PRIME CHAMPIONS CYCLE 2020-2021

CALL FOR APPLICATIONS

THE WHY
The launch of the Sustainable Development Goals (SDGs) provided the most significant push for the global community to come together and adopt a plan for achieving a better future of all. The SDGs call upon academic institutions to provide the next generation of leaders with the necessary knowledge and skills to achieve the 2030 Agenda for Sustainable Development. By strategically embedding the SDGs across the institution, business schools and universities can create new partnerships, access new funding streams, meet the increasing demand of business and students for sustainability-related education, and drive positive impact on economic, societal and environmental needs.

While many PRIME signatories have started to engage with the SDG framework, much more work is needed to enable academic institutions to address these global challenges in an impactful way. If PRIME signatories are to help make this global agenda a reality, the SDGs require a rapid, rather than incremental, transformation at the institutional level.

THE LEADERSHIP GROUP
The Champions group is globally and proportionally representative, according to the makeup of the larger PRIME community. This leadership group is committed to working collaboratively to develop and promote activities that address shared barriers for the PRIME community and deliver value for business and society at large.

The Mission of PRIME Champions is to contribute to thought and action leadership on responsible management education in the context of the United Nations sustainable development agenda. In doing so, PRIME Champions commit to:

- Work collaboratively to transform management education in five key areas: curricula, research, educational frameworks, sustainability-based partnerships, and thought leadership.
- Serve the broader PRIME community through active engagement with existing PRIME Chapters, PRIME Working Groups, and other global opportunities.
- Contribute to broader UN goals and issues, particularly helping to realize the Sustainable Development Goals.

THE FOCUS OF ATTENTION
For the forthcoming Champions programme (2020-2021), the PRIME Secretariat extends a special invitation to your institution to join a two-year journey of amplifying your commitment to the Six PRIME Principles and transforming business and management education in support of the SDGs. Guided by the collective work and output from previous Champion cycles (e.g. Blueprint for SDG Integration in Business Schools) and in line with the Champions Mission, the focus of this next cycle will be on thought and action leadership, knowledge sharing and peer-learning with the aim of future-proofing your institution and demonstrating the impact of your sustainability efforts.

In this flagship PRIME programme, faculty members, students and industry leaders will be provided with a safe space for innovative collaborations and a ‘living lab’ for ambitious new ideas for developing the next generation of sustainability-driven business schools and management-related higher education institutions in support of the SDGs.

THE PROGRAMME STRUCTURE
Participation in the two-year PRIME Champions programme combines some 12 days of interactive workshops, across 4 Champion Meetings (see graphic below), with a few hours of weekly online collaboration in between bi-annual meetings. Institutions are expected to prepare and send at least one representative to participate in all of the workshops in person, which will be run using an action-learning approach.

Each institution will be expected to take transformative action in key areas and provide updates on current and/or new strategic plans for integrating the SDGs. Institutions will be contributing to group learning with examples of innovative practices and/or specific challenges and successes when it comes to integrating the SDGs across teaching, research and partnerships. The outcomes will be captured in a series of concept notes, case studies, and white papers with concrete examples that will help further develop a comprehensive repository for the Blueprint for SDG Integration in Business Schools.
The following is a visualization of the programme structure. Note that there will be online webinars between the workshops throughout the two-year cycle.

<table>
<thead>
<tr>
<th>Workshop</th>
<th>Date</th>
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<tbody>
<tr>
<td>Onboarding: Taking stock and planning ahead</td>
<td>End of January 2020 – Online Video Calls</td>
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<tr>
<td>Champions Workshop 1</td>
<td>End of February 2020 – Location TBC</td>
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<td>Champions Workshop 2</td>
<td>October 2020 – Location TBC</td>
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<td>Champions Workshop 3</td>
<td>April 2021 – Location TBC</td>
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<tr>
<td>Champions Workshop 4</td>
<td>October-November 2021 – Location TBC</td>
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**THE COLLABORATION**

The forthcoming cycle combines two levels of collaborative project work:

- **Group level (all institutions):**
  Each Champion institution commits to integrating as deeply as possible the SDGs into curriculum, research and partnerships, and helping to further develop a comprehensive repository of examples and approaches that would feed into the *Blueprint for SDG Integration in Business Schools (first version to be ready by early April 2020)*

- **Sub-group level:**
  Join and/or strengthen ongoing projects in relation to SDG integration or start new projects in collaboration with a subset of Champion institutions with the aim to complete them by the end of the two-year programme (projects proposals to be presented at Workshop 1 in February 2020).

Inspired by innovations within the Champions group, and building on existing tools and initiatives in PRME’s ecosystem, the programme would foster strategic thinking and collaborative action learning experiences, enabling your institution to accelerate the process of SDG integration and to develop creative approaches worthy of being documented and reported to the wider PRME community.

**By the end of the cycle participants would have:**

- Contributed to the further development of the Blueprint for SDG Integration;
- Learned and/or tested innovative approaches to institutionalizing the SDGs;
- Received inspiration and ideas from faculty members, students, industry leaders, and practitioners across the world;
- Enhanced the process of developing and implementing a transformative approach to the SDGs within their institutions.

A set of SDG-related sub-group projects could be proposed and run by Champion institutions.

**THE COMMITMENT**

Upon joining, institutions are expected to:

- Provide a signed commitment to the PRME Champions programme for two consecutive years by the institution’s Highest Executive.
- Identify a core team of at least two-three people to drive the institution’s commitment:
  - Academic point person (e.g. PRME Director, Academic Director, Department Head, Programme Director, etc.)
  - Second (and possibly third) academic and/or administrative point person
- Commit to send at least one representative to participate in each of the four workshops. It is advised to send the same person to all four workshops in order to ensure continuity.
- Explore co-creation and implementation of a sub-group project with fellow Champion schools.
THE ELIGIBILITY
Eligibility criteria for joining PRME Champions cycle 2018-2019

1. Be an Advanced Signatory (implement PRME, comply with SIP Policy, contribute financially)
2. Show Engagement within the PRME community (e.g. Working Groups, Chapters, Meetings)
3. Complete an online Motivation Form to join and document your engagement with PRME
4. Sign a Letter of Commitment upon receiving acceptance to the Champions cycle 2018-2019

THE FEES
A Champions Administrative Fee is charged, payable annually by 1 April each year. The fee is based on the respective annual operating budget of the HEI and will cover the costs of a Champions Group coordinator (e.g. salary, travel, etc.) and/or project consultant(s), as well as contributing to administrative support provided by the PRME Secretariat (e.g. promotions, publications, etc.). Financing for some projects and meetings may require additional support, such as in kind contributions from schools, corporate sponsorship, etc. The Champions Administrative Fee includes the PRME Annual Service Fee, which is a mandatory requirement for participation in the Champions programme. Travel cost for the Champion Workshops are to be covered by participating institutions.

<table>
<thead>
<tr>
<th>1. Champions Administrative Fee</th>
<th>Annual Fee</th>
<th>HEI Operating Budget</th>
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<tbody>
<tr>
<td></td>
<td>$3,200</td>
<td>under $5 million</td>
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<tr>
<td></td>
<td>$4,800</td>
<td>$5-$25 million</td>
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<tr>
<td></td>
<td>$6,200</td>
<td>over $25 million</td>
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<tr>
<td>2. Champions Project Funding</td>
<td>TBD, as needed</td>
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Note: The cost of organizing and catering a Champions Meeting as part of the Programme Structure is to be covered by the hosting institution (excluding travel and accommodation for participants).

THE BENEFITS OF PARTICIPATING
Participation in the Champions programme enables highly engaged PRME signatories to:

- Be recognised as a thought and/or action leader in the responsible management education community. Help to develop and implement “game changing” projects and serve as a sounding board for PRME, Global Compact, and the UN on timely issues, such as the SDGs.

- Collaborate with leading HEIs and UN Global Compact companies on projects that are of value to the PRME community by contributing to the flagship project on the SDGs, and by initiating, engaging with, or leading a PRME Champions sub-project.

- Be recognised as an ambassador for the PRME community. Engage and support local businesses and peer institutions, including by playing a visible role in PRME Chapters, at PRME Regional Meetings, and/or with Global Compact Local Networks. Serve as a role model for the PRME community locally, regionally, and globally.

- Receive exclusive access to UN Global Compact meetings: Hear directly from, and interact with companies and their representatives on priority sustainability-related issues.

- Be eligible to take leadership roles: Engage on the leadership level in PRME Chapters and/or Working Groups, and provide strategic advice to the PRME Secretariat.

- Receive preferential access for students to UN Global Compact opportunities, including internships and volunteer opportunities with the PRME Secretariat and the UN Global Compact, as well as PRME related student competitions and events.

APPLY BY COMPLETING THE MOTIVATION FORM HERE:
https://forms.gle/N9AAlyTb9z2Jd61V6