

Dear PRME Participant,

It is my pleasure to send to you a new communication, informing an **important change in our foundational document**, some engagement opportunities, updates as well as a reminder about our Sharing Information on Progress commitment:

- Change in the PRME Introduction
- Engagement Opportunities:
  - Teaching Methods Survey
  - First Webinar to create a Working Group on Incorporation of the PRME in Executive Degree Programs
- Updates:
  - PRME/CBS International Conference on Responsible Management Education: Sustainable Leadership in the era of Climate Change
  - Sharing Information on Progress

Please read below on all of these items.

Warm regards,  
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### Change in PRME Introduction

In order to dispel some misunderstandings by potential PRME signatories, we would like to inform you that the PRME Steering Committee has decided to change the wording in the introduction to our foundational document, where the Principles are formulated. From now on, this introduction will read:

**"As institutions of higher education involved in the development of current and future managers we declare our willingness to progress in the implementation, within our institution, of the following Principles, starting with those that are more relevant to our capacities and mission. We will report on progress to all our stakeholders and exchange effective practices related to these principles with other academic institutions."**

You will notice that, apart from minor language changes, when talking about the commitment to implement the Principles we have added the wording "starting with those that are more relevant to [the institution's] capacities and mission."

The reason for this addition is intended to address the perceptions of some schools that PRME signatories are obliged to immediately undertake new research inspired by the Principles. This concern

has prompted hesitation on the part of these schools to become a PRME signatory. We understand that faculties have the autonomy to pursue their own research interests, and tenure makes it difficult for school administration to have direct control over each faculty's research agenda. We anticipate that new scholarship on sustainability and corporate citizenship-related issues will take time to develop.

We would like to take advantage of this opportunity to make clear that PRME signatories are not expected to implement ALL principles at the same time or immediately. PRME is a voluntary initiative based on a commitment to make progress over time. Each institution will write its own history of change and updating of its curricula, according to its own capacities and in a consistent way to its unique mission statement. Therefore, the PRME principles are not a set of fixed standards, but a framework for continuous improved practice that will allow signatory academic institutions to raise the bar over time, inspired by the PRME learning community, and, in turn, inspiring PRME peers with their own example.

We hope that this change in the wording of our introduction will help schools which are considering participation in the PRME initiative better understand its underlying philosophy. It is also an invitation to current signatories to genuinely walk the path of innovation, building gradually on the basis of the specific nature, capacity and potential of each institution.

### Teaching Methods Survey: Request for Participation

Research is being conducted in cooperation with the OBTS Teaching Society for Management Educators to gather information about teaching methods used by instructors in all business disciplines when covering issues of ethics, social responsibility, sustainability/natural environment, or social entrepreneurship in their courses.

The online survey is located at [www.obts.org/teach.html](http://www.obts.org/teach.html) and should take no more than 15 minutes to complete. The results of the survey will be ready by the summer 2010 and published at a later date. Please help us gather this information by completing the survey at your earliest convenience and passing along this request to your colleagues.

Please contact Jeanie Forray at [jforray@wnec.edu](mailto:jforray@wnec.edu) or Jennifer Leigh at [jleigh4@zimbra.naz.edu](mailto:jleigh4@zimbra.naz.edu) for additional information.

### First Webinar to create a Working Group on Incorporation of the PRME in Executive Degree Programs

The Institute of Corporate Responsibility Management, at the Steinbeis University Berlin, Germany is organizing a Webinar to exchange views with other institutions participating in PRME on the creation of a PRME Working Group "Incorporation of the PRME in Executive Degree Programs." The Webinar will take place on **January 27, 2010 at 11:00 a.m EST.**

Background: as the interest in Executive Degree Programs continues to grow, academics, students and employers are recognizing the need to integrate the values of Global Social Responsibility in academic activities and curricula. This Working Group aims to inspire and facilitate research, discussion and exchange of efficient approaches in order to create an effective learning experience, based on the Principles for Responsible Management Education. Special attention will be given to ensure the development of consistent and systematic management concepts conducive to Executive Degree Programs. At the same time, the Working Group will work not only on the "what", but also on the "how" to put in place organizational changes needed for this adaptation process.

To participate in the Webinar or to join the Working Group, please contact Dr. Felicitas Mocny at

[fmocny@steinbeis-icrm.eu](mailto:fmocny@steinbeis-icrm.eu), Boris Bulatovic at [bbulatovic@steinbeis-icrm.eu](mailto:bbulatovic@steinbeis-icrm.eu) or Miss Lisle Ferreira at [lisle.ferreira@levininstitute.org](mailto:lisle.ferreira@levininstitute.org)

For additional information on this working group please visit the following link: [Working Group on Incorporation of the PRME in Executive Degree Programs](#)

### PRME/CBS International Conference on Responsible Management Education: Sustainable Leadership in the era of Climate Change

On 23-24 November Copenhagen Business School hosted the "PRME/CBS International Conference on Responsible Management Education: Sustainable Leadership in the era of Climate Change".

Contributing to the UN Conference on Climate Change (COP15) on 7-18 December 2009 a tangible outcome of the conference is [The Copenhagen Conference Declaration: A Call to Action for Management Education](#) that sets out three focus areas for the role of business schools in relation to climate change.

In the near future we will be making a call for working group membership and the first webinar in for this working group will take place the first week of February. Check the PRME website for updates on this topic. To read more on the CBS/ PRME Conference click [here](#).

### Are you aware of the PRME policy concerning Sharing Information on Progress?

Academic institutions participating in PRME have just one central commitment: to produce every 18 months a public document in order to Share Information on Progress with their stakeholders and with the PRME community. We would like to encourage your school to draft your SIP document at your earliest convenience. Follow the example of other PRME business schools, and upload your SIP document. With this, you will let others know of the progress achieved by your institution, you will contribute to the creation of a learning community and to the necessary integrity and credibility of PRME. Please visit our policy, endorsed by the Global Forum for Responsible Management Education of December 2008, [here](#).

