

Dear PRME Participant,

It is my pleasure to send to you the first communication in 2010. I am delighted to inform you about the latest developments of the PRME initiative that includes information on the outcomes of the recent Steering Committee Meeting, the dates for our II Global Forum for Responsible Management Education, and some important facts concerning your commitment to report and share information on progress this year:

- Outcomes of PRME Steering Committee meeting (22 January 2010)
- Save the date of Global Forum: 23 of June 2010 in New York
- Sharing Information on Progress: 2010, the year when most PRME participants will share for the first time their progress in the implementation of PRME
- Engagement Opportunities
 - Business and Peace Working Group Webinar, February 24, 2010
 - Equality Means Business: Launch of the Women's Empowerment Principles, 9 March 2010
- Publications
 - Embedding Human Rights in Business Practice Series

Please read below on all of these items.

Warm regards,
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Outcomes of the PRME Steering Committee meeting (22 January 2010)

The Steering Committee met on January 22nd. in New York. The Steering Committee, the governance body of PRME is formed by representatives of AACSB, EFMD, EABIS, GRLI, the Aspen Institute BSP, Net Impact and the United Nations Global Compact. The PRME Secretariat, hosted by the Global Compact Office, provides coordination among members of the Steering Committee and participates also in its meetings.

Main outcomes of the meeting were:

- a) To prepare for PRME signatories a 2009 Activities Report, which will be distributed to all the institutions and schools participating in PRME in early March 2010.
- b) The governance of PRME, including the roles of all the partners involved in the initiative was discussed. A governance document is being finalized now and will be included in the 2009 Activities Report.
- c) Intense outreach in some regions (Asia, Latin America and Africa) needs to take place, as an effort of all the members of the Steering Committee. The growth target for 2010 is to reach

400 signatories, which is feasible if we increase the pace with regions with reduced participation, as well as leading global schools in mind.

d) A motion was presented and passed to sponsor the website/initiative The Oath Project (www.TheOathProject.org)

e) The Steering Committee voted the inclusion in the governance body of three new associations: the Association of MBAs (AMBA), The Latin American Council of Business Schools (CLADEA) and the Central and Eastern European Management Association (CEEMAN) are the new members of the PRME governance body.

f) Finally, the Steering Committee decided to call the II Global Forum for Responsible Management Education, on 23rd June 2010 in New York (see next point in the communication).

II Global Forum for Responsible Management Education: - Save the date!!! 23 June 2010

The II Global Forum for Responsible Management Education will take place on 23rd June 2010. Deans and high level administrators of signatory institutions, as well as Directors of Centers advancing PRME within signatory institutions are invited to register. The Forum will have as overriding goals to get traction for the initiative and to attract leading business schools that are not signatories of PRME as yet. The overall design of the agenda, speakers and panels will be prepared by the PRME Secretariat and Coordinators of the Steering Committee members. Within the context of the Global Forum, a special side event will be organized, as a working session with the UN Secretary General, including Deans of the 100 FT global schools that are not signatories of PRME. Please, mark your calendar: on March 1st registration will open in the PRME webpage.

Fordham University has kindly offered to host the Global Forum at their Lincoln Center Campus and also sponsor a reception the evening before on June 22nd. This location will hold 250 people in their McNally Auditorium. It is therefore, important to register as soon as possible, since seats in the Forum are limited to 250.

United Nations Leaders Summit: 24 and 25 June 2010: save the date!!!

The two consecutive days after the II PRME Global Forum takes place, the United Nations Global Compact will convene its triennial UNGC Leaders Summit. The UN Global Compact Leaders Summit 2010 will be a historic gathering of approximately 1,500 leaders from business, Government, civil society, labour, the investment community, academia and the United Nations. Due to capacity reasons, only a group of 50 PRME signatories - at the highest executive level - can be invited to attend the Leaders Summit. PRME participants willing to participate will be accepted on the basis of quotas from the different regions of the world. Registration for the Leaders Summit will be included in the registration page for the Global Forum. The Global Forum registration website will be live on 1 March 2010.

Sharing Information on Progress: 2010, the year when most PRME participants will write their first report

Sharing Information on Progress reports (SIPs) are the crucial building block for credibility and peer learning within the PRME initiative. Signatories have in PRME only one obligation: to share information on their progress every 18 months.

A large first inflow of reports are expected by 30 June 2010, in application of the PRME SIP policy:

a) 198 institutions became participants of PRME before 31st December 2008, and all of them are expected to report 18 months later, by 30th June 2010.

b) Additionally, 43 institutions, who became signatories between January and June 2009 are

expected to have sent their reports before the 31st December 2010.

Please consult your date of entry in the PRME initiative and, if you became a participant in those dates, we encourage you to start the process of drafting your first SIP report.

UN PRME Working Group on Business and Peace Webinar, February 24, 2010

The Institute for Corporate Responsibility, at the George Washington University, is organizing a Webinar to begin a dialogue on incorporating the topic of Business and Peace into the classroom, utilizing PRME principles and resources. This Webinar will be held on February 24, 2010, at 10:00 am EST.

One goal of the Webinar is to share ideas among participants on a UN PRME Working Group on Business and Peace.

To participate in the Webinar, please contact Dr. John Forrer at jforrer@gwua.edu or Miss Lisle Ferreira at lisle.ferreira@levininstitute.org

Equality Means Business Launch of the Women's Empowerment Principles, 9 March 2010

On 9 March 2010, the UN Global Compact and UNIFEM will co-host an event at the Levin Institute in NYC. In addition to honouring International Women's Day, the event will launch the Women's Empowerment Principles: Equality Means Business (WEPs). The principles, which were developed through an international consultation process that commenced in March 2009, are intended as a tool for business providing inspiration for the various ways in which business can, and is already, acting to empower women. The event will introduce the Principles, explore their practical relevance for business, and investigate how best to build support for the spirit of the WEPs.

For further information about the event and the Women's Empowerment Principles: Equality Means Business, please visit:

http://www.unglobalcompact.org/Issues/human_rights/equality_means_business.html.

For information about registering for the event, please contact Lauren Gula (gulal@un.org).

Embedding Human Rights in Business Practice Series

The UN Global Compact is pleased to present a third volume in its *Embedding Human Rights in Business Practice* series. This third volume explores the business practices of eight companies - OMV, Ford Motor Company, Cadbury, ASN Bank, Endesa, Lexmark, Xstrata, and Engro Chemical - and how they deal with various human rights issues. Like the previous two volumes, this publication emphasizes the need for cohesive and over-arching corporate policies on human rights engagement. It is hoped that other businesses will use this publication as inspiration for their own engagement with human rights issues and policies. The publication is also an effective learning tool for those interested in how business interacts with sustainability and corporate citizenship issues.

[Download a PDF of the publication here.](#)