Principles for Responsible Management Education (PRME) -
Business and Management Education for
a new era of sustainability

PRME MENA Regional Meeting, American University in Cairo, 2-3 October 2011

Jonas Haertle, Head, PRME Secretariat, UN Global Compact Office
Corporate Sustainability

A company’s delivery of long-term value in financial, social, environmental and ethical terms.
The UN & Business – Odd Couple?

Business

Profit & Growth Through Products and Services

United Nations

Peace, Development & Human Rights

Building Markets
Good Governance
Environment
Global Health
Security

Deepening Interdependencies
UN Global Compact

- **Objective:** Creating a more sustainable and inclusive global economy
- Universally accepted value platform for responsible business practices
  - Human Rights,
  - Good Workplace practices,
  - Environmental standards,
  - Anti-Corruption.
- 6,000+ businesses in over 130 countries
- 2,000+ non-business participants
- More than 90 Local Networks
Principles for Responsible Management Education (PRME)

• UN-backed initiative to change the **curriculum, research and learning methods** of management education based on UN Global Compact/Corporate Sustainability approach

• Launched in 2007
## Who Participates – MENA Region

<table>
<thead>
<tr>
<th>Institution</th>
<th>Country</th>
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<tbody>
<tr>
<td>Higher Institute for Management Sciences</td>
<td>Egypt</td>
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<tr>
<td>Talal Abu-Ghazaleh College of Business</td>
<td>Jordan</td>
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<tr>
<td>University of Dubai</td>
<td>United Arab Emirates</td>
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<tr>
<td>Holy Spirit University of Kaslik</td>
<td>Lebanon</td>
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<tr>
<td>School of Business at The American University in Cairo</td>
<td>Egypt</td>
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<tr>
<td>Faculty of Commerce, Ain Shams University</td>
<td>Egypt</td>
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<tr>
<td>Faculty of Management Technology, German University in Cairo</td>
<td>Egypt</td>
</tr>
<tr>
<td>College of Business Administration - Abu Dhabi University</td>
<td>United Arab Emirates</td>
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<tr>
<td>School of Business and Management - American University of Sharjah</td>
<td>United Arab Emirates</td>
</tr>
<tr>
<td>Faculty of Business Administration and International Trade – Misr International University (MIU</td>
<td>Egypt</td>
</tr>
<tr>
<td>College of Management and Technology, Arab Academy for Science, Technology and Maritime Transport</td>
<td>Egypt</td>
</tr>
</tbody>
</table>
Who Participates

- 400+ business schools/management-related academic institutions
- 35 of the Financial Times’ top 100 business schools (MBA)
- 34 of the top 65 schools of the FT’s Masters in Management programmes

![Pie chart showing distribution by region]

- Australasia: 34%
- ME and Africa: 10%
- Latin America: 10%
- Eastern Europe and CIS: 3%
- Asia: 9%
- North America: 4%
- Western Europe: 3%
PRME’s Value Proposition

• Framework for Organizational Change
  – Six principles to integrate values of corporate responsibility into management curricula and research.

• Recognition of school’s efforts to incorporate corporate sustainability

• Global and local learning communities
The Principles

As institutions of higher education involved in the development of current and future managers we declare our willingness to progress in the implementation, within our institution, of the following Principles, starting with those that are more relevant to our capacities and mission. We will report on progress to all our stakeholders and exchange effective practices related to these principles with other academic institutions:
Principles

**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.
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.
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 - Dialogue: 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.
PRME Steering Committee
Sharing Information on Progress

• Credibility through Reporting: Sharing Information on Progress at least every 24 months
PRME Working Groups

- Anti-Corruption
- Poverty as a Challenge in Business Education
- Sustainable Development in time of Climate Change
- Gender Equality
Meetings 2011 & 2012

- **Africa** - 15 April 2011 at University of Cape Town, organized by AABS
- **Australia/ New Zealand** - 22 July 2011 at University of New South Wales
- **Middle East/ North Africa** - 2-3 October 2011 at American University in Cairo
- **2nd PRME Asia Forum** – 26 Nov. 2011 at Tsinghua SEM
- **Latin America** – 6-7 Dec 2011 at IAE Business School, Argentina

**PRME 3rd GLOBAL FORUM FOR RESPONSIBLE MANAGEMENT EDUCATION**
28-30 MAY 2012
Rio de Janeiro, Brazil
Thank you

www.unglobalcompact.org

www.unprme.org