

Guidelines and Recommendations for PRME Chapters

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1. Background

A) About PRME

The Principles for Responsible Management Education (PRME) is a UN Global Compact-backed initiative with the mission to inspire and champion responsible management education, research, and thought leadership globally by bridging relationships and catalysing collaboration among the United Nations, the Global Compact, and academia.

The Six Principles of PRME are based on internationally-accepted values endorsed by UN Member States and provide an engagement framework for higher education institutions to embed responsibility and sustainability in education, research, and campus practices through a process of continuous improvement. Higher education institutions that become signatory to PRME make a public commitment to knowledge creation and education that supports and develops leaders who are capable of managing the complex challenges faced by business and society in the 21st century.

Similar to the Global Compact, PRME is multi-stakeholder platform with a dynamic network of local and global learning communities, including thematic Working Groups and regional Chapters, which collaborate on projects and events. Since its official launch in 2007 by UN Secretary-General Ban Ki-moon, the PRME initiative has grown to more than 600 leading business schools and management-related academic institutions from over 80 countries across the world.

2. About the PRME Regional Meeting and the creation of PRME Chapters

PRME has facilitated numerous local and global engagement opportunities since its inception in 2007. Following the [1st PRME Global Forum](#) in December 2008, schools from around the world took up the call for action in support of PRME and began organising their own activities related to responsible management education. At the 2009 [World Civic Forum](#), organised by a PRME signatory in South Korea, three schools from different countries in the region agreed to host an ongoing series of meetings to discuss the Principles. The same year, a [conference](#) in Copenhagen, Denmark addressed the role of business schools and management related institutions in responding to climate change. In the time since, over 15 large-scale events have been held in support of PRME.

The first [PRME Regional Meeting](#), the [2010 PRME Asia Forum](#), demonstrated the importance and potential impact of addressing responsible management education on a local level. Other signatories took notice and organised similar meetings in Australia/New Zealand, the Middle East and North Africa, Sub-Saharan Africa and Latin America. This approach allowed schools to gradually build support for the Principles and address topics specifically tailored to their context. Similar attempts can be noted in the United Kingdom and Ireland, different parts of the United States of America, German-speaking Europe, and Eastern Europe. As an outcome of the [3rd PRME Global Forum for Responsible Management](#)

[Education](#), the PRME community called on committed PRME signatories to promote good practices and encourage knowledge sharing through the creation of regional [PRME Chapters](#). The PRME Secretariat was tasked with establishing basic guidelines to formalise this process and, in consultation with existing signatory networks, has created the following recommendations for creating a PRME Chapter.

3. What are PRME Chapters?

PRME Chapters are groups of PRME signatories from two or more countries that join to create a regional platform to advance PRME and its Principles within a particular geographic context. In some exceptional cases, the requirement to have signatories of two or more countries is waived by the PRME Secretariat if a PRME Chapter wishes to be set up in one country by developing it within an existing Global Compact Local Network and/or have a member of a Global Compact Local Network participate in the governance structure. PRME Chapters may be “anchored” in individual countries, i.e. a Chapter may include an anchor, or sub-Chapter, in an individual country that coordinates activities for the Chapter in this country.

Chapters perform an important role in rooting PRME within different national, regional, cultural and linguistic contexts. In doing so, they facilitate the growth and engagement of PRME with respect to implementation of the Six Principles.

4. Purpose of PRME Chapters

PRME Chapters are regional platforms to advance PRME and its Principles within a particular geographic context, performing an important role in rooting PRME within different national, regional, cultural and linguistic contexts, and facilitating the growth and engagement of PRME with respect to implementation of the Six Principles. PRME Chapters were officially endorsed as an outcome of the 3rd Global Forum in Rio de Janeiro, Brazil in 2012 and often maintain close connections with PRME Regional Meetings and Forums.

I. Issues to consider and requisites to create a PRME Chapter

Group of signatories in a region who would like to create a new PRME Chapter are required to:

- a) Be a communicating signatory in line with PRME’s [Sharing Information on Progress \(SIP\) Policy](#)
- b) Consult with the PRME Secretariat regarding the possibility of creating a Chapter
- c) Propose activities related to the Principles
- d) Propose recruitment efforts to increase the number of PRME signatories
- e) Propose a governance structure to consolidate with the members of the PRME Chapter in an open and inclusive fashion

- f) Sign a Memorandum of Understanding (MoU) with the PRME Secretariat (to become an established PRME Chapter)
- g) Report on the Chapter's activities on a bi-annual basis.

Additionally, there are some important points to consider:

- a) It is recommended to include, from the initial discussions on the creation of a PRME Chapter, the [Global Compact Local Networks](#) in the region, as this allows the creation of strong partnerships and alignment with Global Compact's priorities.
- h) Before creating a Chapter, the purpose and priority of the new PRME Chapter should be discussed with the PRME Secretariat and all stakeholders of the proposed PRME Chapter. *A minimum of 3 schools should take part in this process to assure openness and inclusivity.* Consultations should also take place with other interested individuals and organisations, especially Global Compact Local Networks in the countries which the PRME Chapter will cover, to determine the value that the Chapter would add to the region.

II. Role and Activities of PRME Chapters

PRME Chapters are encouraged to provide the following roles and core activities:

- a) Increase the visibility of PRME and its signatories in a region and make the case for responsible management education, research, and thought leadership.
- b) Provide a platform for dialogue, learning, and action on responsible management and leadership education, research, and thought leadership for PRME signatories and stakeholders in close connection with the respective Global Compact Local Networks and its stakeholders.
- c) Adapt the Six Principles of PRME (Principles) into a local context and develop and promote activities linked to the Principles (e.g. by supporting efforts by participants to develop a Sharing Information on Progress (SIP) Report, etc.)
- d) Hold at least one activity annually for organisational purposes of the Chapter and at least one activity on a substantial issue of PRME to which at least all Chapter members are invited; both activities can be held during the same occasion.

In addition, PRME Chapters are encouraged to choose activities deemed useful to advance the PRME in a given country, regional or sector context, such as:

- a) Acting as a regional platform for thought leadership to help mainstream responsible management education in each region by reaching out to academia, governments, business, NGOs, the media, regional/national accreditation bodies, and other stakeholders.
- b) Assisting academic institutions with the implementation of the Six Principles and the preparation of the "Sharing Information on Progress" (SIP) report.

- c) Serving as a PRME Outreach Mechanism, to get the support of additional academic institutions by organising outreach events.
- d) Being a regional platform for dialogue on issues related to the six Principles, i.e. responsible management education and corporate sustainability. Chapters are encouraged to contribute to global dialogue events and discuss results and implement recommendations of global dialogue events within the Chapter.
- e) Being a regional platform for learning related to PRME. Encourage participating academic institutions to develop case studies, expand research and send examples to the PRME Secretariat. Contribute to local learning by organising country, regional or sector learning events, and/or establishing a learning forum in local language(s).
- f) Motivating participating signatories to develop activities that contribute to the achievement of broader UN goals, for example in the areas of security, development and human rights.
- g) Identifying and discussing emerging issues related to globalisation, particularly the challenge of promoting inclusiveness and social responsibility by all participants involved.
- h) Liaising with other PRME Chapters, Global Compact Local Networks and with the PRME Secretariat in New York on Dialogue, Learning, Partnership Projects, Outreach, Communications, for mutual knowledge exchange.

I. Support provided by the PRME Secretariat

The PRME Secretariat commits to support the activities of the PRME Chapter in the following ways:

- a) Provide the PRME Chapter name and logo to be used by Chapter in accordance with the PRME logo policy;
- b) Inform the PRME Chapter on key developments and issues related to the PRME initiative;
- c) Regularly update the PRME Chapter on upcoming events and provide advanced notice to PRME Chapters of communications to all PRME participants;
- d) Communicate relevant contact information for new signatories to PRME from the respective region;
- e) Send regular updates on the SIP status of participants;
- f) Provide the PRME Chapter profile on the PRME website.

In order to support the PRME Secretariat on the above, the PRME Chapters will:

- a) Update the Chapter Profile on the PRME website (only established PRME Chapters) ;
- b) Identify a person to liaise with the PRME Secretariat on day-to-day issues related to the running of the PRME Chapter;
- c) Nominate a person authorised by the PRME Chapter to act on behalf of the Chapter and in the management of the Chapter logo (only established PRME Chapters);

- d) Identify an individual to serve as a member of the PRME Advisory Committee in accordance with the Guidelines of the PRME Advisory Committee. (Only established PRME Chapters). The PRME Advisory Committee is a complementary body to provide strategic advice and guidance to the PRME Secretariat and PRME Steering Committee on matters of importance to the PRME community. The Advisory Committee is formed by individuals from Champions and Chapters who are highly committed to PRME, acting in a personal, honorary, and unpaid capacity.

VII. Composition and Organisation of PRME Chapters

There are two stages of PRME Chapters: 1. Emerging Chapters and 2. Established Chapters.

A) Emerging PRME Chapters

An “**Emerging Chapter**” is composed of PRME signatories that, in consultation and with the approval of the PRME Secretariat, join to create a Chapter, develop activities and a governance structure, and function compatible with the PRME mission.

B) Established PRME Chapters

A Chapter becomes an “**Established Chapter**” once a Memorandum of Understanding (MoU) is signed between the PRME Chapter and the PRME Secretariat. The PRME Secretariat encourages PRME Chapters to develop a proper governance structure compatible with the framework established by this document. Chapters are advised to have a small Steering Committee comprised of representatives of different PRME signatories. Steering Committee members should have a sound understanding of PRME and Global Compact philosophy and work to implement the Principles in a spirit of respect, integrity and effectiveness without pursuing commercial interests

The confirmation/reconfirmation of the “Established” status is based on the understanding that the Chapter will engage in activities that are consistent with the purposes and objectives of PRME.

VIII. Signing the Memorandum of Understanding (MoU) to become an Established PRME Chapter

PRME Chapters that have been working on their creation, definition of activities and governance in alignment with these guidelines are invited to sign a [Memorandum of Understanding \(MoU\)](#) with the PRME Secretariat in order to become established.

Only Established Chapters can use the PRME Chapter logo, create a PRME Chapter website, implement a fee for its members (see below B for further details) and have representation in the PRME Advisory Committee.

A) The MoU

The MoU has been prepared by the PRME Secretariat in consultation with the PRME Advisory Committee and has been launched in 2014 in order to organise the relationship between the PRME initiative and the PRME Chapter.

PRME Chapters should determine their own internal governance arrangements and activities. Each established Chapter is required to sign a bi-annual Memorandum of Understanding (MoU) with the PRME Secretariat confirming authorisation to use the name "PRME" as part of the Chapter's name and the PRME logo and PRME Chapter Logo in connection with the Chapter's activities. Kindly see here the PRME Chapter logo policy here.

The bi-annual reconfirmation is based on the understanding that the PRME Chapter will continue to engage in activities that are consistent with the purposes and objectives of PRME namely:

- a) Commit to the principles and practices of PRME and the Global Compact. This includes the Principles themselves, the practice of learning by doing, dialogue, partnership, research and striving to bring together other stakeholders;
- b) Be open to all PRME signatories in the region the PRME Chapter covers;
- c) Hold a minimum number of events/activities annually;
- d) Display a willingness to actively support efforts by participants to develop a Sharing Information on Progress (SIP) report;
- e) Proactively manage and protect the integrity of the PRME initiative and develop capacity to find solutions to dilemma situations involving participants in the Chapter;
- f) Produce a bi-annual activities report;
- g) It is recommended to have a Chapter Secretariat which can be hosted in a Chapter's academic institution on a rotating basis. Identify a person to liaise with the PRME Secretariat on day-to-day issues related to the running of a Chapter, and nominate a person authorised by the Chapter to act on behalf of the Chapter at PRME Global Forums and Summits and in the management of the Chapter logo; this person should be authorised by the Chapter's governance body.
- h) Seek close relations to the Global Compact Local Networks in the region which the PRME Chapter will cover and to the respective regional associations of the PRME Steering Committee to identify complementarities and areas for joint activities.

B) Use of PRME Chapter Name and Logo

PRME Chapter are given the right to use the name “PRME Chapter [NAME of the region]” and the PRME Chapter logo in connection with the Chapter’s activities and in compliance with the PRME Chapter Logo Policy. In the unlikely event of a serious abuse by the PRME Chapter of the name and logo, or if otherwise required in the interests of PRME or UN Global Compact Office, the PRME Secretariat and UN Global Compact Office reserve the authority to withdraw consent to the use of the name of PRME and of the PRME Chapter logo.

C) PRME Chapter Fee

PRME Chapters are encouraged to identify proper funding to sustain the planned activities. This can be in the form of workshop/conference fees, external funding through foundations or grants, etc. In addition, PRME Chapters are allowed to charge an annual fee of their members no higher than the global PRME Annual Service Fee after consultation with members of the PRME Chapter. Before implementing the fee, PRME Chapter coordinators will inform the PRME Secretariat for approval about the fee strategy, schedule of communications, and any other relevant information.

NOTE: As important as individual PRME Chapters are, they do not have an exclusive right to deal with PRME issues within a country, region or sector. PRME and the UN Global Compact are open platforms, accessible to anyone willing and able to embrace the Principles.
