

Wednesday, 06 February, 2008

Dear Fernando D'Alessio,

On behalf of the PRME Steering Committee, thank you for expressing your organization's adoption of the Principles for Responsible Management Education (PRME).

We are glad to accept your participation, applaud your leadership in making this decision and welcome your organization's engagement in the PRME initiative. Your institution's engagement contributes to a broader movement which has the potential to generate a wave of positive change, thereby helping to ensure a world where both businesses and societies can flourish.

By adopting the principles your institution has pledged to engage in a continuous process of improvement with regards to the application of the principles, to report annually and to contribute to the learning experience of the academic institutions participating in the PRME worldwide.

In particular, the principles should serve as a framework of continuous engagement:

- To 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 1 – Purpose);
- to incorporate into your academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the UN Global Compact (Principle 2 - Values);
- to create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership (Principle 3 - Method);
- to engage in conceptual and empirical research that advances the understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economical value (Principle 4 - Research);
- to interact with managers of business corporations to extend the knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges (Principle 5 - Partnership); and
- to facilitate and support dialogue 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 (Principle 6 – Dialogue).

We are confident that your engagement in the PRME initiative will start a continuous path of change which over time will lead to full implementation of these 6 Principles in the daily practices of your institution.

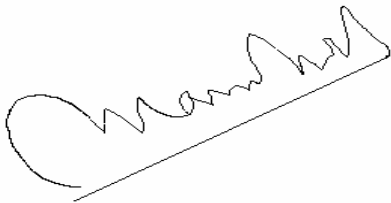
We want to invite your institution to play a leadership role. First, we will set up several working groups on the development of the PRME and its implementation, and would like to ask for your active participation. We will send you more detailed information shortly. Secondly, we also would like to seek your active support in the preparation of the Global Forum for Responsible Management Education, to be held in December 2008. Finally, we would like to encourage you to publicly announce your adoption of the PRME in order to inform interested stakeholders. Attached please find a generic press release that can be used to inform the media about your decision to adopt the PRME.

We know that participating academic institutions are the main change agents and should become co-owners of the PRME. This is why we are committed to set up communication mechanisms by which your ideas, suggestions and feedback will be the most important input for the initiative.

The PRME Steering Committee and its Secretariat, hosted by the Global Compact Office, stands ready to support your efforts to advocate the Principles for Responsible Management Education.

Yours sincerely,

On behalf of the PRME Steering Committee



Dr. Manuel Escudero  
Head, PRME Secretariat  
UN Global Compact Office

*Attachment:* Press release template

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