

## RUTGERS UNIVERSITY

Co-sponsored by Rutgers Institute for Corporate Social Innovation (RICSI), Rutgers Business School; Silberman College at Fairleigh Dickinson University; Rowan University Rohrer College of Business; Ramapo University; and New Jersey Higher Education Partnership for Sustainability (NJHEPS)

**Fifth PRME Northeast Conference: March 26-27, 2020**

## **Sustainable Development Goals: Transforming Business Education and Practice**

Rutgers Business School (a signatory to the Principles for Responsible Management Education) along with its Rutgers Institute for Corporate Social Innovation, and the New Jersey Higher Education Partnership for Sustainability (NJHEPS), FDU, Ramapo, and Rowan University, announce the fifth **PRME Northeast Regional conference**. This year's theme is ***Sustainable Development Goals: Transforming Business Education and Practice***. Academic, student, corporate, and NGO participants are invited to discuss issues and challenges pertaining to responsible management education as it relates broadly to all aspects of sustainability -- Economic, Environmental, Social and Cultural. The conference program is designed to facilitate an exchange of ideas, share best practices, and create collaborations.

One of the key features of this conference will be a **Dialogue Session**, facilitated by Michael Pirson, where we will approach some of the most challenging and seemingly intractable issues of our time with a "beginner's mind" —there will be no hierarchy and no experts; just us, mutually exploring our concerns, cares and aspirations about the future and potential actions for meaningful transformation.

**Please join us on March 26 and 27<sup>th</sup>, 2020** to address issues that are essential for building a sustainable future for the Northeast, the US, and the world.

### **Welcome Gathering, Opening Conference Program, and Reception:**

**Thursday, March 26, 2020** | 12 noon p.m. - 8 p.m.

**Conference Program: Friday, March 27, 2020** | 9 a.m. - 4 p.m.

**Location:** Rutgers Business School, 1 Washington Park, 2<sup>nd</sup> floor, Newark, New Jersey

### **Thursday, March 26, 2020**

12 noon p.m. - 1 p.m. - Buffet Lunch and Networking

1 p.m. – 2:00 p.m. - **Keynote Speaker, Stuart Hart**

2:15 p.m. – 5:45 p.m. - Concurrent Sessions

6 p.m. – 7 p.m. – **Youth (Student) Panel.**

- **Kathleen Parrish, Rutgers Honors College Graduate & Chancellor's Award recipient, 2018 & 2019.**
- **Jamila Ritter, Honoree, Collective Impact for the Global Goals RBS Competition**

7 p.m. - 8 p.m. - Welcome gathering.

## Friday, March 27, 2020

8 a.m. – Registration and Continental breakfast

9 a.m. - 10 a.m. - **Keynote Speaker TBD** (to be livestreamed)

10 a.m. – 12 noon p.m. – Dialogue sessions facilitated by Michael Pirson

12 noon p.m. – 1 p.m. - Buffet lunch and **Executive Panel**

- **Ken Gustavsen, Chief of Staff/Strategy Officer, “Social Impact Investing,” Merck**
- **Others TBD**

1 p.m. – 4 p.m. - Concurrent sessions & Closing

**Conference Fee: \$75 early bird rate by February 29, 2020 (\$95 afterward)** includes all food & beverage – waived for all students.

### **Call for Proposals – [Sustainable Development Goals \(SDGs\): Transforming Business Education and Practice.](#)**

In 2015, the UN unveiled 17 interconnected Sustainable Development Goals (SDGs) encompassing 169 specific targets (<https://www.un.org/sustainabledevelopment/sustainable-development-goals>) intended to move the world toward an inclusive, sustainable and resilient future for people and the planet. These goals and targets require consistent engagement of governments, civil society, educational institutions and the private sector. Given the considerable impact of business on resource configurations in economies and societies, the moral and economic imperative of working toward sustainable organizations and systems is clear.

The role of higher education, particularly business education, is extremely important in cultivating sustainable mindsets among future generations of business leaders. In this context, the six UN Principles for Responsible Management Education (PRME <http://www.unprme.org>) provide an excellent framework for engaging stakeholders, spurring innovation, and creating collaborations. Business schools around the world have come together to advance the sustainability agenda under the auspices of PRME.

Our fifth PRME conference seeks to connect business education, practice and policies with the SDGs. Given the very broad scope of the 17 SDGs, there are many possible linkages for developing curriculum, improving pedagogy, and increasing interaction with stakeholders. **We are particularly interested in proposals that explore and illustrate the *potential of the SDG framework for transforming management education*** by fostering the deeper, integrated learning and creative problem solving viewed as essential for success, but seen as currently lacking in the majority of still mostly siloed business school programs. How do we instill awareness of the *fundamental sustainability values and critical interconnections* underlying the separate SDGs? How do we create a *“big picture” mindset while at the same time offering focal points for targeted individual action*? How do we create a sense of *immense complexity and urgency without triggering psychological disengagement and even paralysis*?

*We invite faculty, students, executives, practitioners, governments, and NGOs to submit short proposals for presentation.* Collaborative proposals between academics, practitioners, governments, and NGOs are especially encouraged. While all aspects of sustainability

(economic, environmental, social and cultural) are appropriate, proposals consistent with the following topics are of particular interest:

- ✓ Embedding sustainability in courses, curricula, and campus activities
- ✓ Facilitating sustainable mindsets through experiential learning
- ✓ Best practices with respect to organizational decision making and resource allocations
- ✓ Measuring impact consistent with sustainable development goals and targets
- ✓ Promising policy frameworks for closing on SDG targets by 2030
- ✓ Work and jobs of the future in highly sustainable economies and societies

### Submission Guidelines

**The deadline for short proposal abstracts is January 19, 2020.** Please send proposal abstracts in a Word file to [prme@business.rutgers.edu](mailto:prme@business.rutgers.edu). Abstracts for papers, panels, symposia, workshops, and experiential learning activities may **not be more than three pages** in length and must include:

- (1) **Session title** (100 characters' maximum),
- (2) **Session Summary** describing the topical focus and format for the session (200 words maximum),
- (3) **Names and contact information** of each of the presenters, and a **brief bio for each speaker** (100 words maximum).
- (4) **Format:** Proposals involving highly-interactive sessions should outline the *activity process and format* that will be used and indicate the *amount of time needed*.
- (5) **Learning objectives**, including 2-3 practical takeaways/outcomes/solutions/"ah-ha" moments you will offer attendees.
- (6) **Student proposals** should follow the same abstract guidelines and also indicate whether presenter is a graduate or undergraduate student(s) and include name/contact information of a faculty sponsor.
- (7) **Video:** A video introduction/session description is optional but welcome. Please upload to YouTube and include the link in your proposal.

**Proceedings:** Online proceedings of extended abstracts will be posted after the conference for those session leaders wishing to participate.

**We will notify all presenters by February 10, 2020 as to whether their proposal is accepted for presentation.**

### Hotel Information:

A block of rooms is being held for the night of March 26, 2020 until February 26<sup>th</sup> at the **Best Western Robert Treat Hotel**, 50 Park Place, Newark, NJ 07102.

Queen Room at \$109 plus tax, or two Double beds at \$125 plus tax.

Participants can make reservations online at (scroll down to PRME Conference):

[https://www.bestwestern.com/en\\_US/book/hotel-rooms.31067.html?groupid=I79DX8A3](https://www.bestwestern.com/en_US/book/hotel-rooms.31067.html?groupid=I79DX8A3)

Periodic Conference Updates can be found on this link:

[business.rutgers.edu/unprme](https://business.rutgers.edu/unprme)