

September 2011

Dear PRME Participant,

At the start of the new school year, I want to share the outcomes of exciting recent developments and take a brief look ahead at upcoming events and newsworthy items for the 2011-2012 year.

Over the course of the past months we convened regional meetings with our partners in Australia/New Zealand and Brazil. On 22 July, with over half of Australia and New Zealand's business schools in attendance, the [1st Australia-New Zealand PRME Forum](#), hosted by the University of New South Wales in partnership with Griffith Business School, helped to establish PRME more firmly among universities and business schools in the region. Of the approximately 40 business schools in the region, 14 have now signed up to PRME. On 13-14 September, an [International Meeting on Education and Sustainability](#) was hosted in Curitiba, Brazil, by ISAE/FGV in partnership with CLADEA. The event convened about 300 participants and resulted in good input for the [3rd PRME Global Forum](#), which will be held from 28-30 May 2012 as part of the Global Compact's events in conjunction with the UN Conference on Sustainable Development ([Rio+20](#)) in Rio de Janeiro, Brazil. Invitations will be sent shortly, and we encourage you and your school to participate in this historic occasion. Additionally, many sessions at this year's Academy of Management meeting in San Antonio, Texas, US, focused on the theme of responsible management. The launch of the People for People caucus promises that this theme will receive increasing attention at the Academy, and PRME is committed to supporting these efforts.

We are pleased to announce the launch of our new blog, [PRIMEtime](#), which will serve as an interactive platform for the PRME community to share and discuss inspirational activities that promote the development of responsible leaders. Please read more below.

Information on the latest PRME activities and upcoming events can be found below. I encourage you to "Like" us and post to our [Facebook Page](#), and to keep apprised of [working group activities](#), [valuable engagement opportunities](#), and [recent news items](#) via the [PRME website](#). Participants are also welcome 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 reporting deadline. Information on how to submit your Sharing Information on Progress (SIP) report and policy can always be found [here](#). Please contact PRMESecretariat@unprme.org if you have any questions or concerns.

We wish you a productive semester.

With warm regards,



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

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New Developments

PRIMEtime

PRIMEtime is a blog that will bring together and share best practices on how to mainstream sustainability and responsible leadership into management education globally. The blog will serve as a platform to share and discuss inspirational activities that promote the development of responsible leaders. PRIMEtime will be a joint initiative of the PRME Secretariat and Giselle Weybrecht, author of [The Sustainable MBA: The Manager's Guide to Green Business](#).

The blog will feature examples from around the world and will include both success stories and lessons learned. Posts will cover a wide variety of activities, ranging from efforts to embed sustainability and responsible leadership into curricula, student led initiatives, and the outcomes of partnerships with business, NGOs and other schools. The blog will also highlight the often forgotten "i" in PRME.

Get Involved! We encourage you to:

- Follow the blog by subscribing to the RSS feed or having it emailed to you directly,
- Suggest examples from your institution by emailing the [PRME Secretariat](#),
- Take part in the discussions by contributing to the comments section at the end of each blog entry,
- Share your thoughts on what kinds of examples you would like to see moving forward,
- Share the blog with your community and encourage their participation.

Upcoming 2011-2012 PRME Events

Please mark your calendar for these upcoming events. A full description, agenda and contact information for all scheduled events can be found on the [PRME events calendar](#).

- **1st PRME Middle East/North Africa (MENA) Forum**
2-3 October 2011 at the American University in Cairo
- **2nd PRME Asia Forum**
26 November 2011 at Tsinghua School of Economics and Management, Beijing
- **1st PRME Latin America Regional Meeting**
6-7 December 2011, at IAE Business School, Buenos Aires
- **3rd PRME Global Forum for Responsible Management Education**
28-30 May 2012, Rio de Janeiro, as part of the Global Compact's Global Business Forum at the sidelines of the [United Nations Conference on Sustainable Development \(Rio+20\)](#), serving as the [main platform for management schools](#) to participate in the Rio+20 process. The event will take place at the [SulAmérica Convention Center](#). Registration details will be sent by *invitation only* in November.

We hope to see you or a representative of your school at one or more of the above mentioned events.

Activities

For those of you who are new to PRME, please do not hesitate to get involved with the PRME Working Groups detailed below. Several of these groups are beginning preparations for the 3rd PRME Global Forum. Please email the [PRME Secretariat](#) for contact information of Working Group facilitators. More information about all of our Working Groups can be also found on our [website](#).

PRME Working Group on Gender Equality

Facilitators: Maureen Kilgour, Collège universitaire de Saint-Boniface, Canada, and Patricia M. Flynn, Bentley University, US

- The Working Group will hold its first webinar in November. Please contact the [PRME Secretariat](#) if you are interested in joining the group or attending the webinar.

PRME Working Group on Poverty, a Challenge for Management Education

Facilitators: Milenko Gudić, IMTA Managing Director, CEEMAN and Al Rosenblum, Professor, Dominican University, US

- On 7-8 July 2011, PRME Steering Committee member CEEMAN hosted the first workshop of the PRME Working Group on Poverty as a Challenge to Management Education. The [outcomes of the workshop](#) include an action plan by the Working Group to prepare a **Report on Fighting Poverty through Management Education: Challenges, Opportunities and Solutions** for presentation at the 3rd PRME Global Forum.

PRME Working Group on Anti-Corruption

Facilitator: Prof. Matthias Kleinhempel, IAE Business School, Argentina

- Following their first face-to-face meeting in May 2011, the Working Group has been active in developing content for the Anti-Corruption Curriculum Toolkit through a series of webinars and an upcoming second meeting.

PRME Inspirational Guide

Facilitator: Manuel Escudero, Deusto Business School, Spain

In preparation of the 3rd PRME Global Forum, we are currently developing a resource that highlights inspiring examples on how to answer some of the most frequently asked questions regarding how to implement PRME. Examples will be drawn from some of the most engaged PRME participants.

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50+20 – Management Education for the World Project

In the course of the last months, the PRME Secretariat has merged efforts with the Globally Responsible Leadership Initiative (GRLI) and the World Business School Council for Sustainable Business for the “50+20” Project. The group has since gained the support of a wider network of partners and individuals who are working to produce an agenda for “future” management education. We are gathering insights and emerging examples from management schools around the world, i.e. those programs and policies that have taken a risk to do something altogether new and different. The 50+20 project will include a new paradigm – as well as relevant examples of existing and emerging best practices that illustrate how management schools, in their pursuit of this new paradigm, are taking action today. Based on the Sharing Information on Progress (SIP) reports, good practices will be highlighted. For additional information, please see the [50+20 Project site](#). Should you wish to contribute further examples, please contact PRMESecretariat@unprme.org.

Additional Information

Call for applications

Has one of your students driven a project that has catalysed change in management and economics teaching at your university to incorporate sustainable development? Would international recognition help further his/her project and its mission?

The [Student Award for Curricula Change](#), a joint project of PRME and oikos International, is dedicated to reward exemplary student action promoting academic innovation towards sustainable development and the integration of the Principles for Responsible Management Education (PRME). Individual students (including representatives of student groups) from all universities and faculties are welcome to apply for the award. Applicants should demonstrate they have concrete projects dedicated towards integrating PRME objectives and sustainability at the University course level, proving an impact on either existing curricula or creating new educational programs. Download the [Call for Applications](#).

Applications can be downloaded [here](#) and, along with a letter of reference and supporting materials, must be submitted to [Harriet Jackson](#) by 16 October 2011.

The winner will receive an invitation to the PRME Global Forum, 28-30 May 2012, in Rio de Janeiro, Brazil and 1000 US Dollars of project support prize money. The winner, plus one runner-up, will also be invited to join the oikos Winter School 2011 in Berlin, which is a weeklong annual platform for empowering agents of change.

Our mailing address is:
801 Second Avenue, 2nd Floor
New York, NY 10017

You are receiving this communication as the designated Contact Point for your organization in its participation in the Principles for Responsible Management Education (PRME) initiative. For questions or concerns regarding receipt of communications from PRME, please send an email to PRMESecretariat@unprme.org.