United Nations Global Compact and Principles for Responsible Management Education (PRME) - Business and Management Education for a New Era of Sustainability

PRME Regional Meeting Latin America, IAE Business School, 5-6 December 2011

Jonas Haertle, Head, PRME Secretariat, UN Global Compact Office
• What is responsible management education?
• What is the purpose of business?
• A company’s delivery of long-term value in financial, social, environmental and ethical terms
The UN & Business

Business

Profit & Growth Through Products and Services

United Nations

Peace, Development & Human Rights

- Building Markets
- Good Governance
- Environment
- Global Health
- Security

Deepening Interdependencies
UN Global Compact

- Objective: Creating a more sustainable and inclusive global economy
- Multistakholder Platform for businesses which are willing to incorporate/address:
  - Human Rights,
  - Good Workplace practices,
  - Environmental standards,
  - Anti-Corruption.
- 6,000+ businesses in over 130 countries
- 2,000+ non-business participants
- More than 90 Local Networks
Performance of Global Compact signatories

Tracking performance of 2009 signatories
(% of companies that joined the GC in 2009 taking action in 2009 and 2010)

- Employee training & awareness
- Complaint mechanism
- Employee performance assessment
- Reliable mechanisms for age verification
- Participate in industry-specific initiatives
- Management systems
- Technology assessment / management
- Report greenhouse gas emissions
- Management systems
- Employee training & awareness
- Sanction system for employees
Principles for Responsible Management Education

• UN-backed initiative to change the **curriculum**, **research and learning methods** of management education based on UN Global Compact/Corporate Sustainability approach
• Launched in 2007
PRME’s Value Proposition

• Framework for Organizational Change
  – Six principles to integrate values of corporate responsibility into management curricula and research.

• Recognition of school’s efforts to incorporate corporate sustainability

• Global and local learning communities
Who Participates

- 400+ business schools and management-related academic institutions
- 35 of the Financial Times’ top 100 business schools
- 34 of the top 65 schools of the Financial Times’ Masters in Management programmes
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:
Principles

**Principle 1 - Purpose**: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

**Principle 2 - Values**: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.
Principles

**Principle 3 - Method:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

**Principle 4 - Research:** We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.
Principle 5 - Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

Principle 6 - Dialogue: We will facilitate and support dialog and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.
PRME Steering Committee

AACSB
EFMD
Association of MBAs
CEEMAN
NET IMPACT
The Academy of Business in Society
Association of African Business Schools
GMAC
AAPBS
AABS
United Nations
Global Compact
Sharing Information on Progress

• Credibility through Reporting: Sharing Information on Progress at least every 24 months
PRME Working Groups

- Anti-Corruption
- Poverty as a Challenge in Business Education
- Sustainable Development in time of Climate Change
- Gender Equality
Meetings 2011 & 2012

- **Africa** - 15 April 2011 at University of Cape Town, organized by AABS
- **Australia/ New Zealand** - 22 July 2011 at University of New South Wales
- **Middle East/ North Africa** - 2-3 October 2011 at American University in Cairo
- **2nd PRME Asia Forum** – 26 Nov. 2011 at Tsinghua SEM
- **Latin America** – 5-6 Dec 2011 at IAE Business School, Argentina

PRME 3rd GLOBAL FORUM FOR RESPONSIBLE MANAGEMENT EDUCATION
14-15 June 2012
Rio de Janeiro, Brazil
Thank you

www.unglobalcompact.org

www.unprme.org