



Wrocław
**UNIVERSITY
OF ECONOMICS
AND BUSINESS**

Sustainability Plan

Wrocław University of Economics and Business

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2026

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Glossary

SDGs (Sustainable Development Goals) – the sustainable development goals adopted by the United Nations (UN), comprising 17 global social, economic and environmental goals intended to foster sustainable and inclusive development. The WUEB Sustainable Development Plan focuses on selected goals that are central to the University's mission and activities, while also indirectly contributing to the achievement of the remaining goals.

Objective – a specific course of action adopted within the framework of the WUEB Sustainable Development Plan, describing the desired state or outcome that the University seeks to achieve in a particular area. The objectives are derived from the University's strategic directions, the SDGs, and the needs and expectations of its stakeholders.

ESG (Environmental, Social and Governance) – a framework for assessing an organisation's activities in three areas: environmental (impact on the natural environment), social (relationships with stakeholders and the wider community), and governance (transparency, ethics and responsible management).

KPIs (Key Performance Indicators) – financial and non-financial measures used to assess progress towards an organisation's objectives. They enable an objective evaluation of the effectiveness of employees, teams or entire organisations over a specified period.

PIs (Performance Indicators) – quantitative or qualitative indicators used to operationalise objectives and monitor progress in implementing sustainable development initiatives. They facilitate the assessment of initiative effectiveness, the comparison of results over time, and the transparency and accountability of the University's activities.



Introduction

This document constitutes the Sustainability Plan of the Wrocław University of Economics and Business. Based on the Strategic Directions of the WUEB 2030 Strategy, the Sustainable Development Goals (SDGs), and the identified material topics, it translates the University's sustainability ambitions into operational objectives and measures. The Plan defines specific objectives and performance indicators for the University's activities in education, research, organisational culture, stakeholder cooperation, and responsible social and environmental initiatives. It is a living document that will be regularly reviewed and updated. The next stage will involve establishing baseline values for the individual indicators, which will be included in the next version of the Plan.

The Plan was developed through an extensive participatory process grounded in a double materiality assessment involving the University's internal and external stakeholders. The process comprised several complementary stages: a survey of internal and external stakeholders conducted in March 2024 (n = 484); a series of expert workshops involving the Sustainability Office, the Green Team and the International Cooperation Centre, held on 19 January, 25 January and 1 February 2024; four dialogue sessions organised within the Sustainable Development Forum, established in March 2024, with the participation of external stakeholders, the University authorities and members of the academic community, held on 4 March 2024, 15 January 2025, 17 June 2025 and 29 April 2026; a session with children attending the Children's University of Economics (EUD) on 6 May 2024, accompanied by a survey of parents of participants in the EUD and the Young Economist Academy (AME); a diagnostic survey among participants in the University of the Third Age on 12 April 2024; and findings from the Positive Impact Rating surveys conducted among students in 2024 and 2026. The process was designed to ensure that the priorities and directions for action adopted in this document reflect the actual expectations and needs of the WUEB community and its wider environment.

Wrocław University of Economics and Business recognizes its role not only in educating future leaders but also in creating a tangible impact on local communities, the economy, and the environment. By implementing this Plan, the University demonstrates that education, research, and everyday decision-making can – and should – go hand in hand with sustainable development. In this way, WUEB provides an environment that inspires students and employees by promoting practical models of socially and environmentally responsible action, while strengthening its position as a responsible, innovative, and ethical educational institution.

In pursuing its commitments, Wroclaw University of Economics and Business focuses on five key UN Sustainable Development Goals:

- **Quality Education (Goal 4);**
- **Decent Work and Economic Growth (Goal 8);**
- **Industry, Innovation and Infrastructure (Goal 9);**
- **Sustainable Cities and Communities (Goal 11);**
- **Climate Action (Goal 13).**

The selection of these goals follows directly from the nature and mission of a university of economics, whose fundamental role is to provide education, conduct research, and co-create solutions for the economy and society. These goals most comprehensively reflect the areas in which WUEB can have a tangible, measurable impact: ensuring high-quality teaching and learning, developing the competencies of future leaders, supporting innovation and entrepreneurship, contributing to the development of local communities, and responsibly managing its own environmental footprint. At the same time, this focus does not preclude activities supporting the remaining SDGs; rather, it identifies the priority areas in which the University has the greatest potential to make a meaningful impact. Our goal is for Wroclaw University of Economics and Business to become a leader in developing knowledge and practical solutions that deliver tangible benefits to society, the economy, and the natural environment.

I would like to extend my sincere thanks for the significant contribution to the development of the Sustainability Plan concept to Dr. hab. Magdalena Rojek-Nowosielska, Prof. UEW, who served as the Head of the Sustainability Office from 2023 to 2025, as well as to Wroclaw University of Economics and Business employees who participated in the document's consultation process.

*Karolina Daszyńska-Żygadło, PhD
Head of the WUEB Sustainability Office*

1

Strategic direction 1:

Conducting research for social development and an economy based on knowledge and innovation



Why is this important?

Conducting research on social, economic, and environmental challenges reflects the University's responsibility to shape a future grounded in knowledge and innovation. In the context of the climate and digital transitions and evolving economic models, research should not only identify and analyze phenomena but also provide solutions that enhance the stability and resilience of socio-economic systems. We focus on research related to WUEB's core activities and the corresponding SDGs — Goals 4, 8, 9, 11, and 13 — while remaining open to research addressing the other goals.

Our aspirations

We seek to establish Wrocław University of Economics and Business as a research institution that actively contributes to the economy's transition towards sustainable development. Research conducted at the University will generate knowledge with practical applications in national and local government policies, as well as in the strategies of companies, start-ups, and non-governmental organisations.

1

Objective

To support the advancement of knowledge and scientific progress by conducting research that addresses social, environmental, and corporate governance challenges and complies with the principles of research ethics.

Indicators linked to the KPIs of the WUEB 2030 Strategy

KPI 1.1. Percentage of employees in research and research-teaching positions with publications in Q1-Q2 or AJG journals ≥ 2 .

PI 1: Number of scientific publications addressing sustainable development issues published in Q1-Q2 or AJG ≥ 2 journals.

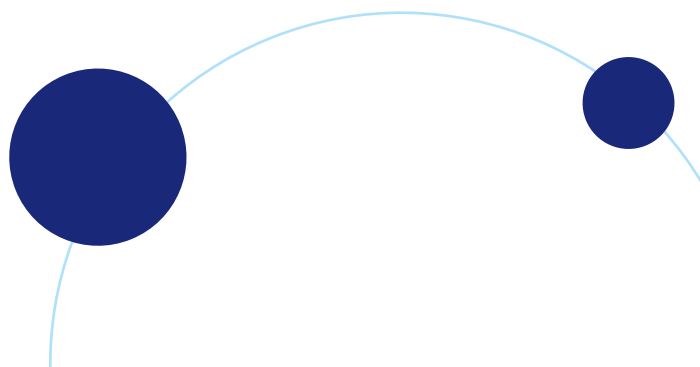
KPI 1.2. Number of doctoral students and employees under 35 years of age in research and research-teaching positions with publications in Q1 and Q2 journals or AJG ≥ 2 (as first author).

PI 2: Number of scientific publications addressing sustainable development issues published in Q1-Q2 or AJG ≥ 2 journals by doctoral students and employees aged 35 or under in research and research-and-teaching positions, as first authors.

KPI 1.3. Number of research projects that have received funding in national and international competitions.

KPI 1.4. Number of documented implementations of research results in socio-economic practice.

PI 3: Number of events and initiatives disseminating scientific knowledge related to sustainable development, such as debates, conferences, seminars, and popular science publications, organized or undertaken by WUEB employees, doctoral students, and students.



2

Strategic direction 2:

Personalised and flexible education based on the potential of participants



Why is this important?

Integrating sustainable development into the teaching and learning process responds to the changing role of graduates of universities of economics in the economy and society. The University should therefore provide students with practical knowledge and tools while developing their ability to understand the systemic consequences of economic activities and make responsible decisions.

Teaching about sustainable development – both through dedicated courses and by incorporating these issues into subject-specific curricula – enables students to recognize the interconnections between the economy, society, and the environment. This strengthens their ability to operate effectively in an environment characterized by increasing regulatory requirements, growing stakeholder expectations, and the climate transition.

Our aspirations

We want the University's educational offering to respond to emerging economic, social, and political challenges and contribute to achieving the SDGs, thereby educating leaders capable of shaping a sustainable future.

2

Objective

To develop students' potential by fostering informed and responsible attitudes towards sustainable development.

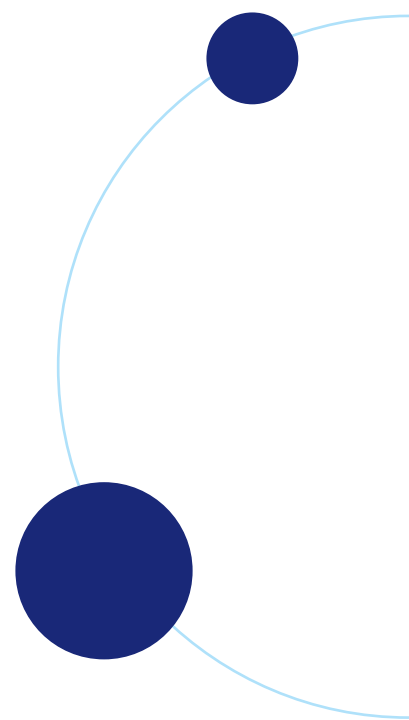


Indicators linked to the KPIs of the WUEB 2030 Strategy

KPI 2.1. Indicator reflecting the extent to which first- and second-cycle graduates recommend WUEB as an educational institution.

PI 4: Percentage of courses for which syllabuses or learning content address sustainable development issues, irrespective of the course title, relative to the total number of courses offered within a given program cycle.

PI 5: Increase in students' awareness of sustainable development, measured through surveys conducted at the beginning and at the end of their degree programmes.



3

Strategic direction 3:

Building valuable relationships with business and entities from the economic and social environment



Why is this important?

Building lasting relationships with businesses and socio-economic stakeholders is essential to strengthening the University's role as an active participant in development processes, rather than merely an observer of change. Openness to cooperation and responsible communication enable the University to serve as a bridge between academia, business practice, and societal needs.

Our aspirations

We seek to establish Wrocław University of Economics and Business as a long-term, first-choice partner for businesses, public administration bodies, and civil society organisations in co-creating solutions to sustainable development challenges. We want the University to be recognized as a prominent, independent, and credible center of expertise that actively contributes to public debate and decision-making processes.

3

Objective

To strengthen cooperation and knowledge exchange with external stakeholders in the area of positive social impact.

4

Objective

To create a positive social impact through open communication and expert support.



Indicators linked to the KPIs of the WUEB 2030 Strategy – Objective 3

KPI 3.1. Number of entities cooperating with the University for at least three years, with which at least three joint activities were carried out each year.

PI 6: Number of dialogue sessions and workshops on sustainable development involving representatives of businesses and the University.

PI 7: Number of University employees serving in advisory roles in external bodies and organisations, such as ministerial committees, the European University Association (EUA), councils, and supervisory boards.

Indicators linked to the KPIs of the WUEB 2030 Strategy – Objective 4

KPI 3.2. Value of the University's revenue generated from cooperation with entities from the socio-economic environment.

PI 8: Number of advisory services, expert opinions, or recommendations provided by University employees to government bodies, public institutions, and business organisations in areas related to sustainable development.

KPI 3.4. Media presence indicator of the WUEB brand.

PI 9: Number of statements and expert contributions by WUEB experts in external media – including radio, television, and online media – and in the University's external communications.

PI 10: Number of WUEB experts contributing to external media – including radio, television, and online media – and to the University's external communications.



4

Strategic direction 4:

Building an organisational culture that ensures decent and satisfying working conditions and development opportunities for University staff



Why is this important?

Supporting employee well-being – understood as promoting psychological, emotional and social well-being – may involve offering workshops, webinars, training courses, e-learning, events promoting preventive healthcare and healthy lifestyles, and sports activities. It also includes providing access to psychological support and coaching, as well as implementing anti-discrimination and anti-bullying policies.

By undertaking such initiatives, Wrocław University of Economics and Business can build an engaged and motivated team capable of effectively fulfilling the University's mission. Ensuring that employee support initiatives are accessible helps employees achieve a better work-life balance and make full use of their skills. This, in turn, strengthens cooperation across the University, improves effectiveness, and fosters creativity in addressing challenges faced by the University and its wider environment.

Our aspirations

Fostering responsible and sustainable attitudes will generate long-term benefits by creating an environment based on ethics, cooperation, and equality, in which employees consider the social and environmental consequences of their decisions. As a result, Wrocław University of Economics and Business will build a stable, resilient, and cohesive community in which the quality of education, research, and social engagement continues to improve. At the same time, the University will attract competent and committed employees while providing students with an inspiring learning environment.

5

Objective

To foster responsible attitudes among University employees.

6

Objective

To ensure the inclusion of persons with disabilities and remove barriers faced by employees, students, and doctoral students.



Indicators linked to the KPIs of the WUEB 2030 Strategy – Objective 5

KPI 4.1. Indicator reflecting the extent to which employees recommend the University as a place of work.

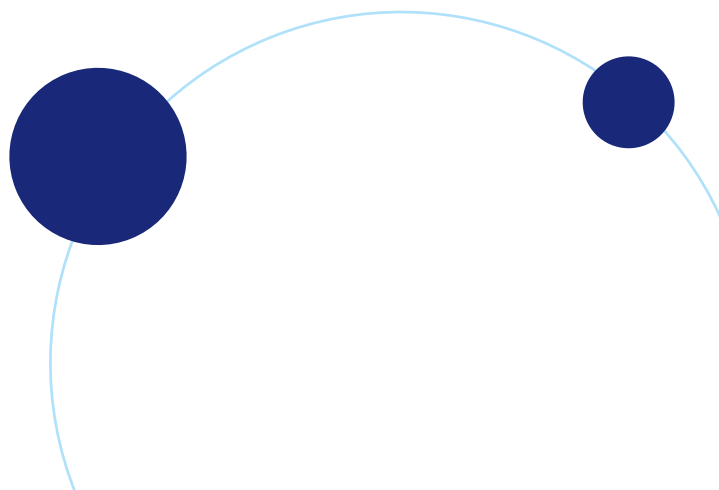
PI 11: Number of participatory initiatives addressed to employees that promote responsible attitudes and the common good.

PI 12: Number of employees participating in initiatives that promote responsible attitudes and the common good.

Indicators linked to the KPIs of the WUEB 2030 Strategy – Objective 6

KPI 4.1. Indicator reflecting the extent to which employees recommend the University as a place of work.

PI 13: Number of facilities and accommodations ensuring accessibility for persons with disabilities.



5

Strategic Direction 5:

Strengthening
the University's position
on the international stage



Why is this important?

Participation in international rankings and initiatives is essential to building the University's image as a socially responsible, innovative institution committed to sustainable development. Inclusion in these rankings not only increases the University's visibility and credibility within academic and business communities but also provides a valuable benchmarking tool. It enables the University to identify and implement international best practices related to the SDGs and sustainable development that have proven effective at institutions worldwide.

Our aspirations

The long-term benefits of participating in international rankings include strengthening the University's reputation, attracting talented students and employees, developing international cooperation, and participating in international research and educational teams. This enhances the University's capacity to design innovative solutions that support responsible and sustainable operations, while ensuring that its decisions and strategies generate a tangible impact at both local and global levels.

7

Objective

To strengthen the University's international standing through participation in ratings and rankings measuring social impact and through membership in international organizations, associations, and institutions concerned with sustainable development.



Indicators linked to the KPIs of the WUEB 2030 Strategy

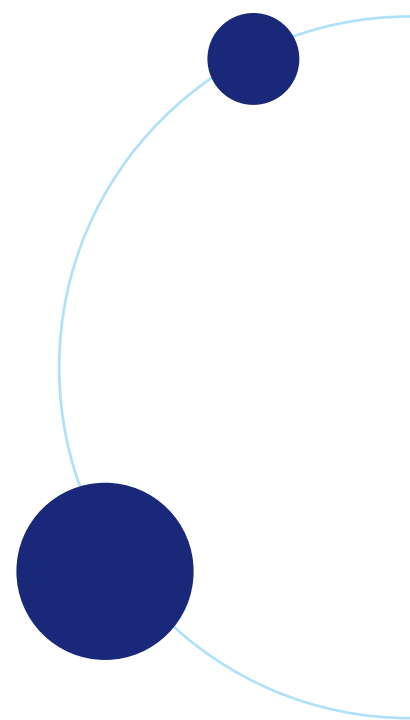
KPI 5.1. Number of foreign students and doctoral students (full-time and exchange students).

KPI 5.2. Percentage of academic teachers participating in international mobility programmes (e.g. Erasmus+, Fulbright, etc.).

KPI 5.3. Number of publications by University staff in Q1-Q2 or AJG $\geq$ 2 journals, co-authored with researchers from abroad.

PI 14: The University's position in the Times Higher Education Impact Ratings and the Positive Impact Rating (PIR).

PI 15: Number of the University's memberships in international institutions focused on sustainable development.



6

Strategic Direction 6:

Digitising and automating the University's operations



Why is this important?

Digital solutions increase the University's accessibility and efficiency, fostering social inclusion within the academic community and ensuring better resource utilization. This development is implemented responsibly by focusing on high energy efficiency of equipment and minimizing the environmental footprint of technology. Consequently, digitalization at Wrocław University of Economics and Business serves as a tool that simultaneously supports people, organizational processes, and climate goals.

Our aspirations

We strive for Wrocław University of Economics and Business to be a modern and digitally accessible university, where technologies support efficient operations, equal opportunity, and high-quality services for the entire academic community. The development of digitalization is intended to reduce barriers in access to information and resources, while responsible management of electronic equipment – incorporating energy efficiency criteria – aims to strengthen the University's innovation and environmental responsibility.

8

Objective

To enhance digital accessibility and social inclusion.

9

Objective

To support the responsible management of electronic equipment.



Indicators linked to the KPIs of the WUEB 2030 Strategy – Objective 8

KPI 6.1. Digitisation rate of the University's key internal processes.

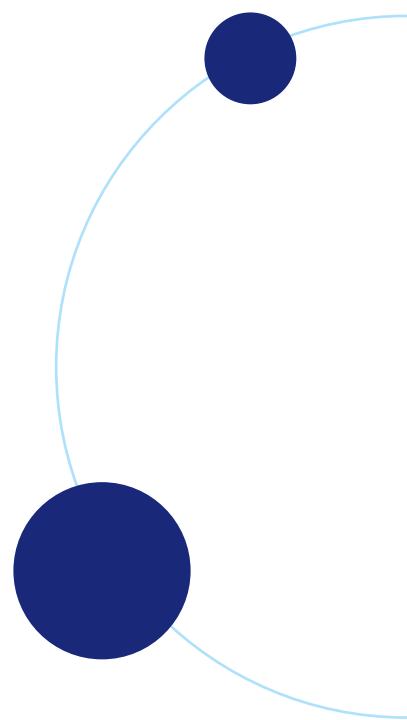
PI 16: Percentage of digital services that comply with accessibility standards, such as the Web Content Accessibility Guidelines (WCAG).

PI 17: Number of digital solutions supporting persons with disabilities.

Indicators linked to the KPIs of the WUEB 2030 Strategy – Objective 9

KPI 6.1. Digitalisation rate of the University's key internal processes.

PI 18: Number of energy-efficient electronic devices purchased by the University.



7

Strategic Direction 7:

Implementing solutions with a positive impact on society and the natural environment



Why is this important?

Wroclaw University of Economics and Business recognizes its role in creating a tangible impact on local communities and the environment. The University not only teaches about sustainable development but also demonstrates how its principles can be implemented in practice through initiatives that support social development, improve accessibility for persons with disabilities, and reduce its carbon footprint. In the face of social, climate-related, and urban challenges, such practical examples are essential to creating a resilient, inclusive, and sustainable environment for students, doctoral students, employees, and residents of the region.

Our aspirations

We seek to ensure that the University cares for people by creating accessible, safe, and ethical places to work and study, while also protecting the climate by reducing the environmental impact of its activities. In this way, Wroclaw University of Economics and Business will strengthen its role as a leader in responsible education, providing students with practical models of socially and environmentally responsible action.

10

Objective

To reduce the University's negative impact on the natural environment.

11

Objective

To generate a positive impact on local communities by addressing key challenges.



Indicators linked to the KPIs of the WUEB 2030 Strategy – Objective 10

KPI 7.1. University's decarbonisation index (reduction in the University's carbon footprint as measured by Scope 1 and Scope 2 emissions per 1,000 m² of usable floor space [tCO₂e/1,000 m²]).

PI 19: Installed capacity of renewable energy sources on the University's premises.

PI 20: Value of investments in the thermal modernization and energy efficiency of University buildings.

Indicators linked to the KPIs of the WUEB 2030 Strategy – Objective 11

KPI 7.2. Number of activities carried out by the University for the benefit of local communities.

PI 21: Number of participants in initiatives undertaken for the benefit of local communities.

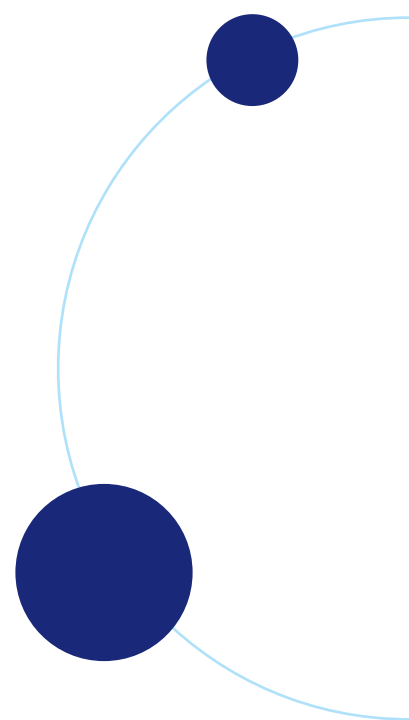


Table 1. Summary of the Objectives and Indicators of the Sustainability Plan

Strategic Direction	Objective	PI No.	Performance Indicator (PI)	KPI (number and description)
STRATEGIC DIRECTION 1: Conducting research for social development and an economy based on knowledge and innovation (SDGs: 4, 8, 9, 11 and 13)	Objective 1. To support the advancement of knowledge and scientific progress by conducting research that addresses social, environmental and corporate governance challenges and complies with the principles of research ethics.	PI 1	Number of scientific publications addressing sustainable development issues published in Q1-Q2 or AJG $\geq$ 2 journals.	KPI 1.1. Percentage of employees in research and research-teaching positions with publications in Q1-Q2 or AJG journals $\geq$ 2.
		PI 2	Number of scientific publications addressing sustainable development issues published in Q1-Q2 or AJG $\geq$ 2 journals by doctoral students and employees aged 35 or under in research and research-and-teaching positions, as first authors.	KPI 1.2. Number of doctoral students and employees under 35 years of age in research and research-teaching positions with publications in Q1 and Q2 journals or AJG $\geq$ 2 (as first author).
		PI 3	Number of events and initiatives disseminating scientific knowledge related to sustainable development, such as debates, conferences, seminars, and popular science publications, organized or undertaken by WUEB employees, doctoral students, and students.	KPI 1.3. Number of research projects that have received funding in national and international competitions. KPI 1.4. Number of documented implementations of research results in socio-economic practice.
STRATEGIC DIRECTION 2: Personalised and flexible education based on the potential of participants (SDGs: 4, 9, 11 and 13)	Objective 2. To develop students' potential by fostering informed and responsible attitudes towards sustainable development.	PI 4	Percentage of courses for which the syllabuses or learning content address sustainable development issues, irrespective of the course title, relative to the total number of courses offered within a given program cycle.	KPI 2.1. Indicator reflecting the extent to which first- and second-cycle graduates recommend WUEB as an educational institution.
		PI 5	Increase in students' awareness of sustainable development, measured through surveys administered at the beginning and end of their degree programmes.	KPI 2.1. Indicator reflecting the extent to which first- and second-cycle graduates recommend WUEB as an educational institution.
STRATEGIC DIRECTION 3: Building valuable relationships with business and entities from the economic and social environment (SDGs: 4, 8, 11 and 13)	Objective 3. To strengthen cooperation and knowledge exchange with external stakeholders in the area of positive social impact.	PI 6	Number of dialogue sessions and workshops on sustainable development involving representatives of businesses and the University.	KPI 3.1. Number of entities cooperating with the University for at least three years, with which at least three joint activities were carried out each year.
		PI 7	Number of University employees serving in advisory roles in external bodies and organisations, such as ministerial committees, the European University Association (EUA), councils, and supervisory boards.	KPI 3.1. Number of entities cooperating with the University for at least three years, with which at least three joint activities were carried out each year.
	Objective 4. To create a positive social impact through open communication and expert support.	PI 8	Number of advisory services, expert opinions or recommendations provided by University employees to government bodies, public institutions, and business organisations in areas related to sustainable development.	KPI 3.2. Value of the University's revenue generated from cooperation with entities from the socio-economic environment.
		PI 9	Number of statements and expert contributions by WUEB experts in external media, including radio, television, and online media, and in the University's external communications.	KPI 3.4. Media presence indicator of the WUEB brand.
		PI 10	Number of WUEB experts contributing to external media, including radio, television, and online media, and to the University's external communications.	KPI 3.4. Media presence indicator of the WUEB brand.

Strategic Direction	Objective	PI No.	Performance Indicator (PI)	KPI (number and description)
STRATEGIC DIRECTION 4: Building an organisational culture that ensures decent and satisfying working conditions and development opportunities for University staff (SDGs: 4, 8 and 11)	Objective 5. To foster responsible attitudes among University employees.	PI 11	Number of participatory initiatives addressed to employees that promote responsible attitudes and the common good.	KPI 4.1. Indicator reflecting the extent to which employees recommend the University as a place of work.
		PI 12	Number of employees participating in initiatives that promote responsible attitudes and the common good.	KPI 4.1. Indicator reflecting the extent to which employees recommend the University as a place of work.
	Objective 6. To ensure the inclusion of persons with disabilities and remove barriers faced by employees, students, and doctoral students.	PI 13	Number of facilities and accommodations ensuring accessibility for persons with disabilities.	KPI 4.1. Indicator reflecting the extent to which employees recommend the University as a place of work.
STRATEGIC DIRECTION 5: Strengthening the University's position on the international stage (SDGs: 4, 8 and 13)	Objective 7. To strengthen the University's international standing through participation in ratings and rankings measuring social impact and through membership in international organisations, associations, and institutions concerned with sustainable development.	PI 14	The University's position in the Times Higher Education Impact Ratings and the Positive Impact Rating (PIR).	KPI 5.1. Number of foreign students and doctoral students (full-time and exchange students). KPI 5.2. Percentage of academic teachers participating in international mobility programmes (e.g. Erasmus+, Fulbright, etc.). KPI 5.3. Number of publications by University staff in Q1-Q2 or AJG ≥ 2 journals, co-authored with researchers from abroad.
		PI 15	Number of the University's memberships in international institutions focused on sustainable development.	KPI 5.1. Number of foreign students and doctoral students (full-time and exchange students). KPI 5.2. Percentage of academic teachers participating in international mobility programmes (e.g. Erasmus+, Fulbright, etc.). KPI 5.3. Number of publications by University staff in Q1-Q2 or AJG ≥ 2 journals, co-authored with researchers from abroad.
STRATEGIC DIRECTION 6: Digitising and automating the University's operations (SDGs: 8, 9, 11 and 13)	Objective 8. To enhance digital accessibility and social inclusion.	PI 16	Percentage of digital services that comply with accessibility standards, such as the Web Content Accessibility Guidelines (WCAG).	KPI 6.1. Digitisation rate of the University's key internal processes.
		PI 17	Number of digital solutions supporting persons with disabilities.	KPI 6.1. Digitisation rate of the University's key internal processes.
	Objective 9. To support the responsible management of electronic equipment.	PI 18	Number of energy-efficient electronic devices purchased by the University.	KPI 6.1. Digitisation rate of the University's key internal processes.
STRATEGIC DIRECTION 7: Implementing solutions with a positive impact on society and the natural environment (SDGs: 4, 8, 9, 11 and 13)	Objective 10. To reduce the University's negative impact on the natural environment.	PI 19	Installed capacity of renewable energy sources on the University's premises.	KPI 7.1. University's decarbonisation index (reduction in the University's carbon footprint as measured by Scope 1 and Scope 2 emissions per 1,000 m ² of usable floor space [tCO ₂ e/1,000 m ²]).
		PI 20	Value of investments in the thermal modernization and energy efficiency of University buildings.	KPI 7.1. University's decarbonisation index (reduction in the University's carbon footprint as measured by Scope 1 and Scope 2 emissions per 1,000 m ² of usable floor space [tCO ₂ e/1,000 m ²]).
	Objective 11. To generate a positive impact on local communities by addressing key challenges.	PI 21	Number of participants in initiatives undertaken for the benefit of local communities.	KPI 7.2. Number of activities carried out by the University for the benefit of local communities.



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