

**THE FIRST INAUGURAL MEETING OF  
PRME CHAPTER CENTRAL AND EAST EUROPE  
in cooperation with**



Network Latvia



EMPLOYERS' CONFEDERATION OF LATVIA

**Preliminary Programme**

📅 18 – 19 April 2016

📍 Venue: [RISEBA University, Architecture and Media Centre H<sub>2</sub>O6](#),  
4 Durbes Street, Riga, Latvia

**Monday, 18 April 2016**

- 8:30 – 9:00 REGISTRATION & Morning Coffee
- 9:00 – 9:30 **OPENING**
  - ✓ Welcome address Letter from H.E. Maris KUCINSKIS, Prime Minister, Republic of Latvia
  - ✓ Welcome address by **Asoc.Prof. Irina SENNIKOVA**, RISEBA University Rector and CEEMAN Vice-President
  - ✓ Welcome address by **Prof. Danica PURG**, CEEMAN President
  - ✓ Welcome address by **Mr. Andrew WILSON**, CEO, The Association of MBAs AMBA, PRME Steering Committee Chair
  - ✓ **Mr. Jonas HAERTLE**, Head of PRME Secretariat – “Sustainable Development Goals - Opportunities for Management Education and the PRME Chapter CEE to support achieving the Agenda 2030”
- 9:30 – 11:00 **KEY NOTE SPEECHES & DISCUSSION**
  - ✓ 9:30 – 10:20 **Professor Garry BRUTON**, Neeley School of Business, Texas Christian University – “Poverty & How Business Schools Address the Future”
  - ✓ 10:20 – 11:00 **Professor Soumodip SARKAR**, University of Evora, Portugal; Asia Center, Harvard University, USA – “Social Responsibility – Mapping the Intellectual Field”
- 11:00 – 11:30 COFFEE BREAK, NETWORKING & POSTER SESSION
- 11:30 – 13:00 PANEL DISCUSSION
- **GLOBAL COMPACT FOR SUSTAINABLE DEVELOPMENT**
- 13:00 – 14:00 LUNCH @RISEBA
- 14.00 – 14.30 POSTER SESSION

- 14:30 – 16:00 *BEST PRACTICE EXCHANGE SESSION*

### EXPERIENCE OF REGIONAL PRME CHAPTERS

- ✓ PRME Chapter Nordic by **Coordinator Nikodemus SOLITANDER**, *Hanken School of Economics in Helsinki, Finland*
  - ✓ PRME Chapter UK& Northern Ireland by **Vice Chair Alec WERSUN**, *Glasgow Caledonian University*
  - ✓ PRME Chapter DACH (tbc)
- 16:00 – 16:15 *CLOSING REMARKS*
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- 17:00 – 18:30 **OLD RIGA GUIDED WALKING TOUR**

- 19:00 – 21:00 **WELCOME DINNER IN OLD RIGA**

## Tuesday, 19 April 2016

- 8:30 – 9:00 *Morning Coffee*
- 9:00 – 9:30 **Dr. Alenka Braček Lalić**, *International Quality Accreditation (IQA) Director at CEEMAN, Assistant Professor at IEDC-Bled School of Management – “International Accreditations as Driver of Responsible Management Education”*
- 9:30 – 10:00 **Dr. Peter HARDI**, *Professor of Business Ethics and Corporate Social Responsibility, Director of the Center for Integrity in Business and Government, CEU Business School, Central European University, Budapest, Hungary - "Modular, granular and interdisciplinary: A new approach to integrity education"*

### CHAPTER ACTION PLAN BASED ON SIX PRME PRINCIPLES: All participants

- 10.00 – 11:00 *BRAINSTORM SESSIONS*
  - 11:00 – 11:30 *COFFEE BREAK, NETWORKING & POSTER SESSION*
  - 11:30 – 13:00 *PLAN OF ACTIONS AND MOU SIGNING CEREMONY*
  - 13:00 – 14:00 *CLOSING LUNCH @RISEBA*
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- 14:00 – 14:45 **RISEBA CAMPUS TOUR**

- 15:00 – 16:30 **IDEA LAB** (*jointly with RISEBA International Week participants*)
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### OPTIONS:

- ✓ 17:00 – 20:30 Visit to [Lāči bakery](#)\*
- ✓ 19:00 – 20:30 Concert at [DOME Cathedral](#)\*

**The Official Opening of PRME Chapter Central and East Europe on 18-19 April 2016.**

The main aim of the Chapter is to give a stronger voice to PRME signatories of the CEE region within the PRME initiative and Responsible Management Education (RME) movement and provide them with more visibility, highlight good practices, as well as facilitate better exchange of ideas and experience in the area of RME relevant for the region. It will serve as a regional platform for dialogue, collaboration and collective action to further advance RME and sustainable development in support of broader UN goals.

● **NB! We kindly ask you to fill in the application form, which is available [here](#) .**

● **REGISTRATION FEE:**

Early bird registration **before 15 March 2016: 180, 00 EUR**

**After 16 March 2016: 220, 00 EUR**

**Fee covers:**

- Coffee breaks and lunches on 18,19 April 2016,
- Old Riga guided walking tour on 18 April 2016,
- Welcome Dinner in Old Riga on 18 April 2016.

**Payment details:**

Beneficiary name:	RISEBA, SIA
Address:	Meza Street 3, Riga, Latvia, LV-1048
Registration No:	40003090010
Account No.	LV38HABA0551023653268
Bank:	A/S Swedbank
SWIFT code:	HABALV22
Payment details:	<i>PRME CEE participation fee – Name Surname, Organization</i>

● **ACCOMMODATION:**

Participants are invited to stay at [Bellevue Park Hotel Riga](#), [Radisson Blu Daugava](#) and [Semarah Hotel Metropole](#).

**THE BOOKING CODE: RISEBA.**

● **POSTER SESSION:**

The aim of the poster session is to introduce the Members of PRME Central and East European Chapter. More about Poster session [here](#)

● **CONTACT PERSON:**



**Iveta Cirule,**  
**Head of RISEBA University Creative Business**  
**Incubator**

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Additional information at: [here](#)