PRME and the IMPACT-BASED UNIVERSITY

Dr. Mette Morsing
Head of PRME

Fifth PRME North East Virtual Conference
October 26, 2020

“The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals.”

H.E. António Guterres
Secretary General,
United Nations

PRME
... a Global Movement of Responsible Management Education

Today, PRME is the world’s largest UN-supported initiative to engage management schools and management and leadership development institutions in the advancement of responsible leadership and sustainable development.
THE SIX PRINCIPLES OF PRME

- Purpose
- Values
- Method
- Research
- Partnership
- Dialogue

PRME CORE PROGRAMMES:
- PRME REGIONAL CHAPTERS
- PRME WORKING GROUPS
- PRME CHAMPION PROGRAM
- SIP REPORT (bi-annual Sharing Info on Progress)

PRME ON SOCIAL MEDIA:
- PRME Secretariat Website (incl. PRME Chapter info)
- TWITTER
- INSTAGRAM
- LINKED-IN
- PRiME BLOG
12 PRME REGIONAL CHAPTERS

1. PRME Chapter ASEAN
   • Chapter Chair, Kuperan Vist

2. PRME Chapter ANZ Australia and New Zealand
   • Chapter Chair, Belinda Gibbons, Wollongong University of Sydney

3. PRME Chapter BeNeLux and France
   • Chapter Chair Eva Geluk, Antwerp University, Belgium

4. PRME Chapter Brazil
   • Chapter Chair: Jose Fares, SESI/IEL

5. PRME Chapter CEE Central and Eastern Europe
   • Chapter Chair Mik Pindelski, Warsaw School of Economics

6. PRME Chapter Dach (Germany, Austria, Switzerland)
   • Chapter Chair, Lisa Fröhlich, Cologne Int. Business School

7. PRME Chapter India
   • Chapter Chair, Chandrika Parma, SPJIMR

8. PRME Chapter Italy
   • Chapter Chair, Mathias Falkenstein, LUIS

9. PRME Chapter LAC Latin-America
   • Victoria Gonzalez

10. PRME Chapter North America
    • Chapter Chair, Elizabeth Collier, Dominican Business School University

11. PRME Chapter Nordic
    • Chapter Chair, Guénola Nonet, Jåonköping Business School

12. PRME Chapter UK and Ireland
    • Chapter Chair, Alec Wersun, Glasgow

The emerging PRME Chapter North America (USA and Canada) was first discussed at the 1st PRME Canada Meeting /Regional Meeting North America in 2013.

The PRME Chapter was created during the 2nd PRME Regional Meeting North America, hosted by University of Washington Bothell School of Business on 10-11 October 2014.

Today: 149 signatory schools and universities

PRME Chapter Chair: Professor Dr. Liz Collier, Brennan School of Business, Dominican University, Chicago, Ill.
PRME Working Groups

1. PRME Working Group on Anti-Corruption in Curriculum Change
2. PRME Working Group on Business and Human Rights
3. PRME Working Group on Business for Peace
4. PRME Working Group on Climate Change and Environment
5. PRME Working Group on Gender Equality
6. PRME Working Group on Humanistic Management
7. PRME Working Group on Poverty, a Challenge for Management Education
8. PRME Working Group on Sustainability Mindset
PRME Champions 2020 - 2021

- **4th cycle**
- **Two-year journey** of amplifying commitment to the Six PRME Principles and transforming business and management education in support of the SDGs
- The focus of this cycle is on **thought and action leadership, knowledge sharing and peer-learning** with the aim of future-proofing participating institutions and demonstrating the impact of their sustainability efforts
- PRME SDG Blueprint

38 Schools
20 Countries
14 Project Proposals

Blueprint for SDG Integration in Business Schools*

- The Blueprint is a tool developed by the PRME Champions group for the PRME Community to "provide concepts and frameworks to support business schools – both PRME Signatories and non-signatories – as they integrate the SDGs into their curricula, research and partnerships [...] as well as to provide a practical focus by offering examples of approaches already adopted by business schools."

*A website that will function as an interactive version of the static document is in development. The website will include a repository of cases and allow for forum discussion on relevant topics.

To transform business and management education, research, and thought leadership in line with the Sustainable Development Goals

Recent Action:

1. **Virtual PRME Global Forum**: 1080 participants, 70+ speakers, 26 panels and keynote addresses
2. Appointment and first meeting of the **PRME Board and Chair** + new strategic direction
3. Publication of the **Blueprint for SDG Integration** in Curriculum, Research, and Partnerships
4. Launch of the **new PRME website**
5. Webinar series: 'PRME Chapter Talks' & 'PRME Deans Dialogue'
6. **PRME Innovation Challenge** Finale (Students + Business)
7. PRME at UNGC Uniting Business LIVE (UNGA) with two sessions on Sustainable Finance Education and ‘Impact-Based University’
8. **PRME Global Chapter Forum**
9. **PRME new Chapters** being discussed (Africa, China, Iberia) and three Chapters to be re-engaged (East Asia, MENA, ASEAN+)

PRME Board 2020-2023

PRME community in growth ...

New Signatories by Chapter region in 2018 and 2019

- 28 North America
- 15 CEE
- 13 UK & Ireland
- 11 France & Benelux
- 10 LAC
- 9 DACH
- 8 India
- 6 Australia & New Zealand
- 5 Iberia
- 3 Nordic
- 2 Italy
- 3 Brazil

THE IMPACT-BASED UNIVERSITY
One Definition of Social Impact

A significant, positive change that addresses a pressing social challenge.

Creating social impact is the result of a deliberate set of activities with a goal matching this definition.

(Business+Impact, Michigan Ross, https://businessimpact.umich.edu/about/what-is-social-impact/)
THE IMPACT-BASED UNIVERSITY
THE PRINCIPLES FOR RESPONSIBLE

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Standard 9: Engagement and Societal Impact:
The school demonstrates positive societal impact through internal and external initiatives and/or activities, consistent with the school’s mission, strategies, and expected outcomes.

THE PRINCIPLES FOR RESPONSIBLE

THE IMPACT-BASED UNIVERSITY

How to assess social impact? (versus outcomes)
Inspiration from a study on cross-sector partnership social impact

Source: Figure 7: ‘Impact as Empowerment’ Framework for Assessing CSPs as Development Agents (Vestergaard, Murphy, Morsing and Langevang, 2019)
A Framework to discuss the IMPACT-BASED UNIVERSITY

<table>
<thead>
<tr>
<th>High Business School Impact</th>
<th>Qualitative Impact</th>
<th>Quantitative Impact</th>
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<tbody>
<tr>
<td>HOW DO BUSINESS SCHOOLS ACCOUNT FOR THEIR OWN SUCCESS</td>
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<td>(e.g. b. school visions and strategies, sustainability courses and programs narrated in professional networks associations / accreditations such as PRME, AACSB, RRBM, NBS, AMBA, GBSN, ABIS, a.o.)</td>
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<td>Defining ‘Business School Purpose’ as social improvement</td>
<td>Scaling ‘Business School Purpose’ for social improvement</td>
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## A Framework to discuss the IMPACT-BASED UNIVERSITY

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THE IMPACT-BASED UNIVERSITY

SOCIAL IMPACT CATEGORIES

1. Direct and Indirect Impact
2. Global and Local Impact
3. Qualitative and Quantitative Impact
4. Impact Potential  (Vestergaard et.al., forthcoming in World Development)

Thank you to
PRME North East and
Rutgers Business School

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