plan.

Our themes - innovation, civic engagement and global influence - underpin everything we do.

Alongside the vision, our brand essence - Original Thinking Applied - is at the heart of everything we do. This means that our research positively impacts businesses, policy and third sector organisations. It infuses our teaching so students, delegates and clients can apply it to solve real business challenges.



3. PRME Principle 1 – Purpose at AMBS

“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.”

AMBS implements a vision that focuses on embedding social responsibility into research and discovery, and teaching and learning, thereby developing the capabilities of students to become the future leaders and managers that promote sustainable value for business and society:

“We support and highlight research that will make a positive difference to society, addressing the major challenges we face in the 21st century, and we equip our graduates to exercise ethical, social and environmental responsibility. We engage with communities globally at local, regional, national and international levels.”

AMBS is located within the Faculty of Humanities at The University of Manchester. The University has three core goals: Research and Discovery, Teaching and Learning, and Social Responsibility; and four themes: Our People Our Values; Civic Engagement; Global Influence; and Innovation.

The University of Manchester was the first British university to set social responsibility as a core goal, which has been the case over our last few strategic planning cycles. From our access programmes and scholarships to our research tackling the world's biggest questions, we make a difference on a local, national and global scale.

We lead our sector in our social impact activities. We engage our communities in our work, enabling all our people to help bring about a better world and embedding responsible processes and environmental sustainability in all our key

activities.

Our priorities will be:

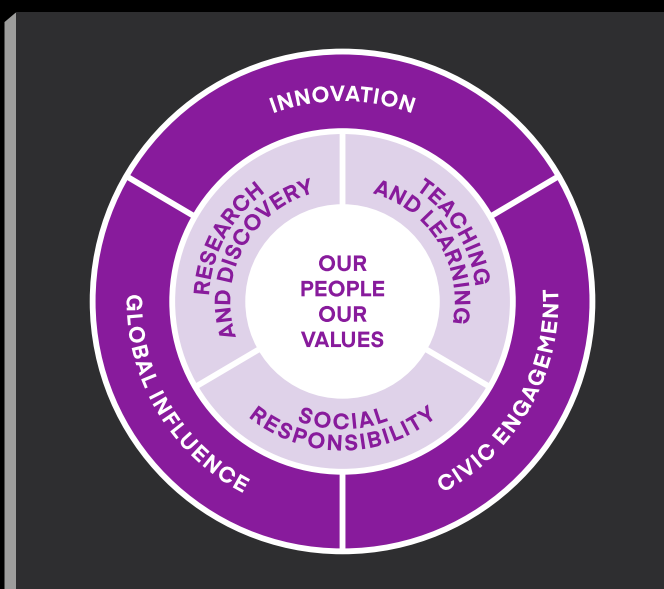
- > **Engagement, involvement and inspiration.** We will focus our pioneering social responsibility work on campus, in communities and around the world on four new priority themes: social inclusion, better health, environmental sustainability and cultural engagement.
- > **Sustainable Development Goals.** We will align our work with the United Nations Sustainable Development Goals (SDGs) to remain a global leader in the sector. Each of our research beacons and institutes will have at least one major theme which addresses a global challenge outlined by the SDGs.
- > **Environmental sustainability.** Our research and teaching will prioritise contribution to effective use of natural resources, reduction of pollution, maintaining biodiversity and addressing the climate emergency. We will lead by example in targeting (wherever feasible) the removal of avoidable single-use plastics from all services and activities on campus, and we will align with the city's zero-carbon target by 2038.
- > **Embedding social responsibility.** We will further integrate our commitment to social responsibility across key learning, research, Professional Services and cultural institution activities.

Our Social Responsibility Plan was first launched in February 2020, weeks before the global pandemic. It covered the academic years 2020/21 to 2024/25. Reflecting the increasing alignment of our social responsibility and civic engagement work, we've updated this plan to incorporate both sets of priorities in a single place. The four priorities in our original social responsibility plan remain Social inclusion, Better health, Environmental sustainability, and Cultural engagement. Added to this is a fifth priority – Prosperous communities. This reflects the increased importance we attach to enhancing inclusive economic growth within all parts of our city region, using our force as a research powerhouse and key anchor-institution to create demand for high productivity jobs and businesses and the supply of the people, ideas and innovations that are key to levelling up Greater Manchester.

Our social responsibility and civic engagement work addresses the question 'What are we good for?' rather than 'What are we good at?' Therefore, social responsibility and civic engagement are at the heart of our 'why', reflected in our institutional purpose to "advance education, knowledge and wisdom for the good of society." This public purpose is central to our social responsibility and civic engagement activities.

In terms of 'what', we've organised the delivery of our social responsibility and civic engagement around five priorities – Social inclusion, Prosperous communities, Better health, Environmental sustainability and Cultural engagement.

In terms of 'how', the contribution we make to society and the environment occurs through our four core functions of research, learning, engagement, and operations.



Our work is enabled through our commitment to people, place and partnership and is characterised by a commitment to listening, engaging, involving and inspiring the public with our work.

In terms of 'where', our social responsibility work occurs globally, nationally, locally and on campus. The contribution and impact we make across our diverse communities in Greater Manchester is what we call civic engagement.

One example of AMBS' dedication to developing future responsible managers involves its Social Responsibility Scholarships, which are awarded to students who have shown a previous contribution to community-based projects, volunteering opportunities and/or fundraising activities. These students develop plans to continue their volunteering activities as students at AMBS. These scholarships are worth £2000 per year across three years of study.

<https://www.alliancembs.manchester.ac.uk/news/making-a-positive-impact-introducing-ambss-social-responsibility-scholars/>

The contribution of AMBS, the Faculty of Humanities and the University of Manchester to social responsibility has been recognised in the Times Higher Education University Impact Rankings. These are the only global performance tables that assess more than 500 universities against the United Nations' Sustainable Development Goals (UN SDGs) and compare universities across three broad areas: research, outreach, and stewardship. The University of Manchester was ranked first in Europe and second the world in the 2023 rankings. AMBS has played a prominent role in terms of the University's engagement with the SDGs.

The Sustainable Consumption Institute at AMBS explores how adjusting consumption and production systems can bring about less resource-intensive ways of life, while the Work and Equalities Institute is internationally recognised for its research into global inequalities in the world of work. AMBS also established one of the world's first business and human rights networks at a business school, while it also recently launched the National Forum for Health and Wellbeing at Work to

improve workplace wellbeing.

A new role for 2022/23 has been introduced at Faculty level in recognition of the need to focus more effectively on environmental sustainability. An Associate Dean is now in place who attends University of Manchester level committees and reports to the Board of Governors. The Associate Dean of Environmental Sustainability works closely with the Faculty Vice Dean of Social Responsibility to develop and implement the University's Environmental Sustainability strategy. In addition, the School's Director for SR works closely with the Associate Dean of Environmental Sustainability in developing AMBS' Environmental Sustainability priorities.

As well as the SR Director, social responsibility and EDI falls within the remit of the School Operations Manager, who directly reports to the Head of School Operations. This ensures that the strategy straddles both Faculty and Professional Services colleagues' activity. The School recently recruited an EDI Professional Services Lead to push forward the EDI agenda, linking closely with the work of the EDI Directorate. And the SR Director is supported by an Administrator to coordinate events both internally and externally.

In addition to University and Faculty funding, the School manages a budget of £15k to support projects from both Faculty and Professional Services that promote or develop the School's work towards Goal 3. The criteria ask that projects align with the strategic priorities.

Examples of successfully funded projects include:

- > **School Citizen Assemblies:** empowering young people as changemakers in climate change and connecting young people, experts and communities to achieve change
- > **Improving the diversity and inclusion of course reading lists**
- > **Improving the diversity of PS recruitment**



4.

PRME Principle 2 - Values at AMBS

“We will incorporate into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.”

We are guided by our values: knowledge, wisdom, humanity, academic freedom, courage and pioneering spirit. The EDI Strategy will help us to deliver on this commitment, supporting our people and our values through the implementation of specific, prioritised objectives. Our community includes staff, students, alumni, partners, and members of the wider Manchester city region.

University staff contribute through their core functions of research, teaching, social responsibility and Professional Services. Students contribute through their learning – applied in professional and civic contributions – through volunteering, co-curricular activities and leadership within and beyond the University. As alumni, they go on to contribute to the world in many and diverse ways.

Curricula

In their course manuals, course coordinators at AMBS are required to describe how their course unit contributes to social responsibility. Coordinators can describe their contribution to social responsibility in terms of the UN PRME responsible management competencies and/or the UN SDGs. Data on social responsibility in course manuals are collected every semester, and best practice examples are made available to staff via StaffNet.

The template used to write course manuals includes the following:

“AMBS aims for our graduates to develop not only academic and professional skills, but also a sense of social, ethical and environmental responsibility towards the societies of which they are part of. Please give details of how social responsibility is addressed in your course unit by highlighting any knowledge or skills that support students’ social and ethical understanding and conduct.”

The textbox includes an example of a course unit that describes how it tackles social responsibility topics and embeds these topics in the unit’s learning objectives, by referring to the UN SDGs and responsible management competencies.

In addition to an integration of social responsibility into every course unit at AMBS, there are also a substantial number of units that are explicitly focused on social responsibility and sustainability.

Examples include:

- > an MBA unit on Sustainable and Socially Responsible Business that is offered to all MBA students
- > inclusion of Leading and Managing in the Global Environment Part A core unit in the portfolio of MBA programmes
- > MSc units on Innovation for Sustainability, and Sustainability and Social Responsibility
- > Undergraduate units on Sustainable Business, and Sustainable Business in Society.

A similar approach has recently been applied to EDI. For example, all courses are required to include EDI statements in their module outline. We also developed SR and EDI related questions for module leaders to add to their unit evaluation survey, completed by students at the end of the course. This helps enhance the accountability of SR and EDI embeddedness in the curriculum and enables continuous improvement.

The **People, Management and Organization (PMO)** division in AMBS offers a comprehensive and holistic academic program that prioritizes social responsibility, equality, diversity, and inclusion (EDI). The division’s educational approach spans various subjects, embedding EDI at the heart of teaching. The complexities of modern management and business operations from a global perspective are addressed, reflecting these values throughout the curriculum. The division places significant emphasis on socially responsible teaching across all subject areas. The themes of social responsibility and EDI are woven into the core of the pedagogy, with a focus on research and analysis skills, understanding corporate roles in worker regulations, addressing international business from diverse perspectives, and exploring sustainability and ethics in business.

In the research and analysis modules, workplace inequalities are confronted, and the application of EDI strategies is encouraged. Intersectionality is embraced, acknowledging the significance of marginalized voices and their impact on research. Eurocentrism in business studies is challenged by incorporating diverse literature from the global south and

Course unit BMAN 73102 in the MSc Management:

This course unit improves students’ understanding of sustainability and social responsibility in a business context, by emphasising the study of sustainable business models and sustainable collaboration between firms.

It discusses sustainable technologies and businesses that contribute to several of the UN Sustainable Development Goals (SDGs), such as goal 2 (zero hunger), goal 7 (affordable and clean energy), goal 11 (sustainable cities and communities), goal 12 (responsible consumption and production), goal 13 (climate action) and goal 17 (partnerships).

In addition, the course unit encourages students to critically analyse the interaction

other world regions to foster inclusivity and a comprehensive global perspective. Building upon the understanding of workplace inequalities, the division underscores the role of corporations in regulating working conditions and emphasises the limitations of deregulatory neo-liberal agendas. This critical examination extends to prevailing Anglo-American perspectives in international business, where students are introduced to diverse financial market characteristics and encouraged to advocate for stakeholder value over shareholder value.

The curriculum also interlinks business ethics and moral philosophy, addressing social responsibility and sustainability. By exploring topics such as environmental sustainability, business ethics, corruption, and non-market and lobbying strategies, the division provides a holistic perspective on these issues and their societal-level impacts, including inequality.

The division is committed to fostering an inclusive learning environment that values teamwork, diverse perspectives, and critical thinking. Students are invited to explore diverse business models and engage in discussions that emphasize the need for ethical and fair working practices. Modules such as 'The Management of International Organization', 'Training Support and Development', and 'Managing Across Cultures' delve into critical issues of diversity, ethics, unfair working practices, and the impact of new technology. The equitable treatment of employees, workplace wellness, and the value of diversity are emphasised.

Alignment with the United Nations' Sustainable Development Goals (SDGs) is integral to the division's teaching. The SDGs serve as a lens for critical analysis and problem-solving in modules exploring companies, relationships at work, business models, and capability building. An evidence-based approach to problem-solving is emphasised, preparing students to understand the significance of social responsibility in international business strategy and effectively manage multicultural organisations.

The division acknowledges the vital role of Human Resource Management (HRM) in fostering workplaces that value EDI. The ethical implications of HRM policies and practices are explored as well as the relationship between HRM and sustainability. Modules on industrial relations and international labour laws provide a comprehensive understanding of fairness, equality, and ethical management within the wider economy, equipping students to promote civil liberties at work, uphold equality, and comply with international labour standards.

The People, Management and Organisations (PMO) division is dedicated to creating an inclusive learning environment that encourages critical thinking, values diversity, and fosters an understanding of corporate social responsibility in a global context. The comprehensive and holistic program prepares students to become socially responsible leaders, equipped to tackle the ethical, environmental, and societal challenges of the 21st century. Principles of diverse perspectives, critical thinking, and the advancement of decent work, equality, and sustainability are deeply ingrained in the division's teaching approach.

SR plays an important role in teaching in the **Accounting and Finance (A&F)** division, in particular the nature of teaching that maintains a high level of academic standards, responsibility,

and inclusivity. The course units provide dedicated lesson units on environmental, social, and governance (ESG) related issues, business ethics, and transparency, and there are further modules which are specifically catered towards sustainable Finance and Accounting with a focus on ESG issues and corporate social responsibility (CSR) covering various related CSR/ESG topics such as the role of investors and stakeholders, ESG risks (e.g., climate physical and transition risks), sustainability disclosure, socially responsible investing (SRI).

Over the past few years, **Innovation, Management and Policy (IMP)** lecturers have embedded social responsibility throughout the curriculum. IMP also teaches several courses relating to environmental sustainability at second- and third-year undergraduate level, and at postgraduate level, as part of the MSc Innovation Management and Entrepreneurship programme. IMP is now leading on the development of a new programme, MSc Sustainable Business, which will launch in academic year 2024/25.

In recent years, the **Management Science and Marketing (MSM)** division has developed innovative strategies to foster a social responsibility mindset in students. More courses have incorporated a social responsibility focus, either by explicitly discussing issues and theories related to this topic, developing a critical approach to teaching management and marketing theory, including case studies that concentrate on social responsibility, or by making a sustainability challenge part of their assessment. Teaching staff have been consistently urged to consider how their course content aligns with the United Nations Sustainable Development Goals. Several initiatives within the MSM division are worth mentioning, as they aim to further encourage a socially responsible mindset in students.

First, the MSM division organised an event for all MSc students titled 'The Role of Social Responsibility in the Employment of Postgraduate Students'. This event underscored the significance of social responsibility and environmental sustainability in the employability and career prospects of postgraduate students. It comprised a panel discussion and a networking session, where students could learn from leading figures in the field about having a sustainability-focused and socially responsible mindset, and network with potential employers to learn about available job opportunities.

Secondly, the MSc in Marketing program has been developing a new course titled 'Marketing and Society'. This course, which is being introduced in the 2023/2024 academic year, will specifically address how marketing can contribute to achieving the UN Sustainable Development Goals.

Finally, students in the MSc Management program undertake taught research called the 'Business Research Project'. They explore sustainability marketing theory which examines the alignment of sustainability with marketing and the challenges of adopting a sustainability strategy that promotes overall reduction in consumption. Students have reported choosing this course because of their interest in working for companies that are adopting or developing sustainable practices. Furthermore, students from previous years have found the knowledge they gained from this course instrumental in securing job interviews and offers.

Academic Activity: Widening Participation

AMBS participates in the University's Manchester Access Programme (MAP), which targets and supports talented students from backgrounds that are currently under-represented in higher education. MAP is a structured scheme for local post-16 students who meet specific academic and background criteria.

The programme aims to support entry to Manchester, or to another research-intensive university, by completing a portfolio of work demonstrating specific knowledge and skills. The scheme allows students to show their potential through a varied programme of activities, including:

- > a series of personal development/skills workshops
- > a two-day University Life Conference
- > one-to-one UCAS application guidance interviews with University of Manchester staff.

Students also complete an academic assignment under the guidance of an academic tutor at the University, which helps to develop the skills required for university study and provides an excellent opportunity to demonstrate the potential for success in higher education.

AMBS has extended its Manchester Access Programme to a Manchester Distance Access Programme (MDAP). Unlike MAP, MDAP does not require participating applicants to attend on-campus events and is not limited to students from Greater Manchester. MDAP therefore expands the reach of the School's widening participation initiatives across the whole of the UK, thanks to the distance learning/online nature of the scheme.

Organisational Practices

There is a formal School governance structure for SR managed via the Social Responsibility and Engagement Committee. This is chaired by the Director for SR and supported by an Associate Head of SR from each Division, and a senior member of Professional Services. The Director reports on the achievement of priorities to the School's Senior Leadership Team and to the Faculty of Humanities. The School Director plays a pivotal role in developing and implementing SR strategy for the School and contributing and supporting the Faculty- and University-level SR strategy.

Similarly, the four Associate Heads of SR at divisional level are responsible for the SR strategy in their divisions and divisional implementation of School, Faculty and University level strategy. AMBS' SR Committee also includes members from different operational functions/arms of the School, i.e. Executive Education, Marketing, Communications and Recruitment, the Chair of the EDI committee (see the next section) and so on. This practice is to ensure that our SR strategy is embedded fully across the academic divisions as well as functional departments of the School.

Equality Diversity and Inclusion (EDI): The University of Manchester is committed to creating an environment where diversity is celebrated and everyone is treated fairly,

regardless of gender, gender identity, disability, ethnic origin, religion or belief, sexual orientation, marital or transgender status, age, or nationality.

The University has a genuine commitment to equality of opportunity for its staff and students that form a very diverse community: 17% of our staff are from a black and minority

ethnic background, women make up 51% of our workforce, and international staff members make up 21%. We also have more than 40,000 students, including 14,800 international students from more than 170 countries. The University publishes a report each year that details information on all staff and students at the University of Manchester.

The University of Manchester leads award-winning initiatives to counteract all forms of bullying or harassment and oversees gender and race charters for the advancement of female and black, Asian and minority ethnic staff.

AMBS has achieved Bronze for the Athena Swan Charter - a framework which is used across the globe to support and transform gender equality within Higher Education and research - and is now working through the agreed action plan towards full implementation.

AMBS has an EDI Committee responsible for implementing the Athena Swan action plan and other EDI initiatives, such as reducing the BAME attainment gap. The EDI Committee has members from diverse backgrounds and meets regularly to set the EDI agenda for the School and make recommendations to the leadership team to improve EDI performance in areas such as recruitment, promotion, leadership diversification and student attainment.

The School's EDI Committee Chair is also an integral member of the committee at Faculty level. To ensure that EDI issues are integral to the School's SR strategy, the AMBS Director for Social Responsibility is an essential member of the EDI committee and the Chair of the EDI Committee is vital too. In addition, the EDI Chair is a regular guest at Senior Leadership Team meetings. Recently, to further invest in EDI, AMBS reviewed the role of the school EDI Committee Chair and upgraded it to AMBS EDI Lead, which doubles the workload and responsibility. A new EDI Lead was appointed since August 2023 to lead the school's EDI strategy.

In 2021, the University of Manchester appointed a Director of Equality, Diversity and Inclusion (EDI). This is a new role, created to provide leadership of the EDI agenda across the University and drive forward a bold and ambitious programme of change. The Director of EDI is responsible for developing and implementing the University's EDI strategy and ensuring that equality, diversity and inclusion inform and guide the University's core activities. In 2022, a new EDI strategy was developed. It sets out our aims for the next three years and is shaped by ideas shared by colleagues, students, alumni, partners, and members of the wider Manchester city region. It takes a holistic approach that celebrates individuals and their many identities, extending beyond our statutory obligations, so that we become a truly inclusive organisation where EDI is embedded in all that we do and who we are. Our community helped shape this strategy and the three key priorities: Inclusive environment and culture, Diversity and equity across our community, Inclusive practice.

Our aim is to create an outstandingly inclusive place to work and study, characterised by equality, how we value diversity, and where all have a sense of belonging. This is essential if we are to successfully deliver the 'Our people, our values' theme at the heart of our strategy. We will create an inclusive and supportive environment with effective leaders, so everyone can reach their full potential.

We will be guided by our values: knowledge, wisdom, humanity, academic freedom, courage and pioneering spirit. The EDI

Strategy will help us to deliver on this commitment, supporting 'Our people, our values' through the implementation of specific, prioritised objectives. University staff contribute through their core functions of research, teaching, social responsibility and Professional Services. Students contribute through their learning – applied in professional and civic contributions – through volunteering, co-curricular activities and leadership within and beyond the University. As alumni, they go on to contribute to the world in many and diverse ways.

Building and Facilities

As well as supporting sustainability through research and teaching, the School contributes to the University's goals in relation to sustainable operations.

At a School level, an Environmental Sustainability Action Plan was developed following the move back into our newly refurbished building in 2019, based on focus groups with staff and students about their sustainability experience in the building.

Travel

In November 2022, the University set a target to halve emissions associated with staff air travel, compared to pre-pandemic levels. This will mean a reduction from 18,500 tonnes of carbon dioxide equivalent in 2018/2019 to 9,250 tonnes. To support this, several changes were made to the Travel Policy, which took effect from January 2023.

The changes are:

- > **Everyone is encouraged to consider whether the meeting could be successfully carried out online instead.**
- > **Where online meetings are not possible, there is a now a default expectation that UK mainland travel will be by train. Any exceptions to this are approved locally in the same way as business class bookings.**
- > **For European travel, colleagues are expected to consider using rail and to plan their projects and activities to accommodate this where possible.**
- > **A 'top-up fund' to cover additional costs between air and rail travel has been agreed for two years, to be used when other local funds are not available.**

Emissions data has also been provided by the University Environmental Sustainability Team to support the School's decision making. At a School level, the Operations Team took this opportunity to revisit the current level of pre-travel approval. This will be rolled out in August 2023 and will display a conscious effort to reduce emissions in line with the Environmental Sustainability Strategy.

The University's preferred supplier, Key Travel, have been consulted and will be looking to make train/boat the first option for travel wherever possible. Conversations are ongoing regarding further actions to meet the 50% reduction target.

Green Waste Pilot

Alliance Manchester Business School is taking part in a Green Waste Pilot project on behalf of the University of Manchester. This project is a result of from staff and student feedback about the lack of green waste bins on campus. Caddies have now been installed in kitchens and tea points around the school.

50,000 Actions

In November 2016, the University's environmental sustainability engagement programme for staff – 10,000 Actions was launched. In its first phase (November 2016-March 2018), 46% of staff logged into the website, committing

to 26,242 actions and completing 3,541 actions. Since then, the Environmental Sustainability team has been working hard to relaunch '10,000 Actions' as '50,000 Actions'. The new platform has been extended to the whole of our student body and is now the biggest environmental sustainability initiative in the Higher Education sector.

Staff and students are asked to take practical action in everyday life towards a more sustainable way of living and the platform allows them to do this by providing ideas and inspiration for what they you can do to live more sustainably. The philosophy is based on the impact of every action taken contributes to the collective goal.

Zero Plastic

Manchester plans to become zero carbon by 2038 and the University is supporting this by participating in regional initiatives to reduce carbon emissions and plastic use. The School's contribution to this has started with the installation of a water fountain in the main food outlet on the ground floor, with a view to stopping the sale of plastic water bottles in our building from 2023/24.

Procurement

The University takes a net-positive approach to procurement, maximising the positive social, environmental, and economic impacts gained through what we purchase and aiming to minimise those that are negative. It has led the Higher Education sector in developing a Supplier Engagement Tool, using a Flexible Framework to embed responsibility into procurement. It is committed to Fairtrade and Workers Rights Consortium accords to protect the conditions of food and garment workers throughout our supply chain.

Public Service

The University has established policies to ensure staff can commit to public service, such as becoming as a School Governor, a Justice of the Peace, or a Local Authority Councillor. Staff are also encouraged to take social action, for example through becoming a Dementia Friend, proficiency in life-saving CPR, Give and Gain Day and/or charitable initiatives such as Giving Tuesday, Purple Pennies and the Greater Manchester Run.

Social responsibility in our Global Centres

Social responsibility is embedded in our international centres, where they have the autonomy to develop their own initiatives.

Below are some examples of SR activities from our Global Centres:

DUBAI

When it comes to social responsibility, the Middle East Centre has created a regional programme focusing on social, humanitarian, and environmental issues, and providing the opportunity for students and alumni, corporate partners and other friends of the Business School and University to engage and support, teach and learn, or even volunteer. The regional programme was given a special focus during celebrations for the Centre's 15th anniversary in 2021 and the energy and momentum has been maintained.

The '15 for 15' programme (15 social responsibility projects for the 15th anniversary of the Centre, continues to develop through working relationships with social responsibility partners including [Dubai Cares](#), [Emirates Marine Environmental Group](#), [SOS Villages](#), [Sparkle Foundation](#), [Emirates Red Crescent](#), [The Big Heart Foundation](#), [DGrade](#), [Dubai Blood Donation Centre](#), [Dubai Wildlife Protection Office](#), among others.

The Middle East Centre has also initiated its own 'plant-a-tree' programme across the region with support from local alumni/associations. 15 trees were planted in Dubai International Academic City in the presence of Professor Fiona Devine CBE, then Head of Alliance Manchester Business School, staff members and alumni ambassadors. The regional tree planting campaign has covered seven countries in the Gulf Co-operation Council (GCC) and wider Middle East, thanks to the initiative and energy of local alumni.

Students, alumni, and staff regularly join mangrove planting and beach cleaning activities in Dubai, organised by Emirates Marine Environmental Group (EMEG), which works on marine wildlife conservation in the UAE. EMEG's mission is to protect marine wildlife populations and advance research, education, and conservation of UAE marine ecosystems by building a framework where science meets education. Mangroves are an important part of the UAE's ecosystem. They protect the coastlines from erosion, provide a breeding ground for fish, and help remove carbon dioxide from the atmosphere. The Middle East Centre has collaborated with EMEG to plant 1,000 mangrove bushes through special events involving the Alliance Manchester Business School regional community and visiting guests.

The Dubai Turtle Rehabilitation Project involves rescuing injured sea turtles and providing medical care before releasing them back into their natural habitat with a satellite tracking instrument to monitor their movements and well-being. Over 1,600 endangered turtles have been rehabilitated with support from the Middle East Centre.

Another new initiative with SOS Children's Villages International Gulf Area Office was launched to encourage the recycling of plastic and support the concept of the circular economy – namely an extruder and shredder for small villages, where plastics can be recycled into usable items for everyday life. The aim is to inspire young people to recognise the importance of recycling and support youth employability and entrepreneurship.

One of the most impactful and enduring social responsibility programmes has been created with Dubai Cares, a civil society organisation formally associated with the United Nations Department of Global Communications.

The project being to build a new school in Nepal as part of Dubai Cares' 'Adopt a School' initiative. The project has involved students and alumni in fundraising to support the project and create a 3-D visualisation of the new school. It will include three classrooms, accommodating up to 90 students, and will provide thousands of children with access to quality education. The Middle East Centre reached their fundraising target in 2022.

Charitable giving is an integral part of our culture. The Middle East Centre encourages students and alumni during special periods of the year, such as the Holy Month of Ramadan, when charitable acts are especially appropriate. Middle East Centre students, alumni, staff, and friends volunteer their time to pack Iftar food boxes for distribution within the local community in support of the Emirates Red Crescent (ERC) Iftar Project.

The Middle East Centre has supported a range of activities, often linked with Ramadan:

- > **Food Scheme Project** (donation of food items to support families in need)
- > **'100 Million Free Meals' and 'One Billion Meals'** campaigns providing secure food aid for vulnerable communities in countries around the region and beyond, coordinated with the Food Banking Regional Network and UN World Food Programme.
- > **Labour Camp Iftar Boxes Distribution** involved Middle East Centre staff, students and alumni visiting a Labour Camp in Ramadan 2023 to distribute 200 Iftar boxes.

The Middle East Centre's humanitarian work covers a range of partnership and activities such as 'The Big Heart Foundation's Clothing Initiative for Children in Need', and 'Beit Al Khair's Food Scheme' projects, which the Centre has supported.

Workshops provide the opportunity for students, (alumni and other friends of the Centre to give blood, thanks to Dubai Blood Donation Centre which parks its mobile clinic close to the workshop venue. Other public health awareness support includes the annual Breast Cancer Awareness Campaign with 'Pink Caravan' to provide free breast screening and mammograms.



Hope is another consistent theme across many of the social responsibility partners and their activities – ‘[Sahem for Hope](#)’ (food packages for individuals in need – an initiative by our alumni) and its partnership with [Senses Residential Day Care Centre](#) (projects for Children with Special Needs), are amazing examples, along with ‘Circle of Hope’ (the ‘Wanna Read?’ initiative promotes ‘Love for Literacy’ in children’s wards in at local hospitals by arranging virtual reading sessions with staff, students and alumni); and ‘Beacon of Hope’ (bringing literacy to impoverished children).

With SOS Children’s Villages, the team helped raise funds for the Syria humanitarian appeal in support of vulnerable children and families who were affected by the earthquakes in and around Aleppo. The humanitarian appeal aimed at serving 25,000 affected people with a focus on emergency aid, evacuation and emergency relocation, psychological support and strengthening families.

During an outreach programme in Egypt, representatives of the Middle East Centre took the time to visit The Children’s Cancer Hospital - the largest paediatric oncology hospital in the world and meet some of the inspiring young patients, families, and staff. The team shared gifts of toys with the children and learned more about the children. The Centre aims to develop a relationship with the hospital, which relies entirely on donations and provides family-centred patient care and services, free of charge.



Social responsibility continues to provide a focal point for the Middle East Centre and regional community to take positive steps – and make an impact and a difference, together in the region and beyond.

SINGAPORE

The University of Manchester South East Asia Centre (UOMSEA) commemorated its 30-year milestone in Singapore with a nationwide fundraising campaign, ‘The University of Manchester South East Asia Art & Bowling Charity Day 2022’, created in support of the President’s Challenge in Singapore.

There were over 180 guests at the Charity Day, including 90 participants from four beneficiaries, engaging in activities such as Art Jamming and Bowling.

The campaign aimed to support families with lower incomes and healthcare needs. All the funds raised were donated to two beneficiaries of the President’s Challenge 2022 – Ain Society’s Relief Fund under the Serenity Cancer Care, and Filos Community Services’ ‘Waves of Blessing’ project. UOMSEA raised over S\$40,000 (exceeding its initial goal of S\$30,000) in commemoration of its 30th anniversary.

The campaign was jointly organised by UOMSEA, the University of Manchester Alumni Association of Singapore (UOMAAS), and Manchester Business School Alumni Association of Singapore (MBSAAS). It operates in line with The University of Manchester’s annual community volunteering project for alumni, called Manchester Day of Action (MDOA). MDOA encourages our alumni worldwide to organise projects that focus on one of the United Nation’s 17 Sustainability Development Goals (SDGs).

Our two alumni associations jointly organised two beach clean-ups on 23 July and 13 August 2022 at Pasir Ris Beach and East Coast Beach. Over 20 alumni participated with their family members. Volunteers collected 20kg+ of rubbish at each event making a big difference in our environment.

On 15 December 2021, the University of Manchester Worldwide, South East Asia Centre collaborated with ‘Art for Good’ to hold an art therapy session for our students and alumni. Our aim was to create awareness about mental health in the community, uplift the vulnerable and empower those around us to make a change by taking action.



The proceeds from registration fees directly benefited the vulnerable children at Rare Disorder Society (Singapore) in the form of Art Therapy.

Art therapy helps children to explore and work out complicated feelings and thoughts and communicate through other means. This helps them to heal, gain self-confidence and be more empowered to lead a hopeful and happier life.

Manchester Business School Alumni Association Singapore participated in the University of Manchester Worldwide Virtual Run and donated generously in supporting the MDOA (Manchester Day of Action) 2021.

The representatives of MBSAAS presented the collected funds to the nonprofit Apex Harmony Lodge (AHL), the first and only purpose-built lodge for persons with dementia in Singapore.

MBSAAS has relaunched Emp@thy after a hiatus from COVID-19. Emp@thy is an interest group where students and alumni come together for CSR activities to give back to society.

CHINA

The China Centre is placing social responsibility at the centre of our daily operation and future strategy. Adhering to the University's commitment to achieving UN SDGs, our centre continues to promote social responsibility in the region in the following ways:

Net zero and carbon neutral commitment

During the reporting period, the China Centre advanced our environmental commitments through a mix of investments on site in terms of sustainable design innovations, energy efficiencies and low-carbon practices.

On 22 April 2023, our Centre's low-carbon office project is successfully established under the strategic cooperation with Manbing Group, which marks a significant achievement in the field of sustainable development. This project contributes to the University's commitment to zero carbon by 2038.

We are also focused on behaviour change initiatives for our staff, students, alumni, and guests. For example, our centre encourages staff to choose high-speed rail as a low-carbon alternative to flying and to choose greener alternatives for their daily commute. Our student support team also encourage the use of recycled cups to minimise disposable cup usage during workshops in the centre.

Social Impact

We also continue to explore ways in which we can better connect, engage and share with the public our knowledge and resources, creating benefits for our alumni community and wider society. Our Centre continues to use the culture sharing platform, MCloud to host various social and recreational activities, including special speaking events, and immersive cultural experiences in the past year.

In September 2022, the China Centre co-hosted the 'Beautiful World' photography exhibition, celebrating the 50th Anniversary of the Establishment of Ambassadorial Relations between China and the UK. This remarkable people-to-people diplomacy event aimed to foster the theme of friendship and development between people in China and the UK.

On 18 May 2023, we launched the annual People-to-People Diplomacy event with the theme 'Splendid Chinese Costumes, Ancient Chinese Charm' by hosting a guided tour of the

Shanghai Museum of Textile and Costume. The annual signature event attracted over 50 overseas students from more than 20 countries studying in China and offered a unique experience of the rich history of Chinese fashion and textiles.

Promoting ESG in the region

In the past financial year, the China Centre remains committed to encourage and promote responsible business practices in the region.

On 7 September 2022, our Centre participated in the British Chamber of Commerce Shanghai's Sustainability and ESG Business Summit as the academic supporter. Moreover, we also supported the First BritCham Shanghai's ESG China Awards by sponsoring the Employee Engagement ESG Campaign of the Year Award on 27 October 2022.

Many of our core activities are designed to support and encourage our students and alumni in the region to conduct themselves as responsible citizens.

In February 2022, we supported our alumni club to kick off a series of seminars focusing on the impact and value of ESG, which involved experienced industry experts and senior alumni.

We also work together with Alliance MBS academics, local industry experts and partners who provide events and knowledge resources for our students and alumni to cultivate future business leaders.

The China Centre initiated a Green Finance Masterclass series this year, which is open to our alumni as well as the public, and features a series of academic keynote speeches and industry insights, covering topics adhering to international ESG standards.

On 31 May 2023, the China Centre invited AMBS Professor in Finance, Viet Dang and senior CIMA members to share academic and industrial insights on 'The Future of Green Finance and Sustainability'. On 18 July 2023, Mr Ismail Erturk, Alliance Manchester Business School Director of Social Responsibility & Engagement, was invited to deliver a Masterclass with a focus on 'ESG in Net-Zero Economy'.

Future Talent

Attracting and supporting future talent with diverse and social responsibility in the region is essential for the China Centre to enhance our impact as a socially responsible organisation in China.

Since 2022, our Centre introduced special scholarship schemes for Global MBA including Women Empowerment & Social Responsibility Scholarships to encourage leadership development for women and cultivate more socially responsible business leaders.

Our younger generation is the workforce of the sustainable future. With this in mind, the China Centre collaborated with PwC China in October 2022 by supporting the PwC 'You Plus Achiever ESG Challenge Campaigns' to encourage the next generation in China to become global citizens and socially responsible business leaders of the future.

The China Centre also encourages healthy living and self-care, while supporting employee balance and wellness. During the pandemic crisis, especially during the Shanghai lockdown, our centre adapted more flexibility for staff, leveraging the principle of trust and connectivity.

Responding to COVID-19: Recovery from COVID-19

The University of Manchester, led by Alliance Manchester Business School, is continuing to work with organisations around the UK and globally – including local government emergency planners and resilience officers – to develop successful plans for ensuring recovery from COVID-19.

The work is being spearheaded and co-ordinated by Duncan Shaw, Professor of Operational Research and Critical Systems, who is a co-founder of the National Consortium for Societal Resilience (UK+). In April 2023, the Consortium held its first national conference in Manchester with delegates from local resilience partnerships joining senior government figures to discuss societal resilience at a two-day event. The success of the conference showed the enthusiasm among local government partners for collaborative working to enhance societal resilience.

Events

Since the UK came out of lockdown, Alliance Manchester Business School has hosted a number of events which have discussed recovery from COVID-19, and the pressures and challenges on business leaders in an increasingly volatile and uncertain world.

One event was a guest lecture from Sean Marett, Chief Business and Commercial Officer at biotech firm BioNTech, which became famous for developing the mRNA-based COVID-19 vaccine with Pfizer. Sean also shared the extraordinary story about the search for a vaccine during an Alliance Manchester Business School Original Thinkers podcast, where he also talked candidly about how his MBA at AMBS helped equip him with crucial skills.

Alliance Manchester Business School has also held a panel discussion with business leaders in partnership with The Business Desk on 'Leadership in a Volatile and Uncertain World'. The event discussed the huge challenges faced by leaders as they navigate huge changes within the workplace.

In another lecture, the former head of the UK government's levelling up task force Andy Haldane – an honorary professor at Alliance Manchester Business School – talked candidly about why levelling up was needed and how it can be delivered. He said there remained huge variations in economic and social indicators across the UK.

National Forum for Health and Wellbeing at Work

The National Forum, based at Alliance Manchester Business School, has continued to undertake extensive research into health and wellbeing in the workplace. In April 2023, it hosted an event in London which discussed which mental health peer support strategies work, how they can be evidenced, and how they can become a fundamental part of business strategy.

In June 2022, the Forum also published a report urging business leaders to measure employee wellbeing to improve happiness, productivity, and the overall health of the national economy. The report also argued that for employers to successfully implement a strategy that improves subjective wellbeing then business leaders must focus as much on the measurement of wellbeing in the workplace as they do on implementation.

In July 2023, the Forum also published a report on financial wellbeing in the wake of the cost-of-living crisis. It said employers must urgently break down social taboos around speaking about money and encourage their employees to share their financial concerns with their colleagues.



5.

PRME Principle 3 - Method at AMBS

“At Alliance Manchester Business School, we will create educational frameworks, materials, processes, and environments that enable effective learning experiences for responsible leadership.”

All courses are required to provide a CSR statement in the course outlines. The SR statement should consist of 3-5 statements.

These can be related to two or more of the following points:

- > How is the course related to one or more of the United Nations' SDGs?
- > What aspect(s) of the course content are linked to SR and/or sustainability?
- > What methods of delivery of the course are linked to SR and/or sustainability? e.g. visits to external organisations; external guest speakers; creation of new resources, new websites, blogsites, films and podcasts.
- > What SR-related case studies and examples are utilised in the course?
- > How are assessments of the course linked to the development of SR knowledge and/or SR skills?
- > How is the course content/delivery aligned with the University of Manchester's strategic goals for SR?

The Social Responsibility in the Curriculum Fund is the Faculty of Humanities' flagship programme to encourage socially responsible graduates. Running since 2012, funding has been provided to more than 100 course units to enable a specific social responsibility emphasis to be included in them. Alliance Manchester Business School has been successful in winning this fund with an average six awards per year being made to colleagues in the School to enhance the social responsibility content in their courses.



SR dissertation awards

In our School's Management Science and Marketing Division, we offer Best SR Dissertation Awards to the dissertation project with the strongest social impact and SR implications to each of the three

postgraduate programmes in the division. The purpose of these awards is to raise awareness of SR and promote the SDGs among our postgraduate taught students and contribute to one of the core SR strategies: socially responsible graduates.

Making a Difference Awards for Outstanding Teaching Innovation in Social Responsibility

This University of Manchester award recognises staff innovation in the curriculum, where teaching and learning have enhanced social, cultural or environmental impact. Awards are offered to courses that offer evidence of innovation in the way the curriculum, programme or module has been developed, delivered and assessed; evidence of the impact of the teaching and learning on the students and their understanding and commitment to social responsibility or environmental sustainability, and evidence of the impact of the students' work, or the course itself, on the wider community beyond Higher Education. Colleagues from Alliance Manchester Business School and our sister school (the School of Social Sciences) have recently been shortlisted for this prestigious award for their project titled Worker-driven social responsibility for human rights.

Following changes to its methodology, the Financial Times Global MBA Ranking 2023 places Manchester Business School seventh in the world for Corporate Social Responsibility, which recognises the proportion of teaching hours from core courses dedicated to CSR, ethics, social and environmental issues.



6. PRME Principle 4 – Research at AMBS

“ 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.”

As the largest single-campus business school in the UK, Alliance Manchester Business School is a leading research powerhouse. We conduct both conceptual and empirical research on a wide range of issues on CSR, business ethics, sustainability, and various UN SDGs.

Our research strategy focuses on three goals:

- > to be at the frontier of business and management research, offering novel perspectives and exploring often overlooked themes
- > to develop scholarship that addresses some of the world's most pressing and seemingly intractable challenges
- > to translate this into lasting economic, social and cultural benefits.

Alliance Manchester Business School is a leading research powerhouse and conducts both conceptual and empirical research on a wide range of issues on SR, business ethics and sustainability for example that have clear social impact.

We prioritise research that addresses **grand societal challenges**. Specifically, we report on the contribution of our research to the UN SDGS.

Alliance Manchester Business School has also become an institutional partner for the Responsible Research for Business and Management (RRBM) network, dedicated to inspiring, encouraging, and supporting credible and useful research in the business and management disciplines. We fully endorse RRBM's seven principles: service to society, valuing both basic and applied contributions, valuing plurality and multidisciplinary collaboration, sound methodology, stakeholder involvement, impact on stakeholders, and broad dissemination.

The School has six research institutes and centres that focus on these challenges. These include **The Productivity Institute**, the **Manchester Institute of Innovation Research (MIOIR)**, **Sustainable Consumption Institute (SCI)**, the **Work and Equalities Institute (WEI)**, **Decision and Cognitive Science Research Centre (DCSRC)**, and the **Centre for the Analysis of Investment Risk (CAIR)**.



The Productivity Institute is our newest flagship £32million Institute, funded by the Economic and Social Research Council (ESRC)

Headquartered at Alliance Manchester Business School, it brings together world-leading experts from nine UK partners across a range of disciplines and backgrounds, working directly with policymakers and businesses to better understand, measure, and enable improvements in productivity across the whole of the UK, with the aim to improve living standards and well-being.

Its work will pinpoint the causes of stagnation in UK productivity and focus energy on laying the foundations for a new era of sustained and inclusive productivity growth and

directly inform government policies and business strategies to improve productivity. The Institute consists of eight Regional Productivity Forums across the UK who work with businesses and policymakers on critical productivity issues in the regional context. It also has a national Policy Reform Group to work with policymakers on productivity aspects of nation-wide policies.

Institute aims:

- > Advance understanding of UK productivity performance through a world-class action-focused research agenda
- > Act as a transformational hub with extensive regional reach including the public and the private sector Build capacity to drive a productivity agenda.



THE
PRODUCTIVITY
INSTITUTE

Manchester Institute of Innovation Research (MIOIR)

is a centre of excellence in innovation studies and is recognised as a world leader in its field, with more than 50 full members, about 30 PhD researchers, and a range of associated academics.

The Institute informs science and innovation management and policy by engaging with key decision makers in the UK, Europe and further afield. Its research has strong CSR and sustainability relevance, including themes on sustainable innovation and system transitions, and emerging technologies.

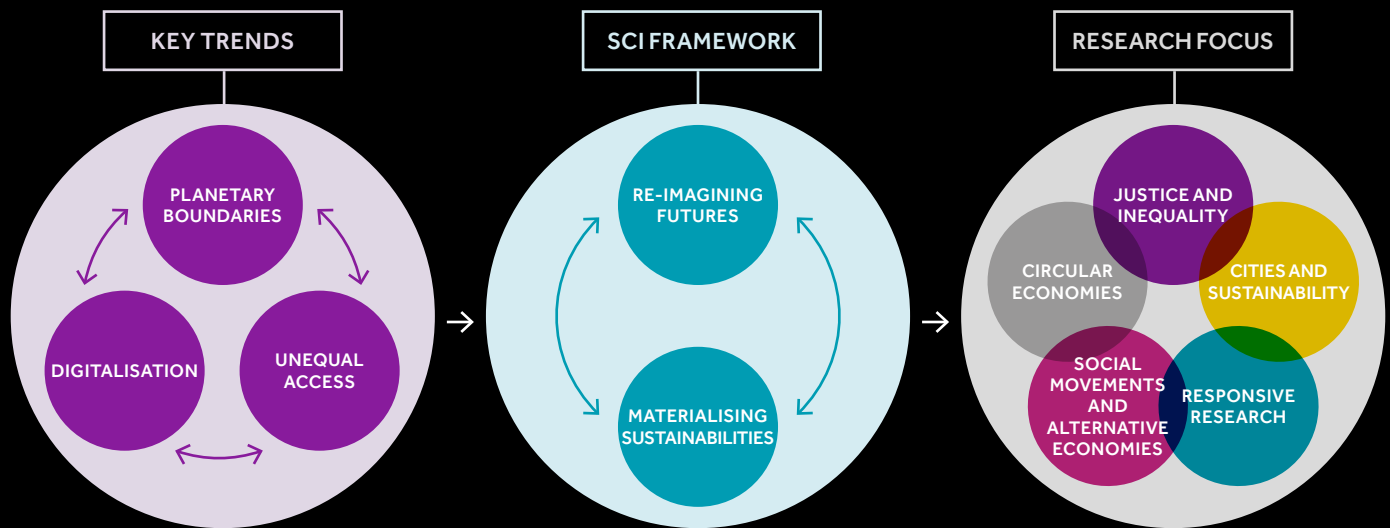
MIOIR research themes include:

> **Sustainable Innovation and System Transitions**, contributing to a better understanding of various areas of sustainable innovation and system transitions including decarbonisation of the energy system, the electrification of mobility, and more sustainable forms of food production and consumption, with a special focus on studying the complexities of system transitions, as such transitions which not only involve a technology change but also a change in institutions, regulations, infrastructure, and consumer behaviour.

> **Emerging Technologies and Governance**, addressing the strategic intelligence, governance, and responsible research and innovation aspects of new and emerging technologies, with a particular interest in those that are likely to have significant transformational economic, societal, and sustainability implications, such as nanotechnology, graphene, additive manufacturing, engineering biology, and AI.

Professor Frank Geels of MIOIR was a lead author of the 2022 [Sixth Assessment Report](#) of the Intergovernmental Panel on Climate Change (IPCC) assessing climate mitigation research with regard to demand, social acceptance of solutions, and feasible rates of change.





The Sustainable Consumption Institute (SCI) challenges orthodox thinking on sustainable consumption and production by looking beyond individual actors, such as the consumer or the firm. Its research lies in five key fields: consumption; cultural change; innovation; politics; and social justice. The Institute responds to multiple sustainability challenges, from climate change and resource scarcity to social inequality and environmental injustice.

We do not have a blueprint for transitions to sustainability. Instead, we focus on how current, constantly changing, forms of social and economic activity shape the pursuit of sustainability. These include shifts in business practice and structure, intensified inequalities, social and technical innovation, global migration, novel social identities and practices, and political polarisation.

The Institute's research centres around four themes, each of which has specific aims.

- > **Everyday lives:** It aims to understand how everyday practices have formed, how they vary across social groups, countries and cultures, and how they influence sustainable consumption.
- > **System innovation and transition:** It aims to understand how sustainable production and consumption at the societal level can be achieved through technological, social and business model innovations; the role of government; the strategies and actions of those involved in promoting or resisting innovations; and how new innovations shape and are absorbed into the practices of everyday life.

- > **The politics of unsustainability:** It aims to approach climate change as a social problem from cultural and political perspectives by investigating how a wide range of actors and agents interact across production and consumption systems; how sustainability discourses are framed and relate to everyday practices; how the social relationships hinder change and enable the transition to greater sustainability; and how greater environmental sustainability requires improved social justice and increased democratic participation.
- > **Working towards sustainability:** It aims to improve understanding of consumption and production processes, in order to help make consumption practices and business models more sustainable. It examines the interactions between individual consumers, firms and other organisations over time to understand their reception to change.

Examples of current projects within this research agenda include exploring how the emergence of 'platform economies' are reshaping the pursuit of sustainability, developing new strategies for enhancing circular economies through new approaches to materials recycling and working with migrant communities in urban environmental policy to address the interconnections between social inequalities, migration, and sustainability.

The Work and Equalities Institute (WEI) was founded in 2017 through the merger of two internationally-recognised Alliance Manchester Business School research centres – the European Work and Employment Research Centre and the Fairness at Work Research Centre. WEI brings together expertise across disciplines including human resource management, industrial relations, organisational psychology, employment law and technology.

The WEI team comprises around 40 members and boasts an exceptional track record of contributing to evidence-based research and policy development for influential entities such as the European Commission, the European Parliament, and the United Nations' International Labour Office. Additionally, WEI has made significant contributions to national organisations such as the Equality and Human Rights Commission. The institute also has an excellent track record of supervision of doctoral students and launching early career researchers onto successful careers as academics or researchers and policy makers in other sectors.

Furthermore, the institute actively participates in several international research networks of great importance including the IMISCOE (International Migration, Integration and Social Cohesion) network and CRIMT (Interuniversity Research Centre on Globalization and Work) network based in Montreal. It serves as the leading institute for the International Working Party on Labour Market Segmentation founded in 1979.

The Institute's research is organised into four primary themes that explore key issues in work and equalities.

> **Work Futures:** The theme delves into significant transformations occurring in the organisation of businesses and work, driven by factors such as technological advancements, innovation pressures, individualised human resource management systems and organisational transformations that are reconfiguring work futures. By examining how these transformations intersect with institutional arrangements for work and employment, the research aims to foster new insights and approaches that support equitable and quality work experiences across all

regions of the world, with the aim of developing new thinking that supports a more equal experience of quality work in all regions of the world.

- > **Fairness and Wellbeing in the Workplace:** With a strong focus on fairness and wellbeing at work, the Work and Equalities Institute conducts extensive research on the extent of inequalities in fair treatment within work environments. This research also explores the relationship between fair treatment at work and individuals' health and overall wellbeing. In addition, practitioner-focused studies aim to identify interventions that can enhance fair treatment and wellbeing, whether through legal measures, or through voluntary actions on labour/management standards, organisational capacity building and/or participative job redesign.
- > **Equality, Diversity and Inclusion:** This theme strives to expand research efforts that examine how employers and societies are respond to the growing diversity of workforces, legislative compliance, and the challenges and demands for equality inclusion. Both national and international research projects address topics such as the evolving dynamics between employment and family, gender equality and parenthood and ethnic and racial discrimination in the labour markets. Moreover, the Institute's analysis and findings contribute significantly to ongoing debates on topics such as older workers, retirement conditions, young workers in the service sector, ethnic disadvantages in the labour market, and flexible career trajectories for mature graduates.
- > **Regulation and Representation:** Within this theme, the Work and Equalities Institute explores the dynamics of employment regulation and various forms of worker representation. The research tackles key debates surrounding the impact of deregulation, regulatory change and the future role of employment regulation and representation amidst labour market fragmentation and globalisation. Ongoing projects include studies on labour markets in different cities worldwide, as well as policies and regulations related to workplace equality in the UK, Spain, France, and the Netherlands.



The Decision and Cognitive Science Research Centre

(DCSRC) is a world-leading centre of research excellence in the areas of Multiple Criteria Decision Analysis (MCDA) and Decision Support Systems (DSS). DCSRC aims to promote fundamental and cross-disciplinary research within decision sciences, cognitive sciences and related areas and to apply and evaluate its research findings on real world decision problems in all sectors. The primary objectives of DCS are proposed to achieve the above aim in a measured manner, summarised as follows:

- > To encourage and coordinate applied research in the Alliance Manchester Business School priority areas including strategic decision making, financial decision making, and evaluation of performance, sustainability and innovation.
- > To organise and promote theoretical, methodological, empirical and applied research in the following areas such as evidential reasoning decision analysis, risk analysis, performance optimisation, and knowledge-driven decision support systems, computational and mathematical models of human behaviour and behavioural decision-making.

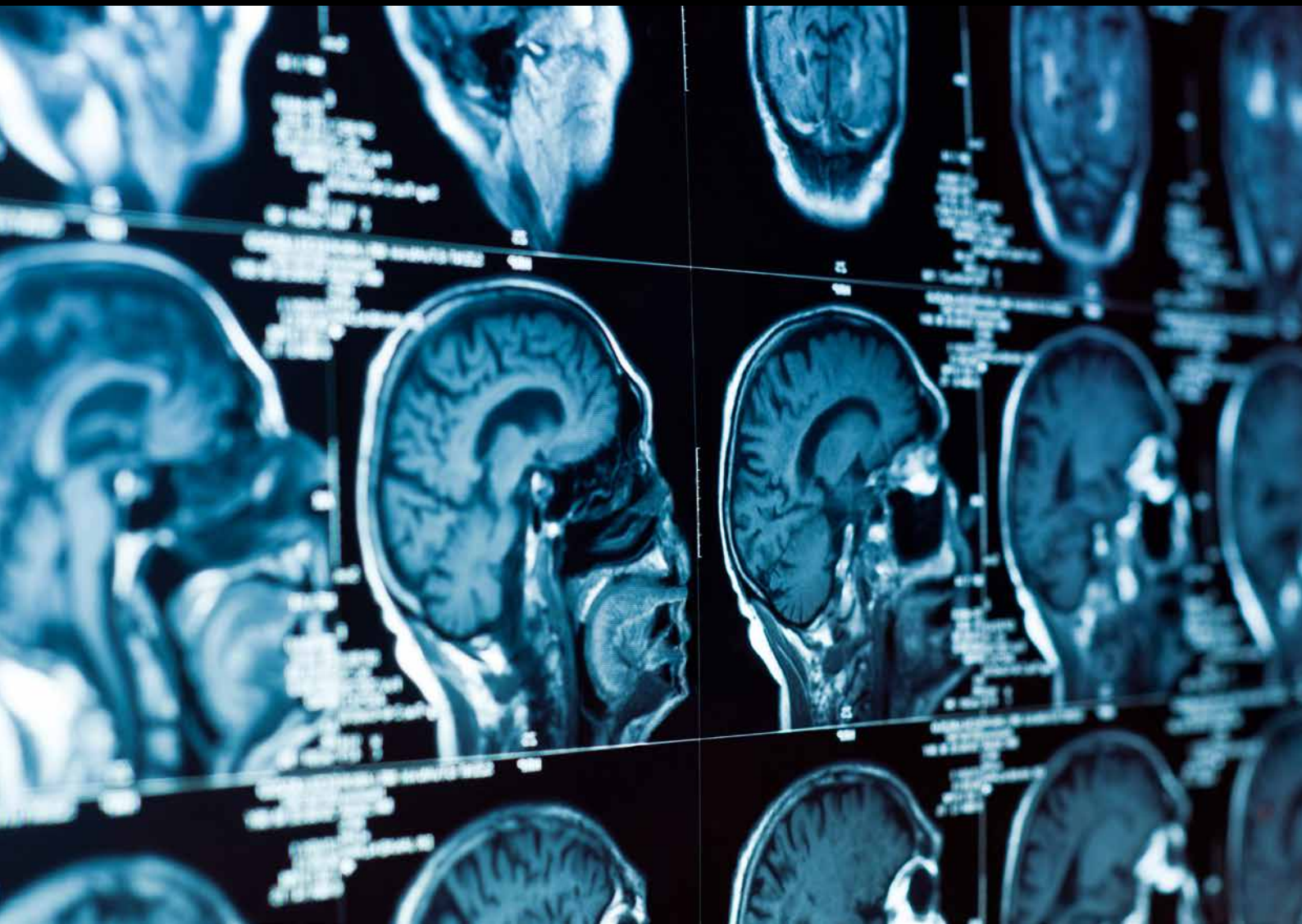
DCSRC members have been engaged extensively with external partners on knowledge exchange activities including joint MSc and PhD projects, Knowledge Transfer Partnership

(KTP) projects, research projects, guest lectures, and consultancy activities. In the recent years, the KTP projects conducted by the Centre have had strong CSR and sustainability implications.

These projects include:

- > Probabilistic machine learning and decision support for fraud detection
- > Data strategy and decision support in a legal firm
- > Explainable AI for drug usage prediction
- > Data analytics on the education and development of children at early years foundation stage
- > Novel machine-learning and text-mining methods and tools to deliver an innovative and sector-leading recruitment offering to job seekers and recruiters.

Over the last two years, the Decision and Cognitive Science Research Centre has also been conducting externally funded research on sustainability and social responsibility. For example, the members of DCSRC have been conducting the RepAdvisor project funded by Innovate UK, in collaboration with industry, to develop a decision support tool to help organisations assess reputational risk related to ESG, financial and geopolitical attributes.



The Centre for Financial Technology Studies (CFTS) at Alliance Manchester Business School launched in 2022. It focuses on the role of technology in financial services and how this can be used to increase productivity, innovation and transform business models in the Financial Services industry, as well as boost economic growth across the economy.

This includes topics around how FinTech can tackle financial exclusion in developed and developing economies and empower non-privileged members of society to participate in the formal economy and have access to financial systems (credit, payments, banking services etc.).

Members of staff at the Centre for Financial Technology Studies are actively participating in industry and policy

discussions on financial inclusion and how this can foster innovation through the development of novel (and more accessible) FinTech services as well as resilient financial infrastructure for all.

In this context, Professor Markos Zachariadis, Director Centre for Financial Technology Studies is a member of the World Economic Forum's council on Resilient Financial Systems and member of the UK's FinTech Strategy Group which looks at 'FinTech as a Force for Good'.

Members of staff at the Centre have also acquired funding from the Bill & Melinda Gates Foundation to organise conferences on Financial Inclusion and are discussing possible avenues to push forward with relevant research.



The Centre for the Analysis of Investment Risk (CAIR) was established in 2005 and provides research expertise on wide-ranging aspects of investment decision-making and the governance of the ambiguities, risk, and uncertainty faced when making decisions.

Interdisciplinary research at CAIR concerns the assessment, communication, auditing, and assurance of investment decisions and their returns, productivity, and social and environmental impact. CAIR has a particular research focus on environmental, social and governance investment megatrends which align with [The University of Manchester's research beacon of global inequalities](#). For example, CAIR research includes studies on climate-related governance and reporting, SDG considerations in strategic business decisions and effects of CSR on strike risk.

The Centre addresses research questions such as:

- > **Calculating sustainability: on making accounting numbers central again.** By Professor Paolo Quattrone, Alliance Manchester Business School, and Professor Ariela Caglio, Bocconi University. This new CIMA (Chartered Institute of Management Accountants) project will investigate how organisations embed SDG considerations into their strategic business decisions.
- > **Financial Reporting Council (FRC) Scenario Analysis Research Project.** By Professor Paolo Quattrone, Dr Robert Charnock, Dr Yasmine Chahed, Professor Martin Walker, Johnny O'Rourke and Kefei Wu. This project, commissioned by the FRC will explore how companies need to adapt and the business decisions they need to make to benefit from their approach to climate-related governance and reporting.
- > **Does Corporate Social Responsibility Spending Affect Strike Risk? Evidence from Union Elections.** By Professor Edward Lee, Professor Konstantinos Stathopoulos, and Dr Steven Xianglong Chen. This paper investigates the effect of CSR spending on labour unions' propensity to initiate strikes.

- > **Climate Policy Risk and Corporate Financial Decisions: Evidence from the NOx Budget Trading Program.** By Professor Viet Anh Dang, Professor Ning Gao and Dr Tiancheng Yu. The study shows that climate policy risk constitutes an essential consideration in firm financial decisions. It also highlights potential unintended consequences of policy responses to climate change for the corporate sector. The study found that manufacturing firms adopt more conservative capital structures in response to the Nitrogen Oxides (NOx) Budget Trading Program (NBP) of 2004, a regional cap-and-trade program aimed at mitigating the NOx emissions of power plants in 11 midwestern and southeastern states in the United States.

In addition to the research in our institutes and centres, numerous research on CSR, sustainability and SDGs have been conducted and published across the four divisions of the whole School. Alliance Manchester Business School reports on the contribution of its research to the **UN Sustainable Development Goals**, which can be found in the following webpages:

<https://www.alliancembs.manchester.ac.uk/about/social-responsibility>

<https://www.manchester.ac.uk/discover/social-responsibility/sdgs/>

Research projects in the Accounting and Finance division cover several subjects with particular relevance to UN SDGs, such as climate change, environmental sustainability, and disclosure of modern slavery reports.

SDG13: Climate Action

At the UN Biodiversity Conference (COP 15), leaders agreed on concrete measures to halt and reverse nature loss, including putting 30 percent of the planet and 30 percent of degraded ecosystems under protection by 2030 (30-by-30), and to require large companies and financial institutions to make disclosures regarding their operations, supply chains and portfolios to give biodiversity harms more visibility.



As part of wider projects to protect biodiversity, Professor Paolo Quattrone promotes measures of making Nature a stakeholder in financial statements, such as by adding a 'Provision for Nature' in a newly designed Value-Added for Nature Income Statement, which will force corporations to disclose any activities that adversely affect Nature, to account for it and put money aside to repair and revive it.

SDG16: Peace, Justice, Strong Institutions

Modern slavery is an important social aspect in ESG (Environment, Social, and governance) and has become the key compliance concern of many regulators and supply chain specialists. In particular, the 2015 UK Modern Slavery Act (MSA) makes it mandatory for all UK businesses that have global revenues exceeding £36m produce an annual Modern Slavery Report.

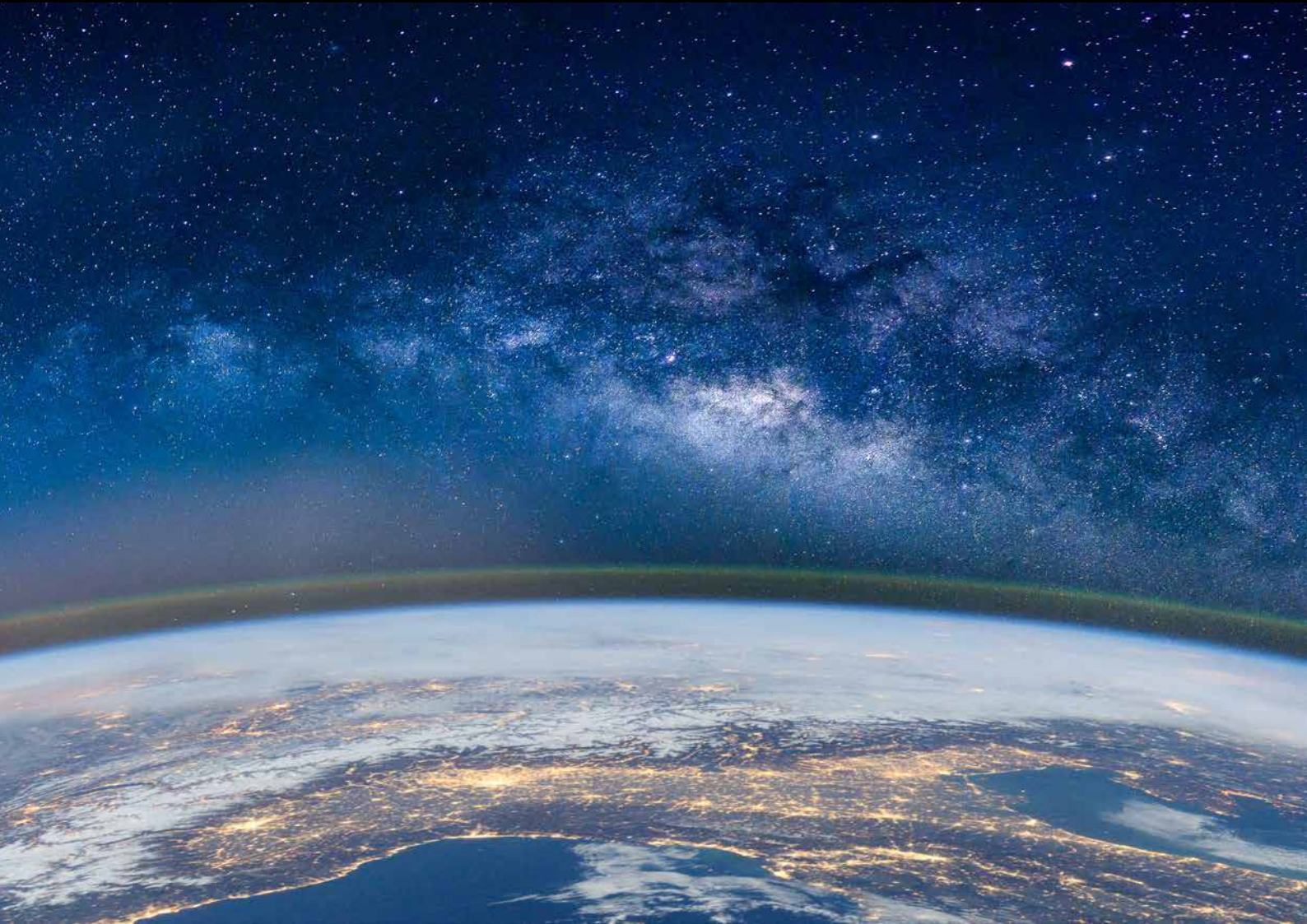
A project co-headed by Professor Ser-Huang Poon is looking at the disclosure quality of UK Modern Slavery reports. A previous study she co-authored studied more than 6,000 MSA statements, but the latest project covers more than 13,000 reports by 8,500 businesses up until 2021.

The research-active members of the Management Science and Marketing (MSM) division are deeply committed to how their research can contribute to achieving the United Nations Sustainable Development Goals. Their research encompasses

diverse areas such as sustainable supply chains (Goal 12), the exploration of inequalities (Goal 10), poverty reduction (Goal 1), promoting good health and wellbeing (Goal 3), and fostering sustainable cities and communities (Goal 11). The division continues to prioritise the application of management science and marketing to address some of the world's most pressing issues.

Over the past few years, notable research in the division includes Dr Tommy Chan's work, which concentrates on the societal and ethical implications of technology use. His recent publications have centered on cyberbullying on social media. Dr Chan's research program promotes responsible social media use and tests system interfaces that may potentially improve user behaviour.

In addition, Dr Magda Hassan's research is aimed at discovering strategies to enhance the performance of micro-entrepreneurs operating in subsistence markets. She is keen on exploring how marketing decisions, including the choice of location, can substantially affect the reduction of inequality. Lastly, Dr Fahian Huq has recently secured a grant from Innovate UK. His project aims to tackle the issues of food waste and CO2 emissions generated by quick-service restaurants.



The People, Management and Organisation (PMO) division is diligently committed to enhancing socially responsible labour practices in the midst of fast-paced technological evolution and changing economic landscapes. The division's research investigates key areas that are fundamental to the discourse around workplace social responsibility and equality. The division's research concentrates on how they can facilitate favourable work outcomes, underlining the impact of precarious work and digitisation on productivity in traditional sectors like food manufacturing and telecommunications.

Another major aspect of the PMO Division's SR research focuses on how new emerging technologies such as automation, big data analytics and precarious work conditions increase productivity and affect job security. Furthermore, the division is making significant strides in comprehending the potential of local employment charters to stimulate positive work outcomes and inclusive growth. In collaboration with the Greater Manchester Combined Authority (GMCA), the division is also exploring how local employment agreements can encourage good work and inclusive growth.

In terms of urban environments, the PMO Division is actively working to come up with ways to improve job quality and create a sustainable fair work agenda. The findings from this area of research contribute to sustainable development goals, especially those related to the advancement of decent work and building sustainable cities and communities.

In a wider geographical context, the PMO Division investigates work equality experiences in the UK compared to other European countries. The goal is to highlight the different ways regions are promoting a forward-thinking, inclusive approach to equality, especially in uncertain political times. All this research is crucial in understanding how changes in technology, economy, and politics affect job conditions. The division's findings can help shape policies, encourage fair practices, and promote a more inclusive, equal work culture.

The division also gives importance to understanding social and economic inequalities. The research focuses on several key themes, such as the intersectionality of race, gender, and socioeconomic status; the intricacies of civic society; power structures within employment contexts; evolving equality agendas; and the influence of public procurement in promoting decent work conditions. The division recognizes the unique impacts of global events, such as the COVID-19 pandemic, on marginalised communities. This acknowledgment forms the bedrock of their exploration into societal inequalities emanating from the intersection of gender, race, and socio-economic status. Furthermore, the division takes a deep dive into civic stratification and civil repair, aiming to unravel how societal structures can perpetuate or even create inequalities.



Moving into the corporate sphere, the PMO Division explores the evolution of power dynamics within employment structures, aiming to understand their impact on labour market inclusion and marginalisation. As part of this initiative, it also investigates the shifts in societal attitudes towards equality and the subsequent implications for the workplace within a fluid political landscape. Finally, the division aims to uncover how public procurement can be leveraged to advance decent work conditions and further social responsibility.

All these research projects highlight the PMO Division's commitment to addressing societal challenges from a comprehensive, fact-based perspective. The goal is to not only understand these complex issues but to influence policies, encourage fair practices, and advocate for social change. The division shows its commitment by actively engaging with different stakeholders to ensure that the research has a wide and transformative impact. These research efforts show the division's commitment to using academic research to encourage social change, reinforcing the important role universities can play in advocating social responsibility. Their commitment to understanding and addressing complex social problems using rigorous, fact-based methods exemplifies the division's dedication to scientific integrity and innovation.

Our research on sustainability, CSR and SDGs is also embedded among our Postgraduate research community

(PhD and DBA). Every year we organise our own Alliance Manchester Business School Doctoral Conference. The conference incorporates events, such as keynote speeches and roundtables to discuss research issues relating to sustainability, CSR, and SDGs. We have a number of research tracks that primarily focus on these areas. Moreover, in 2022, we launched the best SR research presentation award to celebrate the Postgraduate research that delivers the most significant social impact and makes the most important potential contributions to advancing UN SDGs.

Many of our academic staff also exercise leadership in the wider academic community by taking up the roles of editors of internationally acclaimed journals that significantly contribute to the advancement of knowledge and debate on CSR, sustainability, and SDGs.

These roles include Editors, Senior Editors, Associate Editors, and Guest Editorships for journals such as: Organisation & Environment; Business & Society (the Business Ethics and CSR track of Journal of Business Research); Gender, Work & Organisation; British Journal of Management; Human Relations; Journal of Management Studies; Journal of Management; Journal of Occupational and Organisational Psychology; the Journal of Occupational Health Psychology; and MIS Quarterly.



7.

PRME Principle 5 - Partnership at AMBS

“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.”

We take pride in our partnership approach to management education by interacting with businesses across all our programmes, from undergraduates to MBA and Executive Education. We also have strong business engagement and knowledge exchange activities.

In addition, we work closely with our Executive Education clients to develop curricula that not only meets their business needs but also embeds the principles of responsible management and social responsibility as much as possible. A recent example includes the teaching and discussion around workplace wellbeing and management of stress and burnout.

Not-for-profit project of the MBA. Every year, our MBA students undertake a pro-bono consultancy project with 20+ UK-based charities. Students deliver 2,400 hours of free consultancy work to charities and conduct additional group research over three months. The project underpins the importance of social responsibility and giving back to our local community.

Our **Masood Entrepreneurship Centre** organises the [Venture Further Competition](#), which is an annual business start-up competition for all current University of Manchester students, researchers, and recent alumni with a £75,000 prize fund. The competition includes a category focused on environmental enterprises and social enterprises.

- > **Environmental Enterprises:** Businesses that are involved in minimising, or even reversing, the negative impact on the environment, community, society, or the economy through the use of digital circular economy solutions, recycling solutions, and ideas for waste prevention. This can include products or services that improve operational performance, productivity, or efficiency while reducing costs, inputs, energy consumption, waste, or environmental pollution.
- > **Social Enterprises:** Businesses that are mission-driven and apply commercial strategies to deliver solutions that have a positive impact on people's lives and communities. Profits are principally reinvested back into the business or community for the purpose of achieving that mission rather than being driven by the need to maximise profit for shareholders and owners.

In addition to Alliance Manchester Business School's institutional arrangements for Social Responsibility (as described under Principle 2), a Faculty of Humanities Associate Dean for Business Engagement & External Relations has been appointed, who is an academic from AMBS. An academic School Business Engagement Lead has also been appointed to coordinate activity across the School and feed into the Faculty of Humanities' and University's activities.



Tax clinic

AMBS is partnering with national tax charity TaxAid to provide North West residents on low incomes with tax assistance and support, as part of the first student-run clinic of its kind in the UK. Our students provide telephone support via a TaxAid helpline.

<https://www.alliancembs.manchester.ac.uk/news/alliance-manchester-business-school-to-partner-with-student-run-north-west-tax-clinic/>

Civic and public engagement is an integral part of SR in Alliance Manchester Business School. We value world class research with social impact and encourage wider dissemination of research findings. The University of Manchester and Alliance Manchester Business School offer impact funding. In addition, the AMBS SR fund also supports some public and civic engagement initiatives. The Faculty of Humanities (where AMBS sits) has a designated civic engagement fund to support civic engagement activities across the Greater Manchester region. Recent examples of public engagement in AMBS include a project of Recovery and Renewal from COVID-19 led by Professor Duncan Shaw. The project developed a new framework which supports Resilience partners as they design Recovery Strategies that will reinstate local preparedness for future emergencies. The framework also supports those who design Renewal Initiatives that strive to deliver major transformations of local resilience. The framework is being developed through extensive partnership working with local governments and has led to an international standard (ISO 22393) on Recovery and Renewal for Resilience.

Another example is the project on school citizenship assemblies (SCA). The SCA approach was developed initially by Dr Chris McLean (Alliance Manchester Business School) with the support of colleagues from around the University of Manchester. This includes Professor Jonatan Pinkse (AMBS); Dr Jennifer O'Brien (Geography) and Dr Louis Major (Manchester Institute of Education). This project involves the design and development of an innovative educational and community engagement methodology to empower young people to affect change. SCA offers the potential to empower young people and their local communities to enact local and global social change through a process of education and collaboration. Guided by the question: "How can Citizen Assemblies promote civic engagement, enable positive responses to climate change, and support teaching and learning in schools and college in ways that respond to the needs of all young people – including the most disadvantaged – in addition to facilitating curriculums rich in humanity, knowledge and skills"? The SCA process supports the development of civic engagement ecosystems that will enable young people, experts and communities to work together to tackle real-world problems and to make a difference through place-based projects and action.

One of the main strategies of our partnership and business engagement is actively engaging with KTP projects. Alliance Manchester Business School has been extremely successful in attracting KTP funding. The term 'business' is understood

in this report to encompass not only commerce and industry but also the government, community, social and cultural organisations. To guide our external relations work, AMBS implements a Corporate Relations Framework to organise the School's external relations, engage with stakeholders and set the agenda of the external relations.

The Framework is our strategic response to some of the key challenges placed on the Business School, specifically:

- > **Local and global collaboration:** How do we develop meaningful partnerships to solve economic and societal challenges?
- > **Skills and productivity:** How can we offer the skills our students will need in the future?
- > **Social and economic:** How do we nurture and develop an open and collaborative society?
- > **Innovation and connectivity:** How do we advocate and activate political, economic, social, and technological relationship networks?

An emerging programme of activity that supports our social inclusion and engagement agenda, and the delivery of the Corporate Relations Framework includes:

- > **Sponsorship and support for Northern Power Women:** an organisation determined to transform the culture of organisations to increase opportunities for women and showcase role models and best practice for organisations that are helping to drive economic growth.
- > **A strategic partnership with Women's International Network (WIN):** A pioneer in the field of professional women's events and leadership journeys on a global scale. WIN inspires leaders to run companies and initiatives with noble values, and to fully live their own lives with beauty and enthusiasm.
- > **The development of the Alliance Manchester Business School Women Leading in Business Network.** The network is aimed at female leaders in the Greater Manchester area and is a blend of proactive networking combined with an inspiring guest speaker. Guest speakers included local entrepreneurs, corporate directors, award-winning businesswomen, a charity CEO, barrister and founder of 'Women in the Law', and a local Councillor. Attendees are a variety of local businesspeople, senior corporate leaders, start-up and scale-up entrepreneurs, aspiring future leaders, charity and social enterprise leaders and other business professionals. The objective is to bring together female AMBS alumni, University of Manchester academics and students and local businesswomen to network and be inspired, ultimately building a community of high-achieving women who naturally share their learnings and support each other on their personal leadership journeys.
- > **In addition,** across our institutes and centres, partnerships have been developed with numerous external organisations through knowledge transfer partnerships, consultancy projects, research collaboration, business engagement and outreach, and so on.

8.

PRME Principle 6 - Dialogue at AMBS

“ We will facilitate and support dialog 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. ”

AMBS actively engages and involves the public, creating benefits for the School and wider society. Connecting, sharing and involving the public with our knowledge and resources allows us to make a difference across our city region of Greater Manchester, nationally and internationally. Our University is located in a city region of more than 2.7 million residents and the biggest city economy outside London. As a key 'anchor institution' in Greater Manchester, we are committed to improving the lives of people across our region. 'Inspiring Communities' is our plan for how we can inspire our local communities and how they inspire us. Our events series are one way we inspire our local communities. They are all free to attend and open to all stakeholders including the region's business community.

Our landmark **Vital Topics** events are a series of prestigious business lectures, bringing powerful ideas and Original Thinking to audiences from the Manchester city-region and beyond. Since it first launched in 1972, Vital Topics has attracted a roll-call of business leaders to the city including Sir Stuart Hampson (John Lewis), Dame Anita Roddick (The Body Shop), . Baroness Hogg (London Economics), Carolyn McCall (The Guardian) and Stephen Hester (Royal Bank of Scotland).

The series has also hosted leading politicians including a future Prime Minister (Gordon Brown), and the then Archbishop of

Canterbury (Dr George Carey). We have also welcomed MPs, Gillian Shepherd, Michael Portillo, and Sir Vince Cable, as well as Ambassador Susan Schwab (US Trade Representative) and Angela Knight CBE (Energy UK).

Recent speakers include Sean Marett, Chief Business and Commercial Officer, BioNTech; Stephen Critchlow, Founder and CEO, Evergreen Life and Catherine L. Mann, External Member of the Monetary Policy Committee at the Bank of England.

After 50 years, the Vital Topics series was not halted by the global pandemic in 2020. The lectures moved online, allowing for an even greater range of speakers and a global audience. Live streaming continues and almost all AMBS events are now streamed for free across social media, enhancing the reach of our speakers and content.

Alliance Manchester Business School hosts the annual **Grigor McClelland lecture**, which contributes to our focus on social responsibility. This lecture series was introduced during our 50th Anniversary year (2015) in honour of the School's founding Director, Professor Grigor McClelland. During his twelve years as Director and Professor of Business Administration at Manchester Business School, Grigor shaped management and education for the next generation. He was a strong advocate of the principle that business cannot be divorced from society and that managers should be ethical and socially responsible.

Our previous guest speakers for this lecture series, include Co-op Group's CEO Steve Murrells; Sir George Bain, former Chair of the Low Pay Commission which introduced the Minimum Wage in 1998; Craig Bennett, Chief Executive of Friends of the Earth; Torsten Bell, Director of the Resolution Foundation, Anna Dixon, Chief Executive of Ageing Better,



Martin Wolf, Chief Economics Commentator at the Financial Times, Frans Berkhout, Professor of Environment, Society and Climate at King's College London, Professor Diane Coyle, Bennett Professor of Public Policy, University of Cambridge and Laura Spence, Professor of Business Ethics at Royal Holloway, University of London. All have based the core themes of their lectures on the principle of SR.

Our **Original Thinking Lectures** continue to celebrate new and newly promoted professors in the School and enable us to showcase our broad range of research areas externally.

The School's annual **Teddy Chester Lecture** invites a health academic or practitioner to deliver a lecture specifically to those interested in healthcare leadership.

In September 2022, the University of Manchester and Alliance Manchester Business School hosted the **British Academy of Management (BAM) conference**, where the central theme was how business and management can be a force for good.

A special issue of the AMBS magazine was published to coincide with the conference, featuring exclusive interviews with a number of guest speakers at the conference including Quinetta Roberson from the Broad College of Business at Michigan State University, and acclaimed journalist and author Will Hutton, who discussed this central theme in more depth.

The University of Manchester owns **several cultural institutions**, such as the Manchester Museum, the Whitworth Gallery, the Jodrell Bank Discovery Centre, and the John

Rylands Library through which it engages with the public. AMBS academics have collaborated with the Whitworth Art Gallery to explore the links between economic decisions and art.

The Faculty of Humanities provides funding to academics at AMBS for engaging with the public. This **Engaging with Our Communities Fund** focuses on partnering with a range of people and organisations to harness our knowledge, resources, and visitor attractions, and make a difference in our local communities and wider society.

AMBS has a longstanding partnership with the **Education Leadership Trust** which includes three local high schools. This started as a Business in the Community (BITC) Business Class programme and focuses on inspiring students through their interactions with Alliance Manchester Business School.

BITC research shows students are less likely to be NEET (Not in Education, Employment, or Training) if they have at least five interactions with business and our engagement activities support that aim. Alliance Manchester Business School hosts an annual Inspiring Women's Conference every March where the students meet inspirational women and undertake personal development opportunities.



9. Future Objectives

1

Social Responsibility and EDI in Curriculum

We aim to further embed corporate social responsibility, EDI, sustainability, and SDGs to our teaching curriculum across all levels of teaching and degree programmes, including Undergraduate, Postgraduate, MBA, Doctoral training, and Executive Education.

2

EDI in teaching and learning

We will strive to expand diversity in our teaching methods and learning content. We will be inclusive in our teaching, including how to deliver teaching in the classroom and in our assessment.

We will maintain our commitment to increasing participation by taking part in the University's Manchester Distance Access Programme (MDAP), which targets and supports bright students from under-represented backgrounds in Higher Education. Applicants are not required to attend on-campus activities and may come from regions other than Greater Manchester.

3

Research on SDGs

We will continue to develop a stronger organisational culture and motivating schemes that empower our colleagues to freely and confidently conduct research that contributes to SDGs.

4

Partnerships

We intend to build better ties with corporate partners at international, national, and regional levels in order to impart our knowledge and help them improve their SDG-related strategies and operations and allow our students to engage on SDG-related projects with these partners.

We will also contribute to the University of Manchester's civic university agreement agenda with other Greater Manchester universities.

ORIGINAL THINKING APPLIED

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