

2025 Sharing Information on Progress (SIP) Report

Poznan University of Economics
and Business

September 2025

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“*The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).*”

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

”

Principles of PRME



Purpose

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



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Teach

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



Research

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



Partner

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



Practice

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



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





Getting Started

This section provides foundational information about Poznan University of Economics and Business, including key details and basic institutional data.

Mission

Our mission is to drive social responsibility by developing future-oriented knowledge, attitudes and transversal competencies, while supporting our surroundings to co-create a sustainable and innovative economy.

Our mission statement means that:

- We cultivate the traditions of the University, founded in 1926 by entrepreneurs,
- We conduct research in the fields of sustainable and resilient economies, business and technological innovation, responsible production and consumption, and inclusive society,
- We develop competencies in analytical, creative, and critical thinking skills, as well as communication, teamwork, leadership, ethics, and social responsibility,
- We provide and co-create expertise and solutions for the private sector, public sector, and social organizations,
- We build a community of people and values by integrating science, business, and society.

Vision

The Poznań University of Economics and Business combines tradition with modernity and is one of the leading universities of economics in Central and Eastern Europe. It creates space for discussion and initiatives and actively supports the economic and social development of the region in alignment with sustainable development goals.

Strategy

Strategy PUEB 2025-2028

View document  Download document 

Strategy Alignment

PUEB Strategy Alignment

Our institution's strategic priorities are deeply aligned with advancing sustainable development, the common good, and quality education.

The mission of Poznań University of Economics and Business (PUEB) explicitly emphasizes social responsibility, future-oriented knowledge, and the development of transversal competencies. By integrating tradition with modernity, we aim to co-create a sustainable and innovative economy together with our stakeholders.

Our strategic objectives directly support sustainable development and the common good. We commit to:

- Conducting high-quality research that addresses societal and economic challenges, with a strong focus on sustainable and resilient economies, responsible production and consumption, and inclusive societies.
- Ensuring a modern teaching process that equips students not only with analytical and practical skills but also with competencies in ethics, leadership, and social responsibility, thus raising future leaders who are capable of driving positive change.
- Fostering national and international relations to strengthen our social impact and to collaborate with businesses, public administration, NGOs, and alumni networks in building knowledge-based, responsible solutions.
- Empowering the academic community by nurturing socially responsible initiatives, improving working and learning conditions, and cultivating a culture rooted in PUEB's core values: competence, openness, responsibility, and ethics.

Our supporting actions demonstrate concrete steps towards sustainability, such as reducing energy consumption, purchasing green energy, implementing pro-environmental solutions, and enhancing accessibility for people with disabilities. These actions ensure that sustainability is embedded in both our academic mission and our daily operations.

Through these priorities, PUEB not only delivers quality education but also actively contributes to the United Nations Sustainable Development Goals (SDGs) by promoting sustainability, social well-being, and responsible management education.

Institutional History

PUEB History

PUEB History

The school was established on 12th October 1926 as *Wyższa Szkoła Handlowa (WSH)* in Poznań and was a single-faculty school supported financially by the Poznań Chamber of Commerce and Industry, local-government bodies, business organizations and individuals. It was awarded the right to confer master's degrees in 1938 and on 10th November 1938 the school was renamed *Akademia Handlowa (AH)* in Poznań. After the Second World War, by decree of 26 October 1950, *Akademia Handlowa* was transformed into a state academic school, which adopted the name of *Wyższa Szkoła Ekonomiczna w Poznaniu (WSE)*. By government resolution of 2 July 1955, WSE was awarded the right to confer doctoral degrees. On 29 April 1974 the Council of Ministers decided to change, as of 1st October, the names of four Polish economic universities, including the one in Poznań, to *Akademia Ekonomiczna*.

A year later the university's two basic organizational units, the Faculty of Production Economics and the Faculty of Trade and Commodity Science, were reorganized into three: the Faculty of Planning and Management, the Faculty of Production Economics and Sales, and the Department of Commodity Science (with the status of a Faculty). As a result of the University's reorganization and syllabus

reform initiated in 1990, the existing faculties and departments were replaced by three large organizational units: the Faculty of Economics, the Faculty of Management, and the Faculty of Commodity Science, with full academic rights. The development went further, and by the academic year 2006-2007 the school had five Faculties, including the Faculty of Informatics and Electronic Economy and the Faculty of International Business and Economics. On 27th December 2008 *Akademia Ekonomiczna* changed its name to *Uniwersytet Ekonomiczny* (Poznań University of Economics), and the English name was changed into Poznań University of Economics and Business in 2015. With the introduction of the new Law on Higher Education and Science in 2018, PUEB changed its organizational structure and is currently divided into nine Institutes: Economics, Socio-Economics, Finance, International Business and Economics, Informatics and Quantitative Economics, Marketing, Quality Science, Accounting and Finance Management, and Management. The organizational structure also comprises shared units such as the Department of Foreign Languages, the Department of Sport and Physical Education, the Main Library, and the Management Education Centre.

13 years after signing PRME at PUEB

PUEB's accession to the PRME initiative in 2012 marked the beginning of the systematic implementation of responsible management principles into educational programs and institutional practices. The coordination of these activities was entrusted to the Rector's Plenipotentiary and the Rector's Committee for University Social Responsibility. In the first four years, the activities of the Plenipotentiary focused on diagnosing the integration of PRME principles with PUEB's existing operations and developing a strategy to adapt teaching and research methods to international standards of social responsibility. Within the framework of the Committee's work, a series of documents were developed, including the assumptions and objectives of the university's social responsibility policy, fundamental codes of ethics for academic staff, doctoral students, and students, as well as a code of good practices in higher education.

Subsequent efforts of the Committee have been a continuous process of developing and promoting the concept of university social responsibility, as well as seeking new opportunities for improvement and self-development in order to constantly inspire and promote responsible management education. A significant milestone in this path was PUEB's accession to the dialogue platform with Polish PRME signatories – the Working Group on University Social Responsibility operating under the Ministry of Development Funds and Regional Policy – which enabled the exchange of experiences and the implementation of joint educational projects. The Group's mission is to disseminate the principles of university social responsibility as defined by the Polish academic community in the Declaration of University Social Responsibility (DUSR). This document serves as the basis for the voluntary commitment of higher education institutions to promote sustainable development and social responsibility in educational programs, scientific research, and university governance and management. PUEB has been a signatory of the DUSR since 2017.

As part of fulfilling the obligations of PRME and the DUSR, PUEB has organized numerous conferences, debates, and workshops aimed at promoting the ideas of sustainable development and business ethics among students and staff. Thanks to these activities, the concepts of sustainable

development and social responsibility have become a fundamental pillar of the University's strategy and initiatives for its stakeholders, while the academic community has consciously embedded them into both teaching and research processes.

For 13 years, PUEB's activities have remained in synergy with the principles of PRME, continuing the process initiated in 2012 – an initiative of which we, as an academic community, are proud. During the current reporting period, PUEB has consistently reinforced this mission through the implementation and updating of the University's Strategy, the expansion of the teaching offer with new courses and seminars on social responsibility, and the extension of postgraduate programs related to CSR. In the academic year 2024/2025, the PUEB community continued to engage in research projects, charitable initiatives, and debates addressing social challenges, demonstrating sensitivity to the needs of the wider community. Work is ongoing on the preparation of the third edition of the PUEB Empathy Map for 2025 (Volunteer Work Map).

PUEB has consolidated its position as an institution actively responding to global challenges, as evidenced by numerous certifications, accreditations, awards, and both national and international collaborations confirming the integration of PRME values into the University's strategic goals. We increasingly recognize that being a socially responsible university allows us to educate graduates who will become responsible business leaders in the future. We take pride both in the durability of the path undertaken 13 years ago and in our ability to adapt it – for example, by integrating new technologies into sustainable development activities.

dr hab. Magdalena Kaźmierczak, prof. UEP – Rector's Plenipotentiary for University Social Responsibility 2016–2020

dr Anna Waligóra – Rector's Plenipotentiary for University Social Responsibility 2020–2024

Graduates & Enrollment

2024 Statistics	Number
Graduates	3327
Faculty & Staff at the Institution	875
Student Enrollment at the Institution	9319
Undergraduate Attendance	5088
Masters-Level Postgraduate Attendance	2599

2024 Statistics	Number
Doctoral Student Attendance	66
Certificate, Professional Development, or Continuing Education Attendance	1566

Degrees Offered

Bachelor Programs

-  Bachelor of Business Administration (B.B.A.)

Masters Programs

-  Master of Business Administration (M.B.A.)

Doctoral Programs

-  Doctor of Business Administration (D.B.A.)

Additional

-  Executive Education Programs



Purpose

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

Letter of Commitment



POZNAŃ UNIVERSITY
OF ECONOMICS
AND BUSINESS

Letter from PUEB Rector, prof. dr hab. Barbara Jankowska



Dear Readers,

The year 2024 marks a special moment for the Poznań University of Economics and Business (PUEB) as we enter the final year before the University's centenary celebrations — a century of academic excellence, innovation, and impact that will be commemorated in 2025. Established in 1926, PUEB has grown into one of Poland's leading academic institutions in the field of economics and business, recognized both nationally and internationally for its commitment to high-quality education, research, and societal engagement.

Throughout its history, PUEB has remained steadfast in its mission: *to develop knowledge and shape future-oriented attitudes and competencies while supporting our surroundings in co-creating a sustainable and innovative economy.*

This mission aligns closely with the values of the Principles for Responsible Management Education (PRME), which PUEB has proudly supported as part of its strategic commitment to ethics, sustainability, and global responsibility in business education. The University's position is acknowledged by a few certifications and accreditations. In the year 2024, several projects aimed at the development of the University and its stakeholders were continued. The University updated and adopted the Strategy of PUEB for the years 2025-2028, following wide consultations with the academic community and external stakeholders. All key decisions of the University's authorities were and continue to be informed by this participatory approach. At the heart of PUEB's strategy lies a focus on interdisciplinary research, internationalization, innovation in teaching, and active collaboration with stakeholders. The University continues to invest in developing programs that prepare students to meet contemporary global challenges, including climate change, digital transformation, and social inequality. Through partnerships with the private sector, public institutions, and international academic networks, PUEB fosters an ecosystem of knowledge exchange and co-creation that amplifies its impact beyond academia.

One of the University's enduring strengths is its ability to adapt and evolve — balancing tradition with forward-thinking leadership. With a diverse and dynamic faculty, a vibrant student community, and a wide range of accredited programs, PUEB aspires to become a centre of excellence for responsible management education in Central and Eastern Europe.

As we reflect on the achievements of the nearly past century, this PRME report offers a comprehensive overview of how PUEB continues to embed the principles of responsible management into its teaching, research, and institutional culture. It showcases our progress, highlights key initiatives, and reaffirms our unwavering commitment to shaping a more just, inclusive, and sustainable future.

I am proud of our achievements in implementing the PRME programme and integrating it into various areas of the University operations. I am confident that awareness of the Principles among our University community and external stakeholders continues to grow.

prof. dr hab. Barbara Jankowska

Rector of Poznań University of Economics and Business

Definition of Purpose

At PUEB, Purpose means advancing social responsibility by developing future-oriented knowledge, values, and competencies. We integrate science, business, and society to co-create sustainable and innovative solutions, cultivating graduates who act with ethics and leadership to support inclusive prosperity and the sustainable development of our region and beyond.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



How We Define Values

At PUEB, Values mean being competent and reliable, open to others and the changing world, responsible for education, research, and the environment, bold in thinking, and ethical in actions—always fostering knowledge, human potential, societal well-being, and the common good.

Who Champions Responsible Management Education at Our Institution

- ❖ Individual leader
- ❖ Senior leadership office
- ❖ Rector's Plenipotentiary for University Social Responsibility, who also chairs the Rector's Committee for University Social Responsibility

Celebrating Values

The following demonstrates a way in which our institution celebrates values in various specializations.

Celebrating Values at PUEB

At PUEB, values such as ethics, social responsibility, diversity, and inclusion are celebrated through a wide range of initiatives that connect education, research, and community engagement. These activities reflect our commitment to the UN Sustainable Development Goals, our ethical codes, and our strategic mission to support sustainable development and inclusive prosperity.

Academic and scientific events regularly highlight socially responsible themes, including *IBEC 2024* (22nd International Business and Economy Conference), *Green and Digital Transition in the EU*, *Protecting People and Planet. How Fair Trade Enterprises Contribute to Sustainable Market Transformation*, *D&I Changemakers Poland Chapter*, *Diversity in Turbulent Times*, *Unconscious Biases – We All Have Them!*, *Resilient and Transforming Europe*, the *International Conference on Sustainable Management of the Organization*, and many others. These events bring together scholars, students, practitioners, and local stakeholders to reflect on ethics, inclusiveness, and sustainability.

Employee well-being and work–life balance are celebrated through initiatives such as the *PUEB Well-being Days* ("Let's be well!"), the creation of new relaxation zones, a *quiet room*, a parents' room in the library, and the *RUSZsię* project promoting physical activity. Staff benefit from professional development opportunities (e.g., training on neurodiversity in the workplace, cultural diversity, and stress management), health and psychological support programs (e.g. the *Pink October* breast cancer awareness campaign, which included access to preventive examinations), as well as family-friendly benefits and social funding that foster inclusion and security.

Community and charitable activities are integral to PUEB's identity. Examples include the Charity Ball (*Bal Seledynowy*), Christmas charity initiatives such as *Szlachetna Paczka*, *Wirtualny Kulig*, and *Świąteczna Fabryka Uśmiechów*, as well as book and toy collections for children. Symbolic actions, such as illuminating the main building in blue, red, or purple to mark international awareness days, also play an important role. Local engagement is further promoted through the Poznań Festival of Science and Arts, the Poznań Debate League, and the Entrepreneurship Olympiad.

Sports and integration likewise reflect our values, with events such as the Ekonomiczna Piątka run, the Rector's March for Five, and the Stair Run at Collegium Altum. These activities bring together students, staff, alumni, and the local community, reinforcing inclusiveness and solidarity.

Environmental initiatives also express PUEB's values: expanding recycling practices, supporting urban greenery projects, introducing water- and energy-saving solutions, operating an apiary on campus, purchasing renewable energy, and installing a solar bench. Campaigns such as *Wytrop elektrośmieci* (e-waste collection) and providing reusable bottles to staff illustrate how ecological responsibility is embedded into daily life at the University.

Ethical foundations are reinforced by the active role of the University's Ethics Committee, the implementation of national and institutional Codes of Ethics, and the involvement of student organizations in socially responsible projects.

Through these diverse initiatives, PUEB celebrates its values not only symbolically but also in everyday academic, professional, and community practices. This comprehensive approach underlines the University's role as a responsible institution that integrates ethics, diversity, inclusion, and sustainability into its culture and operations.



Teach

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



How We Define Teach

At PUEB, Teach means shaping competencies in analytical, creative, and critical thinking, communication and teamwork, leadership, ethics, and social responsibility. We integrate responsible management concepts into teaching and pedagogy, preparing graduates to address complex challenges with responsibility, innovation, and sensitivity to societal and environmental needs.

Courses that support RME

Poznan University of Economics and Business reports 2 courses in 2024 that support responsible management education and sustainable development goals.

Sustainability report and its assurance | UEPFiRBS.24B.205445.24

Sustainability Report and Its Assurance is a mandatory second-cycle course at PUEB designed to equip students with the knowledge and skills necessary to prepare, analyze, and assure sustainability (ESG) reports. Students engage with EU regulations, European Sustainability Reporting Standards (ESRS), and international frameworks (GRI, ISSB). The course combines theory with practice through case studies, group projects, and stakeholder dialogue exercises.

Through the course, students develop critical thinking, teamwork, and ethical awareness. They acquire the ability to prepare sustainability reports, analyze ESG indicators, and conduct assurance engagements, fostering competencies in responsible management and accountability. The course emphasizes the social role of graduates in shaping transparent, sustainable, and resilient economies.



Sustainable Development and Quality of Life | UEPMS.21A.13467.24

Sustainable Development and Quality of Life is a mandatory master's level course offered to marketing students at PUEB. It introduces the concept of sustainable development, its ethical foundations, and its application in business and society. Students explore environmental, social, and economic consequences of human activity, the circular economy, responsible consumption, human rights, and social inequalities. The course integrates theoretical foundations with practical group projects, where students design products and business models aligned with sustainability principles.

Students gain knowledge of sustainability concepts and SDGs, critically analyze environmental and social impacts of business models, and develop skills in teamwork, ethical reasoning, and responsible decision-making. The course builds sensitivity to intergenerational justice and prepares graduates to integrate sustainability into business practice and everyday choices.



Teaching Awards

In 2024, 3 awards were given to faculty and educators at Poznan University of Economics and Business.



3rd Place in the Perspektywy MBA Ranking 2024 – Executive MBA Poznań-Atlanta Program

Granter: Perspektywy Education Foundation

Grantee: Poznań University of Economics and Business (PUEB) – Executive MBA Poznań-Atlanta Program

Award Description:

The Executive MBA Poznań-Atlanta program was ranked 3rd in the Perspektywy MBA Ranking 2024. It was recognized as the best program in Poland for career support provided to graduates and the second best in Poland in terms of faculty quality. This achievement is a significant success for PUEB and reflects the strength of its unique MBA Family: outstanding faculty members, exceptional students and alumni, and the program's leadership, all of whom carry out their mission with passion and commitment. Delivered for 30 years, the program aims to educate graduates who contribute to a responsible and sustainable business environment and who embrace the importance of global citizenship. It develops analytical, evaluative, and leadership competencies, preparing future leaders to address contemporary challenges with responsibility and vision.



Tutoring Inspiration of the Year 2023/2024

Granter: Collegium Wratislaviense

Grantee: Dr hab. Joanna Lizińska, Professor at PUEB, Academic Tutor

Award Description:

Dr hab. Joanna Lizińska, Professor at PUEB and academic tutor at our University, was honored with the title Tutoring Inspiration of the Year 2023/2024. The award was granted during the 11th National Tutoring Congress as part of the 3rd edition of this initiative, which recognizes exceptional individuals who passionately use tutoring tools to inspire others and implement ambitious educational and scientific projects. The 2024 Congress was held under the theme "Tutoring 2.0? Masters and Machines in the Pursuit of Wisdom" and was organized by Collegium Wratislaviense, an institution

bringing together experts and trainers in tutoring, mentoring, management, and innovation across Poland. The distinction awarded to Professor Lizińska is a testament to the high quality and effectiveness of tutoring methods applied at PUEB and confirms the commitment of our academic staff to student development. PUEB currently boasts nearly 40 certified academic tutors, reflecting the University's strong emphasis on personalized education and continuous improvement in teaching quality.



The Recognition Award for Exceptional Effects in the Development of ACCA in Poland

Granter: Association of Chartered Certified Accountants (ACCA) in Poland

Grantee: Poznań University of Economics and Business (PUEB)

Award Description:

On the occasion of the 120th anniversary of its establishment and the 20th anniversary of its activity in Poland, ACCA decided to honor outstanding academic partners, including the Poznań University of Economics and Business. The Recognition Award for Exceptional Effects in the Development of ACCA in Poland was granted to only five partner universities in Poland. The Poznań University of Economics and Business was recognized in particular for the remarkable number of graduates of the accredited specialization in full-time and postgraduate studies who obtain the full ACCA qualification, as well as for the results of international ACCA Professional-level examinations, which testify to the excellent preparation of our graduates. The award, in the form of a unique glass statuette with the symbol of a tree—representing long-lasting, strong, and flourishing partnership—was received on behalf of PUEB by dr hab. Małgorzata Czerny, Professor at PUEB from the Department of Management Accounting, on 28 November 2024.



Research

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

Research vs Research for RME/Sustainable Development



Research Funding

In 2024, Poznan University of Economics and Business was awarded funding for research that is:



**Institution
Specific**



National



International

Socializing Research

In 2024, Poznan University of Economics and Business contributed research findings to:

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

Research Projects

In 2024, Poznan University of Economics and Business reported 4 research projects that implemented responsible or sustainable activities.

How does improving production efficiency in agriculture advance the goals of sustainable farming? Greenhouse gas emissions, food security, and biodiversity within the Integrated Efficiency approach

Period Covering: January, 2023 - January, 2027

Department: Economics

Agriculture faces greater challenges than other sectors in reducing greenhouse gas emissions and achieving environmental goals. It is simultaneously responsible for multiple societal objectives, including climate protection, biodiversity conservation, landscape preservation, food security, farm income stability, and the safeguarding of rural cultural heritage. Globally, agriculture is a significant contributor to climate change, responsible for an estimated 9.3 billion tons of CO₂ equivalent emissions, and is the main source of methane and nitrous oxide. These two gases account for nearly 80% of total agricultural emissions, with methane largely linked to livestock production and manure management, and nitrous oxide to agricultural soils.

The project's central premise is that substantial reductions in agricultural emissions can be achieved by improving production efficiency, particularly through lower energy use, fertilizer application, and production intensity. Eliminating inefficiencies in farming could help achieve at least one-third of global emission reduction targets designed to limit warming to 1.5°C. Within the framework of the European Green Deal, greater efficiency could potentially deliver 46% of the nitrogen emission reduction target and 15% of pesticide reduction globally.

The project adopts a multidimensional approach – *Integrated Efficiency* – which ensures that emission reductions are achieved without harming other aspects of farm performance (Pareto improvement). It seeks to test this approach at farm level, using a representative sample of 24,000 Polish farms and international focus groups, integrating environmental and social criteria into agricultural production functions and farm accounting systems (FADN).

The main objectives are to:

1. 1. Ground ecologically and socially adjusted production functions in welfare economics.
2. 2. Assess interactions between GHG emissions, soil biodiversity, and food security at farm level.
3. 3. Integrate GHG emission measurement into the FADN accounting system.
4. 4. Integrate biodiversity assessment into the FADN accounting system.
5. 5. Integrate food security indicators into the FADN accounting system.
6. 6. Test integrated efficiency at farm level, identifying technological frontiers for different production systems.
7. 7. Identify potential Pareto improvements regarding GHG emissions, biodiversity, and food security.
8. 8. Design/adapt agri-environmental policy instruments to reduce inefficiencies, with implications for the EU Common Agricultural Policy and agricultural policies worldwide.



Towards a World Integrated and Socio-economically Balanced European Economic Development Scenario (TWIN SEEDS)

Period Covering: October, 2022 - September, 2025

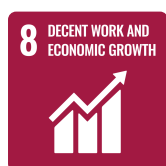
Department: International Business

The aim of the TWIN SEEDS project is to examine changes in international trade and production models, particularly within global value chains (GVCs). The focus is on long-term transformations driven by technological progress and geopolitical shifts, as well as those resulting from the Covid-19 pandemic.

The project seeks to identify the impact of these changes on employment, job quality, social and regional cohesion, growth and competitiveness models, and the natural environment. The research will inform forward-looking scenarios for trade and investment policy, industrial and regional policy, as well as education/training and social policy.

The expected outcomes include shaping policies that secure decent working conditions, accelerate the transition towards resource efficiency and decarbonization, ensure the security of strategic supply chains, and foster sustainable, inclusive, and competitive growth in Europe.

The project employs both quantitative and qualitative research methods and adopts a multi-level perspective (global, national, regional, sectoral, and firm level). This is complemented by a multidisciplinary approach, combining expertise from economics, trade policy, regional studies, political science, business, and engaging a wide range of stakeholders.



The Carbon Footprint of Urban Households – The Impact of the Built Environment and Social, Economic, and Cultural Factors

Period Covering: January, 2022 - January, 2025

Department: Economics

This project investigates the relationship between the carbon footprint of urban households and their surrounding *built environment*. Traditionally, it has been assumed that certain types of built environments encourage low-carbon behaviors – for example, living in a well-connected city center makes it easier to use bicycles instead of cars, while living in multi-family housing requires less energy for heating than detached houses.

However, when total consumption is considered, including imported goods, the picture becomes more complex. Built environments traditionally regarded as low-emission are often inhabited by individuals with higher levels of consumption, which offsets the presumed benefits. It remains unclear whether this is driven by the environment itself or by the socio-economic (e.g., income) and socio-cultural (e.g., beliefs) characteristics of the households who choose to live there.

The project's main objective is to describe the relationship between the built environment, household consumption, and the carbon footprint of urban households, while accounting for relevant socio-economic and socio-cultural factors. The central research question is: How does the built environment, in combination with key social, economic, and cultural factors, influence the consumption patterns and carbon footprint of urban households?



Oil Price Increases and the Transition Towards Sustainable Transport – Evidence from Central Europe

Period Covering: January, 2023 - February, 2026

Department: Economics

The aim of this project is to investigate how the crisis following the SARS-CoV-2 pandemic has influenced travel demand and the transition towards sustainable transport. Specifically, the study examines the impact of three key factors: the dynamics of the pandemic, temporary restrictions on mobility, and rising fuel prices on travel preferences in the Visegrad Group (V4) countries, compared with the broader European context.

The project also analyzes the sensitivity of oil and alternative fuel prices to two main sources of risk: mobility trends and financial market shocks, which tend to intensify during crises. The research assumes that demand for travel and transport mode preferences in countries with lower GDP per capita are more vulnerable to rising oil prices. Demonstrating that alternative fuel prices may be less sensitive to crisis transmission than oil prices would provide an additional argument in favor of a gradual transition to green energy sources.

Expected outcomes: The results are expected to deepen the understanding of behavioral aspects of transport mode choice and contribute to the development of transport demand theory. They will also shed light on the factors influencing fuel prices and the theoretical nature of their interdependencies. Identifying the differential sensitivity of oil versus alternative fuel prices to economic shocks will highlight how they can be effectively leveraged in future crises.

The project is conducted in cooperation with the Czech Transport Research Centre (CDV).



Research Barriers

In 2024, Poznan University of Economics and Business identified the following barriers to conducting research related to sustainability and/or responsibility:

- ❖ Data access and management
- ❖ Funding challenges
- ❖ Institutional policies and bureaucracy
- ❖ Technology and resource access



Partner

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

Institutional Partnerships

- ❖ AMBA (Association of MBAs)
- ❖ CEEMAN (Central and East European Management Development Association)
- ❖ EFMD (European Foundation for Management Development)
- ❖ Local institutions and associations
- ❖ Ministries of Education, Higher Education, or similar national bodies
- ❖ University Councils
- ❖ • BSIS (Business School Impact System)
- ❖ ACCA (Association of Chartered Certified Accountants) - for Accounting and Finance in Business master program, ACCA Accounting and Financial Management specialization
- ❖ CEPI (European Association of Real Estate Professions) - for Management program, Investment and Real Estate Management specialization
- ❖ CFA Institute - for the bachelor program of Finance
- ❖ CIMA (Chartered Institute of Management Accountants) for the executive education program "CIMA Diploma in Management Accounting"
- ❖ HR Excellence in Research

Student Organization Partnerships

- ❖ Enactus
- ❖ PRME Global Students



Practice

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

Institutional Policies and Practices

- ❖ Employee equity, diversity, inclusion
- ❖ Student equity, diversity, inclusion
- ❖ Accreditation body recommendation documents
- ❖ Buildings/real estate
- ❖ Campus operations guides
- ❖ Carbon reduction or offset commitments
- ❖ Environmental stewardship policies
- ❖ Ethical data sourcing guides
- ❖ Ethical leadership or good governance policies
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Greenhouse gas emissions
- ❖ Ministry of education recommendation documents
- ❖ Open-access guides
- ❖ Professional training opportunities
- ❖ Responsible procurement policies
- ❖ Sustainability strategy or strategic plan (school or university level)

Policy Documents Related to RME and/or Sustainability

Code of Ethics for Students

[View document](#)  [Download document](#) 

Code of Ethics for Doctoral Candidates

[View document](#)  [Download document](#) 

Code of Ethics for Academic Staff

[View document](#)  [Download document](#) 

International Student Guide_EN

[View document](#)  [Download document](#) 

Code of Good Practices in Higher Education
Institutions_PL

[View document](#)  [Download document](#) 

Code of Good Practices_EN

[View document](#)  [Download document](#) 

Gender Equality Plan at PUEB_PL

View document  Download document 

PUEB Environmental Action Plan 2021–2024_PL

View document  Download document 

Recommendations for the Selection of PUEB
Partners_PL

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Research Ethics Committee Guidelines on Human
Subject Research at PUEB_PL

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Standards for the Protection of Minors at PUEB_PL

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Practice Awards

In 2024, Poznan University of Economics and Business received 1 award for responsible and/or sustainable practices.



Fairtrade University Title (Tytuł Uczelni Przyjaznej dla Sprawiedliwego Handlu)

Granter: Fairtrade Poland Foundation (Fundacja Fairtrade Polska), Polish Fair Trade Association (Polskie Stowarzyszenie Sprawiedliwego Handlu), and Buy Responsibly Foundation (Fundacja Kupuj Odpowiedzialnie)

Grantee: Poznań University of Economics and Business (PUEB)

Award Description:

The Fairtrade University Title places PUEB among an elite group of higher education institutions worldwide recognized for their commitment to sustainable development. The distinction was granted within the framework of the Fair Trade Communities Campaign, the Polish equivalent of the international Fair Trade Towns initiative, which operates globally across multiple continents. It confirms the University's mission of educating future leaders capable of making responsible business and consumer decisions. By supporting Fair Trade, PUEB promotes solidarity, equality, and responsible consumption, going beyond traditional education to achieve real impact. Fair Trade is a grassroots international movement that improves the living and working conditions of small-scale producers in the Global South and fosters responsible consumption and civic engagement in the Global North, directly contributing to the achievement of the UN Sustainable Development Goals. PUEB undertakes

concrete Fair Trade actions, including lectures, workshops, and projects for students, staff, school pupils, and senior learners, while also collaborating with businesses, institutions, and local and regional authorities to advance sustainable development. Achieving this prestigious title was possible thanks to the long-standing engagement of students, especially the Student Research Club for Sustainable Business “Trade Fair,” which initiated and drove the process over several years, as well as the coordination of dr hab. Magdalena Śliwińska, Professor at PUEB. The award reflects the dedication of our academic community to building a fairer, more responsible world.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.



Engagement Opportunities

Poznan University of Economics and Business offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Boards and advisory committees
- ❖ Annual reports
- ❖ Community events and consultation forums
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Open faculty and student meetings and town halls
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

Poznan University of Economics and Business communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Alumni and donors
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Chamber of commerce and local communities
- ❖ Faculty and staff
- ❖ Government and policy makers
- ❖ Media and public relations channels
- ❖ Non-governmental organizations (NGOs)
- ❖ Prospective and current students
- ❖ Research and academic networks
- ❖ University councils (KRASP, KRUE)



SIGNATORY

Poznan University of Economics and Business



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