Akademia WSB

WSB University

SDG 12
Tracker Report

2025

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Responsible Consumption and Production: WSB University's SDG 12 Report 2025

WSB University (Akademia WSB), Dąbrowa Górnicza · Reporting year 2025

Executive summary

WSB University contributes to responsible consumption and production in three ways:

- by managing its own operations under an audited environmental system;
- by educating managers who will prepare corporate sustainability reports and run circular supply chains;
- by bringing companies and auditors together in professional dialogue on ESG.

The University describes itself as the first in Poland to hold the Green Office certificate.

Key results for the reporting year:

- **Audited environmental management:** the Green Office certificate from the Foundation for Environmental Education Poland follows an audit of paper, water and energy use and of waste management.
- **ESG education:** seven postgraduate programmes in the Green Competences and ESG series prepare specialists in sustainability reporting, circular economy and green project management.
- **New specialization:** the Management degree offers a specialization in Sustainable Organization Management and ESG Reporting.
- **Professional dialogue:** on 3 April 2025 WSBU hosted the 4th national conference "Sustainable Development of Enterprises", covering ESG risk, green financing and the AI Act.
- **Partnerships:** cooperation with TÜV NORD Polska in ESG teaching and, from July 2025, with the municipal services company ALBA in waste management.

Context

SDG 12 aims to ensure sustainable consumption and production patterns. Its targets of particular relevance to universities are:

- the efficient use of natural resources (12.2);
- a substantial reduction of waste through prevention, reduction, recycling and reuse (12.5);
- the adoption of sustainable practices by companies, and the integration of sustainability information into their reporting (12.6);
- sustainable public procurement practices (12.7);
- awareness of sustainable development and lifestyles in harmony with nature (12.8).

The Times Higher Education Impact Rankings assess universities through research on responsible consumption, policies on ethical sourcing and waste, and the proportion of waste recycled.

SDG 12 is one of the seven priority goals of WSBU's Sustainable Development Strategy to 2030. The Strategy commits the University:

- to substantially reduce waste generation through prevention, reduction, recycling and reuse;

- to encourage companies, especially large and transnational ones, to adopt sustainable practices and to integrate sustainability information into their reporting cycle;
- to ensure that people have the information and awareness needed for sustainable development and lifestyles in harmony with nature.

The second of these commitments has become more significant with the entry into force of the EU Corporate Sustainability Reporting Directive, which extends mandatory sustainability reporting to a far wider group of companies. WSBU's response is described in the section on business education below.

Campus operations

Green Office certification

The Green Office certificate was awarded by the Foundation for Environmental Education Poland, the national representative of the Foundation for Environmental Education. Certification followed an audit of the University's office operations, covering:

- paper consumption;
- water use;
- energy use;
- waste management and minimization;
- the use of environmentally sound technologies.

The programme requires measurable environmental, economic and social benefits, and gives the University an audited framework within which to improve them.

Waste segregation and recycling

In July 2025 the University began cooperation with ALBA, a municipal services and waste management company. The agreement brings the practice of a waste operator into teaching and opens opportunities for joint projects.

Monitoring of resource use

Smart meters track energy and water consumption in University buildings in real time, and building management systems control heating, cooling and lighting. Environmental sensors monitor air quality and lighting levels, and monitoring systems track the output of solar panels. This infrastructure provides the data on which further reductions in consumption can be based.

Digital processes in place of paper

The University's digital transformation reduces paper consumption in administration. Measures introduced by the 2025/26 academic year include the electronic student file, a digital scholarship application process, electronic circulation of documents and a knowledge base of staff research achievements. Virtual computer laboratories allow students to use advanced software without dedicated hardware in every room.

Education for responsible consumption and production

In 2025, 15 courses at WSBU explicitly integrated responsible management and the Sustainable Development Goals. Seven postgraduate programmes in the Green Competences and ESG series address consumption and production directly.

Programme	Content relevant to SDG 12
ESG Manager	ESG strategy, CSRD and ESRS reporting, carbon footprint, climate risk
Sustainable Development Manager in Practice – ESG and VSME	Sustainability reporting adapted to small and medium-sized enterprises
Sustainable Development and ESG (with TÜV NORD Polska)	Sustainability management and auditing
Logistics Manager – Green Competences	Reverse logistics, circular economy, low-emission transport
Project Manager – Green Competences	Green Project Management and the PRiSM methodology
Quality Manager – Green Competences	Integration of quality and environmental management systems
Occupational Health and Safety Management – Green Competences	Safe and resource-efficient workplaces

The teaching covers greenwashing as well as good practice, so that graduates can distinguish substantive action from presentation. In the Management degree, the specialization in Sustainable Organisation Management and ESG Reporting prepares graduates for roles as sustainability managers, non-financial reporting specialists and members of ESG transformation teams.

Green project management

Under its agreement with GPM Global, WSBU integrates the PRiSM methodology for sustainable project management into its courses. Students may obtain the GPM-b certification, and 18 members of staff have completed GPM training. GPM Global named WSBU a Responsible Management Education Partner; the University is the second in Poland, and the only one in Silesia, with such an agreement.

International and student learning

- **Blended Intensive Programme:** the Erasmus+ programme "Fostering Sustainable Business Practices" teaches international students about greenwashing, Green Project Management and SDG-aligned engagement projects.
- **Green-economy curricula:** the Just Transition Fund project "Comprehensive support for the development of WSBU in line with the needs of the green and digital economy" (PLN 9.1 million, 2024–2026) aligns programmes with the skills required by the green economy.

- **Environmental education for the public:** the "EkoŚcieżka" (Eco-Path), an interactive installation funded within EduLider, supports environmental education for visitors and school groups.

Enabling companies to act and report

The Strategy commits WSBU to encourage companies to adopt sustainable practices and to integrate sustainability information into their reporting. The University pursues this through teaching, auditing partnerships and professional dialogue.

Sustainable Development of Enterprises

On 3 April 2025 WSBU hosted the 4th national conference "Sustainable Development of Enterprises". The programme brought managers, lawyers and financial institutions together on:

- ESG risk and its management in companies;
- cross-sector cooperation for sustainable development;
- green loans from Bank Gospodarstwa Krajowego for energy efficiency;
- compliance with the EU AI Act.

Partnership with auditors and certifiers

- **TÜV NORD Polska** co-delivers the postgraduate programme "Sustainable Development and ESG", so that auditors who verify sustainability reports teach the managers who prepare them.
- **Noble Cert** gives students access to international certification of competences in quality and sustainability management.
- **ALBA** brings the practice of municipal waste management into teaching.

Dialogue with small and medium-sized enterprises

The CSRD extends sustainability reporting obligations down the supply chain, which affects smaller firms that supply large companies. WSBU addresses this group through:

- the postgraduate programme on ESG and the VSME standard, designed for small and medium-sized enterprises;
- content partnership in the 15th European SME Congress in Katowice (27–28 October 2025);
- the 10th international conference "Innovation and Entrepreneurship: Theory and Practice" (29 September 2025), held with the Regional Chamber of Commerce, Fundusz Górnośląski, Pro Silesia and the Silesian Employers' Association Lewiatan;
- partnership in the Karol Adamiecki Economic Award (12 June 2025), which recognizes local enterprises for ethical business practice and social responsibility.

Green innovation in business

On 27 March 2025 WSBU was a partner of the Agriverde Start-up conference at the KSSENON accelerator in Żory, which brought together researchers, entrepreneurs and environmental activists around urban agriculture and green innovation.

Research on responsible consumption and production

Of the 265 peer-reviewed articles published by WSBU researchers in 2025, 178 addressed responsible management and sustainability. Several strands bear directly on SDG 12.

Green economy and firm behaviour

The research team working with Sumy State University and EKA University of Applied Sciences in Riga published in 2025 on:

- entrepreneurship and green economic development, with a ten-dimension model linking firm-level activity to national sustainability goals;
- green finance and ESG performance;
- the role of artificial intelligence in green growth in the European Union.

Environmental indicators

The Visegrad Fund project "Forecasting factors influencing climatic changes as a part of SDGs 2030", led by WSBU, developed a method for estimating sustainable development indicators and produced an online guide of good practice for local governments and non-governmental organizations. A related paper by Kharazishvili, Kwilinski, Ivaniuta, Sukhodolia and Czart, published in *Sustainable Development*, sets out a system of indicators for the environmental component of sustainable development.

Applied research in resource efficiency

Within EduLider, financed by the Just Transition Fund, WSBU teams carried out applied research for companies in the Silesian Voivodeship, including work on energy management in enterprises. The Science4Business consortium led by WSBU, which includes the KOMAG Institute of Mining Technology, is identifying research results with the potential to reach the market, including in resource-efficient technologies.

Continuing activities in 2026

- **Green Office:** the certified environmental management system continues to govern paper, water, energy and waste on campus, with UI GreenMetric providing external verification of progress.
- **Building efficiency:** from April 2026 the thermo-modernization of the historic building at ul. Konopnickiej 36 will replace heating, ventilation and lighting systems and add rooftop photovoltaics with energy storage, reducing the University's resource consumption.
- **ESG education:** the Green Competences and ESG programmes, together with the Management specialization in sustainable organization management, continue to prepare specialists for companies facing CSRD obligations.
- **Green-economy curricula:** the Just Transition Fund project aligning programmes with green-economy skills concludes in June 2026.
- **Waste cooperation:** the partnership with ALBA develops joint teaching and project work in municipal waste management.
- **Commercialisation:** Science4Business moves to selecting and developing research results with market potential, including resource-efficient technologies.