

February 2012

Dear PRME Participant,

As the first communication to the PRME community in 2012, please allow me to say that I hope the start of 2012 has been fruitful both professionally and personally.

I am delighted to see that a selection of articles from the forthcoming Special Issue of the Journal of Management Education is now on digital release at the [JME website](#). While some articles focus on strategies for addressing the challenges of implementing the Principles on both the organisational and course level, other articles analyse the curricular innovations that have already begun to incorporate the Principles of PRME. The insights provided by these examples will help faculty and administration in other schools and departments to develop their own responsible management education strategies and programming.

Looking forward, we hope you have received your invitation to the [3rd PRME Global Forum](#), which will take place in Rio de Janeiro, Brazil in June of this year alongside the UN Global Compact [Corporate Sustainability Forum](#) and [Rio+20 Earth Summit](#). This event offers a once in a lifetime opportunity for representatives of the management education to engage in truly global discourse on sustainability and help plan the future we want. Many great projects are already in progress for presentation at the Global Forum (please see overview below).

Due to overwhelming demand for accommodations during Rio+20, **we strongly recommend that participants register for the Forum and book accommodation as soon as possible**. If you have not received an invitation, please contact PRMESecretariat@unprme.org.

For up-to-date information on PRME, I encourage you to follow our blog, [PRIMEtime](#), "Like" us and post to our [Facebook Page](#), and keep apprised of [valuable engagement opportunities](#) and [recent news items](#) via the [PRME website](#). For those of you who are new to PRME, please do not hesitate to get involved with the PRME [Working Groups](#) and activities. Participants are invited to contribute PRME-related news items, events, and activities by emailing PRMESecretariat@unprme.org.

As we always note in our communications, please be aware of your institution's reporting deadline. Information on the Sharing Information on Progress (SIP) policy and how to submit an SIP report can always be found [here](#). Please email PRMESecretariat@unprme.org with any questions or concerns.

We thank you once again for your commitment to responsible management education and wish you a productive 2012.

With warm regards,



Mr. Jonas Haertle
Head, PRME Secretariat
www.unprme.org

3rd Global Forum for Responsible Management Education

On 14-15 June, the [3rd Global Forum](#) will be hosted by PRME as the official platform for management-related Higher Education Institutions (HEIs) at both the UN Global Compact Rio+20 [Corporate Sustainability Forum](#) and the UN Conference on Sustainable Development – [Rio+20](#). Marking the 20th anniversary of the first Earth Summit in Rio de Janeiro, Government leaders will convene Rio+20 on 20-22 June to build consensus on a more sustainable course for our world in the environmental, social and economic spheres.

Business schools and management-related academic institutions have a unique role to train current and future generations to lead this process. Join us at the 3rd Global Forum to discuss next steps as the management education community mobilises action toward achieving the Rio+20 vision on sustainable development.

Global leaders from government, business and civil society will help to identify trends in sustainable development and corporate sustainability and highlight the role of management education. In addition to leading PRME signatory schools, representatives from PRME Steering Committee members AACSB International, GMAC, EFMD, AMBA, AABS, AAPBS, CEEMAN, CLADEA, EABIS, GRLI, Net Impact, and others will outline the way forward on integrating sustainability into management education. The Global Forum will also feature key deliverables, including the [Inspirational Guide for the Implementation of PRME](#), [PRME MBA Student Survey](#), and projects undertaken by the PRME Working Groups on [Anti-Corruption](#), [Gender Equality](#), and [Poverty](#) as well as the [50+20 project](#).

Additional Information

PRIMEtime is a joint initiative of the PRME Secretariat and Giselle Weybrecht, author of [The Sustainable MBA: The Manager's Guide to Green Business](#). The blog brings together best practices on how to mainstream sustainability and responsible leadership into management education globally and serves as a platform to share and discuss inspirational activities that promote the development of responsible leaders. Read a special post on the PRME LEADERS +20 Competition [here](#):

**PRME
LEADERS+20
COMPETITION**

I recently had the chance to speak with Pernille Kallehave, Head of Development at the Inter-disciplinary Centre for Organizational Architecture and Consultant to the dean on sustainability issues at [Aarhus University, Business and Social Sciences](#). Pernille is the organizer of a new contest called [PRME LEADERS+20](#), which encourages faculty and student teams to submit innovative ideas on how to address sustainable development as part of management education courses and curricula at business schools and management-related university faculties... ([read full interview](#))

February 2012

Webinar: [Incorporating Sustainability into the Student Experience](#)

24 February 2012 @ 9AM (NYC time)

Presented by *Giselle Weybrecht* and hosted by PRME Partner *Global Business School Network*

Business schools have a key role to play in increasing sustainable practices in business, and in education. Not only can sustainable practices strengthen your programs, they are something that top students are increasingly demanding.

There are many ways to incorporate sustainability into your management education program. In this webinar, author and consultant Giselle Weybrecht will explain the role of management education in increasing sustainability and present best practice examples of how to embed sustainability into the student experience, from recruitment to operations to alumni relations.

Whether you are just starting out or are already fully committed to sustainability, this webinar will provide inspiration and practical ideas for how you can increase your attractiveness to top students, strengthen your program, and do the responsible thing for the environment and the world.

REGISTER NOW

Webinar: Business and Human Rights

14 March 2012 @ 10AM (NYC time)

In June 2011, the UN Human Rights Council adopted a set of [Guiding Principles on Business and Human Rights](#). The Guiding Principles, and the [Protect-Respect-Remedy Framework](#) that they elaborate, are the culmination of six years work by Professor John Ruggie of Harvard University's Kennedy School in his capacity as Special Representative of the Secretary-General on Business and Human Rights. Among other things, the Principles make clear that business has a responsibility to respect human rights, which means not to cause or contribute to human rights abuse and to address adverse human rights impacts with which the business is involved. Respect for human rights is already a component of the [Global Compact's human rights principles](#).

What are the implications for management education of these important developments, which are being taken seriously by so many businesses and other organizations around the world? Among other things, the number of graduate level courses at universities worldwide addressing business and human rights is growing. This webinar for the PRME community will provide an update on this key area of corporate sustainability as well as introduce a social network established in 2011 for individuals teaching business and human rights to share curricula, teaching strategies and common challenges. A major multinational business will also be invited to provide a business perspective on the topic and share business expectations for management education in this area. The webinar will then afford the opportunity for Q&A and discussion. To register your interest in participating, please contact Ms. Merrill Csurí (csuri@unglobalcompact.net).

February 2012

The PRME Book Collection: Call for Contributions

We invite proposals for the first PRME book collection. This series of concise business education books aims at providing a compendium on responsible management education. The collection will give guidance on topics of responsible management education and establish an indispensable educational resource.

Book proposals should relate to at least one of three main topic areas:

- ***Educator Guides***, which will provide insight into the didactics of responsible management education and the successful implementation of the six principles.
- ***Job Position Guides***, which will focus on task-related responsible management skills for key management positions.
- ***Specialized Topic Guides***, which will address topics of high relevance for responsible management education that do not fit thematically into the Educator or Job Position Guides.

Interested authors are invited to discuss their ideas with the collection editor, Prof. Oliver Laasch (oliver.laasch@itesm.mx) before 29 February 2012.

Our mailing address is:

PRME Secretariat
c/o Foundation for the Global Compact
801 Second Avenue, 2nd Floor
New York, NY 10017

To sign up for communications from PRME, please email PRMESecretariat@unprme.org.