



3rd Global Forum for Responsible Management Education: The Future We Want

The **3rd Global Forum** on 14-15 June 2012 will be the official platform for management-related Higher Education Institutions (HEIs) at **Rio+20** -- the United Nations Conference on Sustainable Development -- and the **Corporate Sustainability Forum**, organised by the UN Global Compact Office.

Marking the 20th anniversary of the 1992 United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro, the Rio+20 Earth Summit will bring the world together in Rio de Janeiro, Brazil, to discuss and decide how to accelerate action for a healthier, more equitable and prosperous world for all; it is an opportunity to plan for the future we want.

As Rio+20 will highlight, critical action is required from all major actors in business, government and society to build the foundation for a sustainable global economy, society and biosphere. Business schools, management-related academic institutions, and universities have a unique role to train current and future generations to lead this process. However, as a global sector, management education must make considerable change to be at the forefront of innovation and progress for sustainable development.

Guiding question(s)

Organised by the Principles for Responsible Management Education (PRME) Secretariat of the UN Global Compact Office, with the active support of PRME participant institutions, the PRME Steering Committee and strategic partners, the Global Forum will provide a space to discuss and mobilise action around the questions: **What is the role of management education in society for the future we want? Further, how can the Principles for Responsible Management Education facilitate individual and systemic change within higher education as the community mobilises action toward achieving the Rio+20 vision on sustainable development?**

Along with the incorporation of positive case studies and stories, the three sessions aspire to answer the following respective sub-questions:

1. How does sustainable development affect the management education sector?
2. What are the external incentives (e.g. accreditation, rankings, etc.), and how can they further support the values of sustainable development and responsible management education?
3. What are the challenges and opportunities facing individual schools to (further) implement responsible management education and how can PRME help in this process?





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Who should attend?

The Global Forum is designed for:

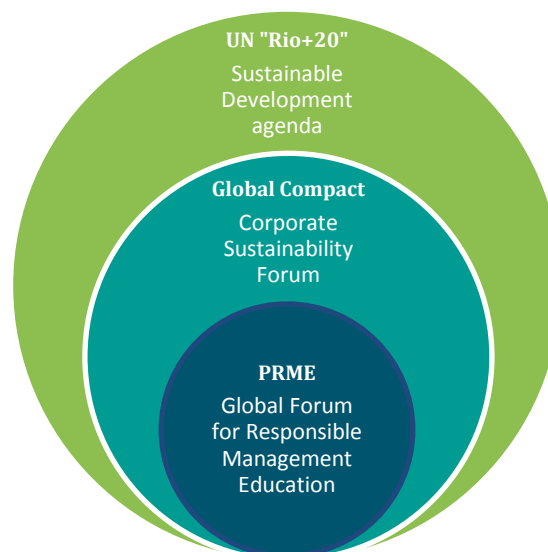
- Leaders of PRME signatories and of business schools, departments of management or universities considering becoming PRME signatories;
- Faculty members responsible for the implementation of the Principles;
- Business representatives responsible for the selection of new talent and of business schools for executive education.

Interactive meeting methodology

Building on the positive experience from previous PRME meetings, especially the [2011 PRME Summit](#) in Brussels, the meeting seeks to maximise interaction between participants and *to agree on concrete action items/next steps*. Participants will be seated at tables of approximately 10 people. Sessions will begin with a moderated panel discussion conducted in “Question & Answer” style, to be followed by round-table discussions, to be facilitated by a Discussion Leader. The session will close with presentations of outcomes of table discussions.

Location: Windsor Barra Hotel, Rio de Janeiro, Brazil

Date: 14-15 June 2012





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Agenda

14 June 2012

2:00-2:30	Welcome – A video highlighting the most important items of the past year.
2:00-2:05	Welcome by Master of Ceremonies: Ángel Cabrera, President-elect, George Mason University; President Emeritus, Thunderbird School of Global Management
2:05-2:30	Jonas Haertle, Head, PRME Secretariat to introduce Georg Kell, Executive Director, United Nations Global Compact Office <ul style="list-style-type: none"> Background on PRME Global Forum, Global Compact Corporate Sustainability Forum, and Rio+20

2:30-5:30	Session 1: Pathways to Achieving Sustainable Development
2:30-3:30	The topic: To set the stage, this first session of the Global Forum will reveal current trends and potential pathways to achieve sustainable development. Global leaders will help identify top priorities for the next twenty years and make the case for the urgent change and collaboration that is necessary to achieve the future we want. Higher Education Institutions (HEIs) have a unique role to spearhead this process by providing thought leadership and by training responsible current and future leaders.
	Speakers: (5 max) <ul style="list-style-type: none"> Luciane Ribeiro, CEO, Santander Brazil Asset Management (PRI Signatory), Brazil Maria Jose Tonelli, Vice-Dean, FGV-EAESP - Escola de Administração de Empresas de São Paulo, Brazil Diana Liverman, Co-Director, Institute of the Environment, The University of Arizona, USA José Antonio Vargas Lleras, President, Codensa S.A. (Endesa/ENEL in Colombia), Colombia Claus Stig Pedersen, Head of Sustainable Development, Novozymes, Denmark (TBC)
	Moderator: Simon Pickard, Director General, EABIS
3:30-4:00	Coffee Break and Networking
4:00-5:00	Table Discussion Session 1: Topics to be discussed will revolve around the main question: How should sustainable development affect the management education sector? Each table will have representatives from HEIs and businesses, as well as students.
5:00-5:30	Presentation of outcomes of table discussion
6:00-8:30	Cocktail Reception and Brazil PRME Event (Academic Commission of the UNGC Local Network/ PRME signatories in Brazil)

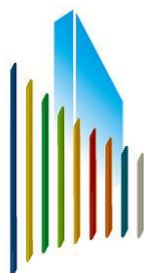


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15 June 2012

9:00-9:05	MC: Housekeeping
9:05-12:00	Session 2: Setting the Incentives for Responsible Management Education
9:05-10:00	<p>The topic: Following from the previous afternoon's debate, and building on the insights from previous PRME meetings, Session 2 revolves around the external factors that encourage change within the global business/management school system and the challenges of managing those change processes. This session will look at some of the key drivers, including: accreditation and rankings; student demand; political/legislative change affecting curricula and funding at the national level.</p>
	<p>Panel Speakers: to represent stakeholder groups (6 max)</p> <ul style="list-style-type: none"> ● Sharon Bamford, CEO, AMBA ● Della Bradshaw, Financial Times (via videolink) ● Sian Coleman, Representative of PRME Leaders+20 winning team, Huia, of the University of Auckland Business School ● Dan LeClair, COO, AACSB International ● Antonio Freitas, National Council for Education, GFV, CLADEA, Brazil ● Julio Urgel, Director of Quality Services, EFMD
	<p>Moderator: Nancy McGaw, Deputy Director of the Business and Society Program; Director of the Center for Business Education, Aspen Institute</p>
10:00-10:30	Coffee Break and Networking
10:30-11:30	Table Discussion Session 2: Topics to be discussed will revolve around the main question: What are the external incentives (e.g., accreditation, rankings of business schools), and how can they further support the values of sustainable development and responsible management education?
11:30-12:00	Presentation of outcomes of table discussion
12:00-12:10	Video presentation: 50+20 Management Education for the World
12:10-2:00	Lunch and Networking



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15 June 2012 (continued)

2:00-2:05	Presentation of the Inspirational Guide for the Implementation of PRME
2:05-5:00	Session 3: Innovation in Practice: Integrating (Corporate) Sustainability into Education, Research, Business model and Campus Life
2:10-3:00	The topic: Once a Higher Education Institution (HEI) starts to integrate the values of the UN Global Compact and PRME, challenges and opportunities arise around how to adapt its core business model, teaching methods, research and campus practices. This session will highlight inspirational examples as well as resources and tools for successful implementation of the Principles.
	Speakers: (6 max) <ul style="list-style-type: none"> • Roger Huang, Interim Dean, Mendoza College of Business, University of Notre Dame, USA • Marcelo Paladino, Dean, IAE Business School, Argentina • Kai Hockerts, Academic Director of Responsible Management Education, Copenhagen Business School (CBS), Denmark • Stephen Park, Director, Institute for Peace through Commerce, Kyung Hee University School of Management, Republic of Korea • Mitch Leventhal, Vice-Chancellor, Global Affairs, State University of New York (SUNY), USA
	Moderator: Enase Okonedo, Dean, Lagos Business School, Pan-African University; Chairperson of Board, African Association of Business Schools (AABS)
3:00-3:30	Coffee Break and Networking
3:30-4:30	Table Discussion Session 3: Topics to be discussed will revolve around the main question: What are the challenges, opportunities, and successes by individual schools to (further) implement responsible management education? How can PRME help in this process?
4:30-5:00	Presentation of outcomes of table discussion

5:00-5:30	Closing Session
	<p>Presentation of Global Forum Strategic Outcomes</p> <ul style="list-style-type: none"> • Ángel Cabrera, President-elect, George Mason University • Gretchen Arangies, Director of Human Resources, Stellenbosch University, representative of the Association of MBAs' Global AMBAssadors Programme <p>Announcement of 2013 PRME Summit</p> <ul style="list-style-type: none"> • Daniča Purg, President, IEDC Bled School of Management, Slovenia; President, CEEMAN <p>Closing Remarks</p> <ul style="list-style-type: none"> • H.E. Antonio Cesar Russi Callegari, Secretary of Basic Education, Ministry of Education, Brazil • H. Elizabeth Thompson, Assistant Secretary General, United Nations; Executive Coordinator, Rio+20