

December 2011

Dear PRME Participant,

As the year comes to a close and we prepare for next year's activities, I want to share a brief summary of newsworthy items that have taken place in 2011 and look ahead to upcoming 2012 activities.

During 2011, the PRME Secretariat, the Steering Committee and PRME partners have worked hard to continue to give PRME participants valuable opportunities to implement the Principles and engage with the PRME community – especially at a regional level. PRME welcomed 64 new Signatories, bringing the total to over 400 institutions representing 75 countries. This is an important milestone for our goal to reach at least 1000 Signatories by 2015.

Of particular importance was the [PRME Summit](#) in June 2011 in Brussels, jointly organised by EFMD, GRLI and the PRME Secretariat, which brought together over 200 participants. Further, regional meetings in [Africa](#) (April), [Australia/New Zealand](#) (July), [Brazil](#) (September), the [Middle East/North Africa](#) (October), [Asia](#) (November) and [Latin America](#) (December) provided important opportunities to identify and discuss region-specific approaches to responsible management education. For example, one of the key topics at the Middle East/North Africa regional meeting, hosted by the American University in Cairo, was the role that business schools can have in developing their students' skill sets to become social entrepreneurs who have an important task in creating employment in their region. This, in turn, could help to address some of the underlying economic problems that caused much of the political upheaval in the region in 2011. In a similar manner, the meeting in Latin America identified business solutions to poverty-reduction and anti-corruption measures as important elements for inclusion in the curricula of management programs.

We have seen an increasing number of activities within the PRME community that relate to knowledge exchange and thought leadership. The publication of an analysis [report](#) on the first 100 Sharing Information on Progress (SIP) reports by researchers at the business schools of Nottingham University and Bath University is a good example. The continuous intake of SIPs and the launch of the new blog, [PRIMEtime](#), further facilitate the implementation of responsible management education.

Looking ahead to 2012

Next June, the United Nations will bring the world together in Rio de Janeiro, Brazil, to discuss and plan for a healthier, more equitable and prosperous world for all. "[Rio+20](#)" -- the United Nations Conference on Sustainable Development – will provide an opportunity to envision the world we want to see in 20 years and a platform that offers a more sustainable way of doing things. As Rio+20 will underline, critical action is required of all major actors in business, government and society to build the foundations for a sustainable global economy, society and biosphere. Business schools, management-related academic institutions and universities have a unique role to play in this regard. This is why we are organising the **3rd Global Forum for Responsible Management Education** as the official side-meeting for management-related academic institutions at Rio+20, to take place on **14-15 June 2012**.

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Many great projects are currently in progress for presentation at the Global Forum (please see overview below). Along with the incorporation of inspirational case studies for the implementation of PRME and updates from PRME working groups and other activities, the 3rd Global Forum aspires to:

- (i) Agree that we are collectively promoting systemic change in the management education sector, rather than individual institutional change via the introduction of new codes and courses,
- (ii) Recognise that we can achieve more if we work collectively, rather than just as individual agents in our institutions, and/ or as individual schools, and
- (iii) Use the nature of the gathering to push for specific and realistically achievable changes in important issue areas, such as accreditation and ranking.

The official invitations to the 3rd Global Forum will be sent at the beginning of January 2012, and I hope you will join us in discussion on the next phase of PRME in the context of the Rio+20 theme: “the future we want.”

In addition to the Global Forum, 2012 will host a number of other PRME-related events. Information on the latest PRME activities and upcoming events can be found below. I encourage you to “Like” us and post to our [Facebook Page](#), and to keep apprised of [working group activities](#), [valuable engagement opportunities](#), and [recent news items](#) via the [PRME website](#). Participants are also invited to contribute PRME-related news items, events, and activities by emailing PRMESecretariat@unprme.org.

As we always note in our communications, please be aware of your institution’s reporting deadline. Information on the Sharing Information on Progress (SIP) policy and how to submit an SIP report can always be found [here](#). Please contact PRMESecretariat@unprme.org with any questions or concerns.

Thank you for your ongoing commitment. We wish you a joyous holiday season and a very happy new year.

With warm regards,



Mr. Jonas Haertle
Head, PRME Secretariat
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New Developments

PRIME*time*, our new blog, is a joint initiative of the PRME Secretariat and Giselle Weybrecht, author of [The Sustainable MBA: The Manager's Guide to Green Business](#). The blog brings together best practices on how to mainstream sustainability and responsible leadership into management education globally and serves as a platform to share and discuss inspirational activities that promote the development of responsible leaders.

Get Involved! We encourage you to:

- Follow the blog by subscribing to the RSS feed or having it emailed to you directly,
- Suggest examples from your institution by emailing the [PRME Secretariat](#),
- Take part in the discussions by contributing to the comments section at the end of each entry,
- Share your thoughts on what kinds of examples you would like to see moving forward,
- Share the blog with your community and encourage their participation.

PRME Welcomes Supporting Organisations and Corporate Universities

PRME will continue to apply the same participation criteria for individual management-related academic organisations (i.e. management/business schools, programs or departments), which must be both publicly recognised (i.e. legal/government recognition) and degree-granting.

Additionally, corporate universities/ academies/ learning centers (defined as an educational or research entity within a company that provides research and/or training and education to that company's employees) of UN Global Compact participating companies will be invited to sign up to PRME following the same procedure as degree granting institutions.

The initiative has also added an additional participant category of "[Supporting Organisation](#)." Membership-based associations and organisations whose work supports the development of responsible managers and/or the work of PRME Signatories, are publicly recognised, and have been in existence for at least two years are invited to apply for PRME Supporting Organisation status by emailing the [PRME Secretariat](#).

Activities

For those of you who are new to PRME, please do not hesitate to get involved with the [PRME Working Groups](#). Several of these groups are beginning preparations for the 3rd PRME Global Forum. PRME schools are encouraged to become involved in any of the activities below by contacting the [PRME Secretariat](#) or the Working Group facilitator. Please visit the activity's site for more information:

- [PRME Working Group on Gender Equality](#) (actively recruiting members)
- [PRME Working Group on Anti-Corruption](#)
- [PRME Working Group on Poverty, a Challenge for Management Education](#)
- [PRME Inspirational Guide](#)
- [50+20 – Management Education for the World Project](#)

Upcoming 2012 PRME Events

Please mark your calendar for these upcoming events. Additional information for all scheduled events can be found on the [PRME events calendar](#).

- 8-12 February:** [AACSB Dean's Conference and PRME Affinity Group Meeting](#)
New Orleans, Louisiana, US
- 15-22 March:** [Challenge:Future Academy and Summit](#) in Bled, Slovenia
- Theme: How can we create Smart, Sustainable & Inclusive Future?
- 29-31 March:** [R.I.S.E. XII Forum](#) at the University of Dayton in Ohio, US
- This annual investment conference is co-convened jointly by the University of Dayton and the UN Global Compact, and is sponsored by PRME
- 2-3 April:** PRME supported scientific conference:
["Crises, globalization, and governance: how to draw lessons?"](#)
Holy Spirit University of Kaslik (USEK) in Kesrwan, Lebanon
- Read the [Call for Papers](#)
- 14-16 May:** [AABS Members Meeting and Roundtable Symposium 2012](#)
Lagos Business School, Nigeria
- 14-15 June:** [3rd PRME Global Forum for Responsible Management Education](#)
Rio de Janeiro, Brazil
- As part of the Global Compact's [Corporate Sustainability Forum](#), at the sidelines of the [United Nations Conference on Sustainable Development](#) (Rio+20 Earth Summit), the PRME Global Forum will serve as the [main platform for management schools](#) to participate in the Rio+20 process. Registration details will be sent by *invitation only* in early 2012.
- 10-22 June:** [IMTA 2012](#) at IEDC-Bled School of Management in Bled, Slovenia
- CEEMAN will introduce a PRME-related disciplinary track.
- 27 September:** [2nd PRME Australia/New Zealand Regional Meeting](#)
Griffith Business School in Brisbane, Australia
- 8-9 December:** [3rd PRME Asian Forum](#) at Keio University in Tokyo, Japan

We hope to see you or a representative of your organisation at one or more of these events!

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Additional Information

The PRME Book Collection: Call for Contributions

We invite proposals for the first PRME book collection. This series of concise business education books aims at providing a compendium on responsible management education. The collection will give guidance on topics of responsible management education and establish an indispensable educational resource.

Book proposals should relate to at least one of three main topic areas:

- ***Educator Guides***, which will provide insight into the didactics of responsible management education and the successful implementation of the six principles.
- ***Job Position Guides***, which will focus on task-related responsible management skills for key management positions.
- ***Specialized Topic Guides***, which will address topics of high relevance for responsible management education that do not fit thematically into the Educator or Job Position Guides.

Interested authors are invited to discuss their ideas with the collection editor, Prof. Oliver Laasch (oliver.laasch@itesm.mx) before 31 January 2012.

Our mailing address is:

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To sign up for communications from PRME, please email PRMESecretariat@unprme.org.