



**PRME** Principles for Responsible  
Management Education

**GLOBAL FORUM**  
for Responsible Management Education

**Opening Session**  
**14:00-14:30, 14 June 2012**  
**Alhambra 1 and 2**

## Overview

The Principles for Responsible Management Education (PRME) Secretariat of the UN Global Compact Office opens the 3<sup>rd</sup> Global Forum for Responsible Management Education, the official platform for management-related Higher Education Institutions (HEIs) at both the Rio+20 Corporate Sustainability Forum and the UN Conference on Sustainable Development. This session will emphasise the critical need for increased uptake and action to advance responsible management education and leadership.

Along with the incorporation of positive case studies and stories, the three sessions of the Global Forum aspire to answer the following respective sub-questions:

1. How does sustainable development affect the management education sector?
2. What are the external incentives (e.g. accreditation, rankings, etc.), and how can they further support the values of sustainable development and responsible management education?
3. What are the challenges and opportunities facing individual schools to (further) implement responsible management education and how can PRME help in this process?

## Programme

**14:00-14:05**      **Opening Video** – highlighting important project and events of the past year

**14:05-14:10**      **Welcome** by Master of Ceremonies  
Ángel Cabrera, President-elect, George Mason University

**14:10-14:30**      **Welcome and introduction of keynote speaker**  
Jonas Haertle, Head, PRME Secretariat, United Nations Global Compact Office

### **Keynote Address**

Georg Kell, Executive Director, United Nations Global Compact Office

