

THE PRME CHAPTER UK AND IRELAND

2019/20 Responsible Business and Management Writing (and Alternative Media) Competition

**Recognition and rewards for winners.
Enhanced profile for their institutions.**

Deadline: 28 February 2020

The Concept

The first three years of our writing competition have brought recognition and a wider readership to students across the UK and Ireland exploring themes of responsible business and management, sustainability and business ethics. Last year we introduced a new category, Alternative Media, that elicited a fascinating, further set of contributors. Inspiring examples of top entries in previous years can be found at www.unprme.org.uk

With our fourth competition we continue to seek wide participation – from PRME and non PRME member institutions - so as to build growing momentum behind all aspects of the United Nations Sustainable Development Goals (SDGs).

Competition Categories

1. Undergraduate students – text-based essays and reports
2. Postgraduate, master's level students – text-based essays and reports
3. Alternative media category (blogs, websites, storyboards, presentations, visual essays, videos, podcasts etc) – this category is open to students at all levels

Higher cash prizes at all levels in 2019/20, with a top prize of £500 in each category (prizes underwritten by the PRME UKI Chapter and Oxford Brookes University)

To enter, either (1) simply submit work already prepared as part of an academic course, along with the given brief or topic or (2) develop work on a relevant topic of your own choice.

In both cases, please make sure it meets the format requirements. Students or their tutors can make submissions.

Students should be studying or have recently (during 2019) completed their studies at an educational institution based in the UK or Ireland. There is no limit to the number of good quality entries that may be made by any one institution. **Students can be from any institution, not only PRME signatories.**

Topic Areas

Entries are invited on a broad range of topics related to responsible business, management and leadership themes and consistent with PRME's support for the UN Sustainable Development Goals.

An indicative but not exclusive list of possible topic areas includes: business ethics, CSR, environmental and development economics, social business models (e.g. social enterprises), social and environmental accounting, green supply chains, responsible marketing, sustainable HRM and responsible management education.

Entries should be accessible to a general business and management readership.

Please contact prme@brookes.ac.uk with questions about the suitability of a topic.

Timeframe

Entries are invited from work originally submitted at any time during the 2019 calendar year. This will enable students and tutors to retrospectively identify suitable work from the first half of 2019. It will also allow tutors to enter assignments submitted in the early part of the 2019/20 academic year.

Publication and Prizes

A first prize (£500 cash), second prize (£250 cash) and third prize (£100 cash) will be awarded in each category. The top five entries in each category will be published on the Chapter website.

Organisers

Oxford Brookes Business School (on behalf of the PRME Chapter UK and Ireland)

All enquiries: prme@brookes.ac.uk

The Judging Panels

Independent panels of academics drawn from PRME signatory business schools will shortlist and decide on the winners

Judging Criteria

(UG, PG and Alternative Media Categories)

1. A clear connection to the PRME/SDG agenda
2. Evidence of insight, critique and intellectual challenge
3. Quality of research (whether primary or secondary)
4. Structure, logic and clarity of style.
5. Creativity and professional communication skills (alternative media category)

Format Requirements

(Undergraduate and Postgraduate Categories)

1. A Word document of no more than 3000 words excluding references, abstract and appendices (If the original work was longer then edited versions suited to the competition requirements are also acceptable)
2. Maximum file size: 1MB
3. Double spacing in 12 point Arial font
4. An abstract or executive summary (maximum 200 words)
5. Details of the original topic or assignment brief to be included as appendix one (undergraduate, postgraduate only)
6. Student (and where applicable, tutor/supervisor) name, institution, level of course, title of work, category of entry, and email contact details on the title page.
7. Entries not meeting the format requirements will not be considered.

Format Requirements (Alternative Media Category)

1. If a mainly written item, maximum length 3000 words
2. If a video or audio based item, maximum length 10 minutes
3. If file size up to 1MB and specialist playback software not required, submit via email details below. If more than 1MB and/or specialist playback software is needed, email only the student details and a weblink (with password if required) to an external hosting platform of your choice.
4. Format requirements 5 and 6 in the UG and PG format list above apply here too.

Submission Deadline

Send entries (or details on how to access the alternative media entries) by email to prme@brookes.ac.uk by 28 February 2020.

All submissions will be acknowledged and winners will be announced by 30 April 2020.