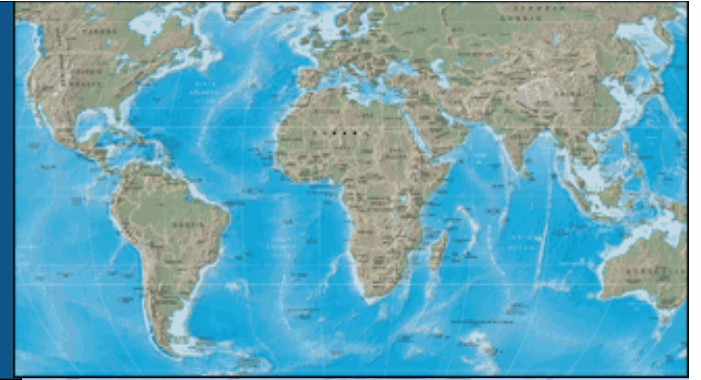




Principles for
Responsible
Management
Education

PRME



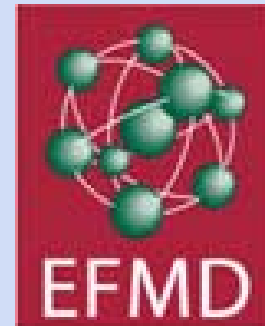
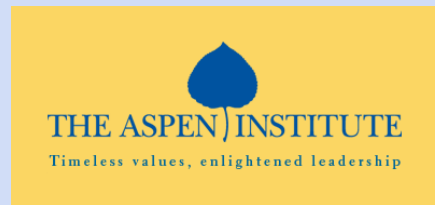
The Principles for Responsible Management Education

UNGC LNAF

October 2007

Manuel Escudero

PRME: a global, multi-stakeholder initiative



Sixty years in the making: Business education assumes role in global agenda

- 1948: Declaration of Human Rights
- 1992: Rio Declaration (Earth Summit)
- 1998: ILO Declaration of Fundamental Rights at Work
- 2000: United Nations Millennium Declaration
- 2000: United Nations Global Compact
- 2003: UN Convention Against Corruption
- 2007: Principles of Responsible Management Education



What are the big issues in the world? The UN Millennium Development Goals

1. Eradicate extreme poverty and hunger
2. Achieve universal primary education
3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV/AIDS, malaria and other infectious diseases
7. Ensure environmental sustainability
8. Develop a global partnership for development

A dream with a deadline: 2015!!!



Businesses and the global agenda

- Of the world's largest 150 economic entities in 2004, 95 were corporations
- Top 21 include US, Australia and Canada, Japan and Korea, BRIC, Mexico and most Western European nations
- WalMart, BP, Exxon and Shell greater than Saudi Arabia, Norway, Argentina, South Africa, Portugal, Iran, Malaysia or Venezuela
- Businesses are important (vital) global agents
- Businesses are often part of the problems and most of the time, a necessary part of the solution to global challenges
- Any attempt to tackling the world's biggest problems must include businesses



Business schools and the global agenda

- What should be the role of business schools in the global agenda?
- Do we have anything to say or do?



PRME Goals

- A continuous improvement framework in the area of global citizenship education and research
 - Not an accreditation system, a complement—not a substitute—of existing accreditation and quality assurance systems
- A collective action initiative of voluntary engagement, improvement and sharing of best practices
- A vehicle for business schools to participate in the global agenda
- A mechanism of public recognition of ongoing efforts



The Framework

- As institutions of higher learning involved in the education of current and future managers we are voluntarily committed to engaging in a continuous process of improvement in the application of the following Principles, reporting on progress to all our stakeholders and exchanging effective practices with other academic institutions
- We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.



The Principles: Purpose and Values

- **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.



The Principles: Method and Research

- **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.



The Principles: Partnership and dialog

- **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. *Dialog:***
 - 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.



PRiME: How it works

1. Endorsement
2. Enactment
3. Engagement and implementation
4. External reporting

http://www.unglobalcompact.org/docs/news_events/8.1/PRME.pdf



Be a pioneer

EARLY ADOPTION FOR LEADERSHIP

- A group of early signatories will lead the way
 - Sharing best practices
 - Communicating progress
 - Reporting and encouraging others to endorse the movement
- A coordinating board set up among all co-convening organizations
 - UN Global Compact acts as Secretariat of the initiative

