

## REPORT ON 2008 ACTIVITIES

Thank you dear co conveners for allowing me to talk on your behalf.

In our first Meeting of the PRME Steering Committee, in Chicago on 8 September 2007, we established the following strategic goals:

- a) To recruit 150 academic participants, including a majority of leading schools in OECD countries and a balanced geographical spread of the initiative (Latin America, Asia, Middle East and Africa)
- b) To reach out to all the constituencies potentially interested in the PRME (associations, administrators, faculty, students and corporations).
- c) To progress in the development of basic guidelines for implementation and reporting and in the further development of the PRME, by creating working groups with adopting b-schools.
- d) To build momentum for and prepare the Global Forum for Responsible Management Education.

After one year of joint efforts we have achieved basically achieve these goals.

The period of 14 months between that first meeting and this Forum have had some differentiated stages.

1. September/October: Putting in place the basic elements of the initiative. The first months after Chicago were basically devoted to a common effort to a) determine some screening criteria, b) set up the basic elements of the initiative, its adoption procedures in order to have a first intake of schools participating in the PRME and c) organize the financial support of the PRME by the GCO, GMAC, AACSB, EFMD and the GCO
2. The months from November to March were devoted to a successful outreach campaign in which all co-convening organizations used their communication channels to advocate PRME. In the context of this campaign, EABIS, AACSB, the GC and NetImpact presented the PRME to their respective constituencies. Later on EFMD and GRLI also addressed their constituencies presenting the PRME. The outreach campaign has led, without doubt, to great results.
3. In April we made our public announcement of having reached the first 100 “early adopters”. Thanks to the global outreach of the Steering Committee, these first adopting schools were from, literally, the 5 continents, with a balanced geographical spread. By that moment we had defined the corporate brand, logo policy, the PRME website and the new brochure of the initiative. In the formulation of all these crucial elements of the initiative, the Steering Committee has shown great team spirit, plenty of complementarities and a genuine commitment to the advocacy of PRME. The result has been a constant growth of the number of schools participating (at 4 December 2009 they are already 184).
4. May/June were devoted to set up our 5 Working Groups with approximately 150 scholars and Deans enrolled in a variety of substantive debates towards the Global Forum. In general Groups have been centered in their mission, with the general aim of building up the participation and ownership of “early adopters” concerning the Global Forum. However, their life could have been more intense and our proposal now is to decentralize this effort and make the Secretariat a facilitator and a “clearing house” for them, according to proposals by PRME participants.
5. During these months there are some other aspects which deserve an special mention:

- a) NetImpact with the generous support of GMAC has undertaken a Survey on Student Attitudes to PRME, which will be at the basis of a final report to be presented at the Global Forum.
  - b) Ashridge, with the generous support of EABIS and the support of the GCO is undertaking an ambitious research project, leading a consortium of participating schools on the demands of the corporate world to business and management education.
  - c) AACSB has formed an Affinity Group that is also working in the development of the PRME, EFMD has done its outreach campaign, GRLI has had sessions on PRME in its general assemblies, and Aspen Institute B&SP has contributed in some of our design efforts.
  - d) We have rejected the application of some institutions since their nature did not fulfill our basic screening criteria: to be publicly recognized and to be degree granting institutions.
  - e) We have received and accepted the application of several organizations, as supporting organizations that can contribute with new outreach capacity to our efforts.
6. Finally, here at the Global Forum we are completing our first guidelines for implementation in curriculum change, in research and learning methodologies, in partnerships and we are completing our policy for sharing information for progress (SIP)

### 2009 strategy and goals

Probably in the Forum we cannot discuss in details their operative implications, but I would like to propose the following strategic goals:

- a) **Outreach:** To end the year 2009 with around 350/400 participants, again with a balanced geographical spread of the initiative and particular attention to Latin America, Asia, Middle East and Africa. In order to do that, we need both the co-conveners and the participating business schools as advocates, and we need new alliances (regional, particularly in Asia, Latin America and Africa). So a continued outreach effort should be our first aim for next year. The outreach for 2009 should imply also other constituencies related to Faculty, so that we start the process of curriculum change and production of new educational material for all disciplines of management.
- b) **Public sharing of information on progress concerning PRME implementation:** We have to start the implementation of the SIPs, because that will be the best window of recognition of our efforts.
- c) **Learning:** We have to start the flow of learning, by producing useful tools for implementation, based on good examples provided by participating schools.
- d) **Open business schools thought leadership to society:** we should start landing from the abstract concept of sustainability to the specific issues it entails, through partnerships in issues where we lend our capacities to the resolution of pressing problems.

This is the moment for all of you to express your views concerning these strategic aims, or other suggestions you may have concerning our future development.