

January 2013

Dear Colleagues,

With this email, I would like to update you on recent developments and point out new opportunities for your institution to engage with PRME in 2013.

Looking Back

Five years after its inception, the PRME initiative now counts close to 500 signatories – among them business schools, departments of management and, a recent trend, whole universities – from 80 countries. Last year, we launched a number of innovative new resources, including a [compilation of case studies](#) that can help your institution to better address crucial aspects of responsible management education (RME) and research. Many of these new approaches were launched and highlighted at last year's [3rd PRME Global Forum](#) at the United Nations Rio+20 conference. These recent developments indicate that, as an initiative, PRME is moving from an initial phase dominated by defining and raising awareness for RME to a more advanced phase focused on refining and promoting the concept of RME through sharing inspirational examples and lessons learned, developing and showcasing resources, and creating platforms for collective action.

Looking Forward

At the same time, the 3rd Global Forum allowed PRME signatories to set the agenda for the initiative's next phase through the [Rio Declaration on the Contribution of Higher Education Institutions and Management Schools to The Future We Want: A Roadmap for Management Education to 2020](#), which was endorsed by all Forum participants. During the past months, we at the PRME Secretariat have consulted with a great number of you on the appropriate models to address the aspects of the roadmap for PRME, and we are happy to share the following updates with you:

- **Regional PRME Chapters**

The call for establishing regional PRME Chapters – consisting of PRME signatories and stakeholders – has already resulted in the launch of Chapters in Australasia, Brazil, the Middle East and North Africa, and in Latin America. Further, efforts are under way to establish Chapters in Asia, the United Kingdom/Ireland, German-speaking Europe (Switzerland, Austria, Germany), as well as southern Europe. The Chapters will provide a platform for adaptation of the Six Principles of PRME into the local context and for deeper engagement between PRME signatory faculty and administrators on a regional basis. More information and a list of contact persons for the established and emerging PRME Chapters can be found on our [website](#).

- **PRME Champions**

Further, in response to the Rio Declaration, and in close consultation with the PRME Steering Committee and a number of PRME signatories, we will soon launch a PRME leadership group of the most active PRME signatories. Echoing the mission of PRME to inspire and *champion* responsible management education, research and thought leadership globally, this leadership group will take the name *PRME Champions*. The Champions will be tasked with unlocking the next level of responsible management education and leadership. Throughout the initial two year pilot phase, results from the group's work will be shared periodically with the wider PRME community.

- **Sharing Information on Progress policy update: Delisting of inactive signatories**

January 2013 marks the first time that the PRME Secretariat has delisted PRME signatories for continued failure to report progress on efforts to implement the Six Principles of PRME. The delisting of an initial 25 PRME signatories supports ongoing

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efforts by PRME to enhance credibility of the initiative and to hold signatories accountable to their commitment. Delisted signatories are removed entirely from the public PRME database. To rejoin PRME, institutions must send a new letter of commitment and submit a Sharing Information on Progress (SIP) report. By delisting the first group of inactive signatories, the [SIP Policy](#) - which was introduced in 2009 - is now fully operational.

- **Administrative Service Fee**

To support the next phase of PRME, we would also like to take the opportunity to announce that 2013 will see the planned introduction of a small financial service fee for all PRME signatories. This fee will support the administrative operations of the initiative, including to help keep the PRME website up to date and to assure regular communication with each PRME signatory regarding engagement opportunities and SIP reporting deadlines. As you know, there are no membership fees or financial costs to sign on to PRME. Since the inception of the initiative in 2007, all costs to run the PRME Secretariat and its activities have been covered by contributions from the UN Global Compact and the members of the PRME Steering Committee. Our success thus far in the initiative has resulted in an increased administrative workload for the PRME Secretariat. In order for the Secretariat to continue to be able to provide administrative and programmatic services, the PRME Steering Committee has recommended the introduction of a USD \$360 annual service fee of per signatory institution. We are confident that existing and new opportunities to engage with the United Nations-supported PRME initiative will continue to provide value for your institution and the responsible management education community.

Finally, we would like to thank all of the individuals who contributed to last year's successful developments. Their support of working groups and projects as well as in preparation of events was crucial for the PRME initiative. We would also like to thank the members of the PRME Steering Committee for their ongoing support, with special thanks to Eric Cornuel, Director General of EFMD, for chairing the Steering Committee in 2012. At this stage we would also like to welcome Danica Purg, President of CEEMAN, as the PRME Steering Committee chair for 2013.

We look forward to continue to collaborate with you and your organisation in 2013. On 25-26 September 2013 we will hopefully see many of you at the PRME Summit in Bled, Slovenia, which will be hosted and co-organised by PRME Steering Committee member CEEMAN.

With the best wishes for a prosperous and good year 2013.

Kind regards on behalf of the PRME Secretariat at the UN Global Compact Office,



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This is a communication of the Principles for Responsible Management Education (PRME) Secretariat. For more information on PRME, visit us on the web at www.unprme.org or email PRMESecretariat@unprme.org to receive future communications.