

# Annual Review 2018

## Message from the UKI PRME Regional Chapter !

*“We have come so far since the Foundation Meeting for the PRME Regional Chapter UK & Ireland, which was held on 10 May 2013 at Aston University Business School. At that meeting, thirty-two delegates of PRME signatory business and management schools from across the UK and Ireland came together to agree on a Constitution and Steering Committee, and to discuss ideas on the roles, funding levels, activities, and events for the new Chapter. Since then, the UK & Ireland Chapter has gone from strength to strength, and now boasts over seventy member institutions. Together with the other 15 PRME regional chapters, the UKI Chapter is building sustainable foundations for a truly global initiative, and helping to make our ‘global goals local’.*”

[Dr Alec Wersun](#), UKI Chapter Chair

**Now in its 6<sup>th</sup> year, The UKI PRME Regional Chapter** continues to support members in all parts of the UK and Ireland through the provision of resources, networking opportunities, and peer support necessary to implement the 6 Principles for responsible management education (PRME) and contribute to achievement of the UN Sustainable Development Goals (SDGs). We do this through development of a supportive community of practice, which is dedicated to design, implement and share PRME-centric research, external engagement activities and pedagogic initiatives for the benefit of faculty members, students and institutional managers.

**Highlights of 2018** can be broken down into the following categories:

1. The Annual conference and four additional events to support faculty development and new PRME-centric research;
2. Competitions to stimulate, recognise and reward student engagement with the PRME agenda;
3. Seed-funding to promote new collaborative research on PRME and the SDGs;
4. Partnerships to implement PRME and increase engagement with the SDGs.

**Looking forward to 2019**, the UK & Ireland PRME Regional Chapter plans to:

- a) Consult with the membership on a new Constitution (Q1 and Q2);
- b) Develop a strategy and budget to cover the period 2019-2022 (Q1 and Q2);
- c) Hold its 2019 conference at Leeds University Business School from July 8-10<sup>th</sup>;
- d) Host faculty development events in Sheffield (April 3<sup>rd</sup>) and Bristol (May 10<sup>th</sup>);
- e) Continue to develop competitions and initiatives to engage students with PRME;
- f) Support development of new research on all aspects of PRME and the SDGs;
- g) Maintain and develop new partnerships for the SDGs.

## **1. The Chapter's Annual Conference and other events**

**The main event of 2018** was the Chapter's 5<sup>th</sup> Annual Conference at Queen Mary, University of London, which attracted over 60 participants from member Institutions in England, Wales, Scotland, and Northern Ireland along with guests from France and Malaysia. Delegates left the Conference with a renewed commitment to the PRME initiative, having been inspired by three days of knowledge sharing, networking, and inspiration from fellow delegates and guest speakers.

Highlights of the 2018 Conference included:

A pre-conference session on "Global Engagement Opportunities for PRME Signatories and UKI Chapter Members", co-chaired by Alec Wersun and Alex Hope, Chair and Vice-Chair respectively of the Chapter, and organised by Carole Parkes. Delegates were encouraged to take advantage of opportunities offered by PRME Working Groups and Engagement Platforms to collaborate with PRME signatories around the world.

A Keynote Panel setting the scene for the conference entitled: "Inclusive Responsible Management Education in an Era of Precarity". This opening session was Chaired by Frances Bowen, Dean of Queen Mary, where she was joined by Ian Parkes, Chief Executive, East London Business Association (ELBA), and Payal Vasudeva, Managing Director, Talent and Organisation Lead, and Human Capital & Diversity Executive Sponsor, Accenture UKI

A Keynote Presentation from John Elkington, Chairman and Chief Pollinator of Volans, renowned for establishing the "Triple Bottom Line Concept", the 25<sup>th</sup> anniversary of which falls in 2019. John presented his ideas on "Breakthrough Innovation" required to achieve the SDGs, and provoked lively discussion about the next 15 years, which he described as being "the most exciting and challenging". He challenged Business Schools to rethink approaches to management education as there is a danger of us educating in a paradigm that is no longer relevant.

A Keynote Presentation from BBC Sustainability Advisor, Jeremy Mathieu, on "Creating a Zero Carbon TV Industry". Jeremy argued that film and TV has a huge "brain print" given its audiences, and thus huge potential to catalyse positive change. Jeremy presented the case of the BAFTA 'Albert' initiative, which aims to transform sustainability practices in the sector through a process of carbon literacy training, company certification, and programme accreditation. To date, the Albert initiative has certified 450 companies in the UK sector, trained 2000 people in the industry, and achieved 4000 'footprints' that carry the Albert logo.

### **Faculty Development Events for UKI Chapter members in 2018**

In addition to the annual conference, the Chapter organises a number of other faculty development events, of which there were four in 2018:

'Post-growth economics workshop' hosted by Oxford Brookes Business School, January 2018.

Held in conjunction with the Green House Think Tank this event attracted academics from a wide spectrum of business and management subjects, all of whom were interested in debates about post-growth economics, and innovation in the curriculum. Delegates were treated to a number of thought-provoking presentations and discussions, led and moderated by some great speakers. These included John Blewitt – Distinguished Fellow, Schumacher Institute; Molly Scott Cato, Green Party Member of the European Parliament, economist and former Professor of Strategy and Sustainability at Roehampton University; and Rupert Read, Chair of Green House Think Tank and Reader in Philosophy at the University of East Anglia. Figuring strongly in all discussions was Kate Raworth's concept of 'Doughnut Economics'.

'ESRC Research Workshop on Responsible Management' hosted by Winchester Business School, May 2018.

This workshop was funded by one of seven research councils in the United Kingdom, the Economic and Social Research Council (ESRC), and brought together a number of distinguished professors and students of responsible management and sustainability. Carolina. The keynote speaker was Professor Jesse Dillard from the University of South Carolina, and Professors Alan Murray, Carole Parkes of Winchester Business School, and Professor Kathryn Haynes of Hull University Business School facilitated discussion groups with Ph.D. candidates.

'Educating for Responsible Management workshop', hosted by Winchester Business School, May 2018.

Organised in collaboration with the British Academy of Management (BAM) special interest group on sustainability and responsible business, the focus of this interactive workshop was on innovative pedagogies for RME, including the Sustainability Literacy Test, WikiRate, Aim2Flourish and the Gapframe. Sessions were led by Professor Carole Parkes and Dr Roz Sunley of Winchester Business School, and Dr Alec Wersun of Glasgow Caledonian University. The highlight of a stimulating day was an amazing presentation by Winchester Business School students who had used the 'Gapframe' as part of an assignment.

'Carbon Literacy Training Workshop', hosted by Nottingham Trent Business School, November 2018.

This workshop was part of a PRME Champions project designed to equip academics and senior managers in business schools with the tools and resources to ensure adequate levels of 'carbon literacy' to implement the Principles for RME. In the morning session Richard Smith of the BBC shared with delegates latest data on the science of climate change, and the impact business has on it; while in the afternoon, attendees split in to one of three streams in order to see how carbon literacy might be integrated in to teaching of accounting and operations management; while there was a separate session for senior managers on how carbon literacy might be integrated strategically in a business school. Acknowledgements go to Petra Molthan-Hill and Rachel Welton.

## **2. Competitions to stimulate, recognise and reward student engagement with the PRME agenda**

In order to recognise and reward student engagement with the PRME agenda, 2017 saw the UKI Chapter launch the 1<sup>st</sup> UKI PRME Writing Competition. Following an extremely positive response from students at business schools throughout the UK, the competition is now in its third year. Organised on behalf of the Chapter by Oxford Brookes Business School, the competition is open to undergraduate and postgraduate students, with a new 'doctoral' category being launched in 2019. Details of the UKI PRME Chapter Writing Competition can be found on our website [www.unprme.org.uk](http://www.unprme.org.uk)

## **3. Seed-funding to promote new collaborative research on PRME and the SDGs**

In order to incentivise and support research to deliver impact related to the six Principles of PRME and the SDGs, the Chapter allocated funds to a new research competition in 2018, led by colleagues at Kemmy and Winchester business schools. The competition is open to all faculty in PRME signatory schools of the UK & Ireland PRME Regional Chapter, and welcomes research proposals with organisational, policy, practice, or pedagogical orientations. In its pilot year, the competition generated considerable interest, and five seed-funding grants of £700 each were awarded to academics in London (x2), Hertfordshire (x1) and Stirling (x2). Details of the inaugural winners were announced in November 2018., details of which can be found on the Chapter website [www.unprme.org.uk](http://www.unprme.org.uk)

## **4. Partnerships to implement PRME and increase engagement with the SDGs**

In both 2017 and 2018, UKI Chapter member schools worked in partnership with the Global Compact UK Network to deliver a series of Sustainable Development Goals (SDG) Workshops in the form of a '[SDG Roadshow](#)'. The aim of the Roadshow was to raise awareness of the SDGs and motivate business, academic, government, and third sector communities around the UK to contribute to achieving them. Following success of 11 events hosted by Chapter members in May-June 2017, the Global Compact UK Network extended the Roadshow in 2018 with a further eleven events, two of which were co-hosted by Chapter member schools in Winchester and Derby. Roadshow events are running throughout the UK in 2019. Chapter members should contact the [Chapter Chair](#) if they would like to learn more about how to partner with Global Compact local networks to organise this type of event.

**Other collaborations & Partnerships:** The UKI Chapter is keen to collaborate with other organisations in this space and the following are examples of such collaborations. Since 2017, the **UKI PRME Chapter** and **UK Global Compact Network (UKGCN)** strengthened their ties through representation on their respective Steering and Advisory Groups. This makes sense, given that PRME is a UN Global Compact initiative. It is hoped that this arrangement may serve to strengthen UKGCN corporate connections with Chapter members. There are currently 74 members in the PRME UKI Chapter, several of which are members of the United Nations Global Compact and its UK Network. If your business school would like to become a member, please contact [Steve Kenzie](#), Executive Director. It is a great way to keep up-to-date on the SDGs!

**BAM** (British Academy of Management) In May 2018, in collaboration with the BAM Sustainable and Responsible Business Special Interest Group (SRB SIG) the Chapter co-organised an all-day workshop on '*Educating for Responsible Business and Management in the context of the Sustainable Development Goals*' at Winchester Business School. Many PRME Chapter members also attend the annual BAM conference and participate in the SRB SIG.

**CABS** (Chartered Association of Business Schools). Steering committee members of the PRME UKI Chapter regularly speak at CABS events and are represented on the Teaching and Learning Committee. In April 2018, members of the Steering Committee delivered papers and chaired sessions at the CABS learning and teaching conference in Glasgow.

**CSEAR** (Centre for Social and Environmental Accounting Research). Members of the Chapter regularly present papers relating to the SDGs at conferences in the CSEAR network. In October, members of the steering committee chaired the second CSEAR Ireland conference at which papers addressed the SDGs and educating for responsible leadership

**EAUC** (Environmental Association of Universities and Colleges): The UKI Chapter works with EAUC colleagues on the UK Sustainability Literacy Test Regional Steering Group as well as on the Green Gown Awards Steering Committee where we contribute to the work of judging panels as well as working together. Since 2017, the UKI PRME Chapter has been connected with the EAUC led Sustainability Exchange – a valuable resource-sharing platform for academics working in PRME signatory institutions, and Chapter members have signed up to the EAUC SDG Accord, launched in 2018.

**NUS** (National Union of Students): Recognising the healthy interest from university students in the provision of sustainability, responsibility and ethics education, the Chapter works collaboratively with the NUS on initiatives such as 'Responsible Futures', 'Green Impact', and through the UK Steering Group, the Sustainability Literacy Test.

#### **5. Looking forward to 2019 the UK & Ireland PRME Regional Chapter plans to:**

a) Consult with the membership on a new Constitution (Q1 and Q2). In order to cope with the new demands of a large and growing fee-paying membership organisation, the Chair proposed at the 2018 conference a review of the Chapter's constitutional and governance arrangements. Delegates at the Annual General Meeting approved the review and associated terms of reference. Draft proposals for new Governance arrangements will be put out to members for consultation in March/April, and members will be invited to join a special session of the Steering Committee in Leeds on April 29<sup>th</sup> to finalise the draft, before presentation of the new Constitution for approval at the Annual General Meeting, to be held during the 6<sup>th</sup> annual conference July 8-10<sup>th</sup> 2019.

b) Develop a strategy and budget to cover the period 2019-2022 (Q1 and Q2). The Chapter Steering Committee has recognised the need for more strategic and longer-term planning of activities and budget in order to optimise its services to members. Chapter members will be consulted and invited to contribute to development of the strategy as it develops.



c) Hold its 2019 conference at Leeds University Business School from July 8-10<sup>th</sup>. The theme of the 6<sup>th</sup> Annual Conference is “Making Global Goals Local”. The first Call for Papers will be issued early February with regular updates on the Chapter website in due course. Questions about the conference please to [prme@leeds.ac.uk](mailto:prme@leeds.ac.uk).

d) Host faculty development events in Sheffield (April 3<sup>rd</sup>) and Bristol (May 10<sup>th</sup>);

- In an effort to develop ‘distributive leadership’ in the Chapter and engage members in all parts of the Chapter’s geography, Chapter members in Yorkshire and the Midlands have established the first UKI Chapter ‘Regional Cluster’. Led by Chapter members at Sheffield Hallam, Leicester, Loughborough, Leeds and Lincoln, the cluster will host a faculty development event in Sheffield on April 3<sup>rd</sup> 2019. **Save the date!** The event will focus on the issues of ‘*plastics*’. Full details to follow on the Chapter website.

- Building on the successful collaboration in 2018 with the Schumacher Institute, the Chapter is co-organising a second event with the SI on May 10<sup>th</sup> 2019 on the topic of ‘Systems Thinking’. **Save the date!** Led by Chapter members at Winchester, Northumbria and Oxford Brookes, the event will be held in Bristol at the ‘CREATE’ venue, “a vibrant environment centre which hosts a range of events and exhibitions and features a purpose-built Ecohome.” Full details to follow on the Chapter website.

- To facilitate and support PRME events in different areas of the UK and Ireland, the Steering Committee is developing a **UK-wide regional system of support**, whereby Chapter members in different areas of the UK and Ireland are encouraged to discuss any proposals they may have to organise a PRME event in their Institution, or with a local partner. As the Chapter develops this support system further, we envisage provision of an increasing number of regional networking and faculty development events.

e) Continue to develop competitions and initiatives to engage students with PRME:

- In 2019, the UKI PRME Writing Competition enters its 3<sup>rd</sup> year, when it pilots a new category for doctoral work. **The deadline for entries this year is February 28<sup>th</sup>**, and members are asked to encourage students to enter their work, which carry monetary prizes, as well as a free place to participate in the Chapter’s annual conference.

- In order to increase engagement with students, the Chapter is supporting colleagues at Southampton Business School, who have a student competition called “Green Stories”. The idea behind this competition is that human stories are a more effective way to engage people in sustainability issues than dry facts, so the aim is to raise awareness of sustainability issues, practices, policies and technologies via a story. There are multiple categories in the competition, and the UKI Chapter is supporting “Interactive Fiction”.

f) Support development of new research on all aspects of PRME and the SDGs:

- The Chapter will review the impact of the seed-funding initiative launched in 2018, and seek additional ways to support efforts to increase both the quantity and quality of PRME-related research in UKI Chapter.

- The Chapter supports efforts of members to secure greater 'airtime' for RME research by editing Special Editions. Following the success of co-editing a special edition of the International Journal of Management Education (IJME) in 2017 on the first ten years of PRME, the UKI Chapter's Carole Parkes is co-editing a new PRME Special Issue of the IJME, entitled: *Looking forward: Leadership Development & Responsible Management Education for advancing the implementation of the Sustainable Development Goals (SDGs)*. **The deadline for submissions is 11th February 2019.**

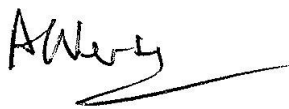
- Business & Society (IF 3.214), the official journal of the International Association of Business and Society, is holding a series of paper development workshops in 2018/19 to help scholars develop their work for publication. The Chapter encourages members to participate in the third of these workshops on 26 March, 2019 in London UK, organized by the University of Bath. **Deadline: 20 February 2018, 5pm.** Submit your work in progress (a long abstract of 3000 words or full paper of 8000 words) to A.S.Lunt@bath.ac.uk (notification of acceptance within 2 weeks of submission).

g) Maintain, build and develop new partnerships for the SDGs.

Many of the partnerships outlined in this Annual Review are with Institutions and individuals that share PRME's values and focus on responsible management education and the SDGs. These will be nurtured and developed. In order to give all UKI Chapter members access to the knowledge, resources and networks of these partners, the UKI Chapter will launch a **series of webinars** in the second half of 2019. Full details of the webinar programme will be provided at the Annual Conference and on the Chapter website. Members should send suggestions for webinar topics to [a.wersun@gcu.ac.uk](mailto:a.wersun@gcu.ac.uk)

Dear Colleagues! All in all, 2018 has been an eventful year for the UK & Ireland PRME Regional Chapter. We look forward to working with Chapter members throughout the UK and Ireland, and PRME Chapters around the world to make 2019 even better!

On behalf of the Steering Committee  
Alec Wersun, Glasgow Caledonian University (Chair)



Steering Committee Members

Paul Cashian, Coventry University (Treasurer)  
Christine Gilligan, Sheffield Hallam University  
Matt Gitsham, Ashridge Business School  
Alex Hope, Northumbria University (Vice-Chair)  
Steve Kenzie, UN Global Compact UK Network (ex-officio)  
Sheila Killian, University of Limerick  
Jonathan Louw, Oxford Brookes University (Secretary)  
Carole Parkes, Winchester University