

RUTGERS

Rutgers Business School
Newark and New Brunswick

PRME Working Group Review, Accomplishments, and Plans

The logo for PRME (Principles for Responsible Management Education) features the acronym "PRME" in a bold, blue, sans-serif font.

Principles for Responsible
Management Education



United Nations
Global Compact

Professor Jeana Wirtenberg
May 3, 2018

Today's Agenda and Purpose

- Roundtable Introductions
- Review activities and accomplishments to date
- Review and discuss SMART Goals for Phases I, II, and III for each of five working groups
 - Charter Team
 - Research Team
 - Curriculum Team
 - Student Engagement/CSR Team
 - Jobs/Internships/Mentoring (JIM) Team
- Next Steps

The Whole World Wins

Supporting the world's commitment to future generations.

The UN Global Goals



- **WATCH: THE GLOBAL GOALS AND YOU**

WE THE PEOPLE



<https://www.youtube.com/watch?v=RpqVmvMCmp0>

RBS Approach to PRME Initiative:

- Approach is inclusive, collaborative, appreciative, multi-disciplinary, synergistic, and self-organizing
- Build on what we are already doing, and go where the greatest energy leads...

Principles for Responsible Management Education (PRME)

Principle 1. Purpose

We will develop 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 2. Values

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

Principle 3. Method

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

Principles for Responsible Management Education (PRME)

Principle 4. Research

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

Principle 5. Partnership

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

Principle 6. Dialogue

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

RBS Activities to date: Creating Shared Vision

- Held visioning session with PRME Working Group. Identified six shared vision themes for RBS:
 - Pride/Prominence/Leadership
 - Socio-economic impact
 - Green/environmental impact
 - Teaching/Academic impact
 - Stakeholder/Community impact
 - Personal agency

Visioning Exercise: Build a flawless future through stakeholder eyes

Flawless future scenario.

It is now November 2019 and RBS is submitting its first “Sharing Information on Progress (SIP)” report to PRME. RBS has met and exceeded all of our goals for the first two years of PRME, and is now being held up as a model for Universities around the world. Our faculty’s research is breaking new ground every day, as we work collaboratively across disciplines. Our students’ level of engagement is through the roof. Recruiters are raving about the quality and commitment of our students. Corporations are benefiting from our expertise and partnerships. We have made a tangible impact on just about every one of the 17 UN Sustainable Development Goals.

RBS Activities to Date: 5 Active and Highly Engaged Working Groups

- Charter Team developed **Operating Principles**
- Research Team developed and disseminated **PRME baseline survey**
- Curriculum Team conducted **benchmark analysis**
- Student Engagement/Corporate Social Responsibility Team created **inventory of current Student clubs**
- Jobs/Internships/Mentoring Team created inventory of **existing resources**

RBS Activities to date: PRME Baseline Survey

- Research team created survey for RBS faculty and staff to learn more about, and set a baseline for, what RBS faculty and staff are doing in areas related to the 17 UN Sustainable Development Goals (SDGs). Survey includes questions to assess:
 1. Extent of work currently going on related to the 17 SDGs in Research, Teaching, Service, and Personal Actions/Activities outside RBS
 2. Interest in getting more involved in any of the SDGs
 3. Kinds of support wanted or needed to enable greater participation in the SDGs going forward
 4. Interest in participating in one or more of the PRME working teams
 5. Companies that might be interested in working on SDGs with faculty or students
 6. Demographics: Department/Program, Role, Years at RBS, Gender & Race/Ethnicity (optional)

RBS Activities to date: Engaging Students and Faculty in the SDGs.

- Helped design and facilitate two large scale Rutgers wide “RU Sustainable events”:
 - Oct. 11, 2017. Introduced the UN SDGs and PRME with Keynote address by Jonas Haertle, Head, PRME, UN Global Compact
 - April 25, 2018. Keynote address “Sustainable and Equitable Solutions for a Healthy Future” by Richard Jackson, host of PBS “Designing Healthy Communities.”
 - Well attended by RBS students and supported by RBS faculty
 - 200 people in attendance in each with enthusiastic participation in 20 SDG Roundtables
 - Very positive feedback

RBS Activities to date: Engaging Students and Faculty in the SDGs.

- Presentation to **RBS Net Impact chapter** focused on “Business and the UN Sustainable Development Goals.”
- Organized guest lecture on “**Sustainability & Finance**” in Lisa Kaplowitz finance class.
- Introduced six classes to the UN SDGs through **AIM2Flourish team projects**.
 - Piloted AIM2Flourish in 5 Management Skills classes.
 - Incorporated AIM2Flourish team project in Women Leading in Business class.
 - Piloted AIM2Flourish in Masters in Fashion class.
 - Very successful pilots with extremely positive feedback.
 - Contributing dozens of stories sourced by RBS of innovations/companies ‘doing well and doing good’ to the AIM2Flourish online repository of innovations.

SMART GOALS:

PHASE I: June 2018

PHASE II: June 2019

PHASE III: November 2019



Charter Team: Can Uslay, Joan Slepian, Lucille Foster, Dalia Risheg, Jeana Wirtenberg

Phase I:

- Created Operating Principles for PRME Working Group
- Developed shared vision and vision statements

Phase II:

- Conduct competitor analysis re “Big Ten” PRME members, plus Columbia, NYU from PRME website
- Analyze best practices for North America
- Synthesize UN PRME reports:
 - After the signature
 - Getting started with the SDGs in Universities
 - Transformational Model for PRME Implementation

Phase III: Develop SMART goal based on Phase II results

Research Team: Parul Jain, Mike Barnett, Sengyun Yeniyurt, Joanne Ciulla, Feng Gao, Kevin Lyons, Arturo Osorio, Josephine Sears, Joan Slepian, Jian Yang, Jeana Wirtenberg

Phase I: Conduct and analyze baseline survey

Phase II: Consider sponsoring a Scholar/Practitioner conference at RBS as lead up to a Rutgers Business Review special issue.

Focus is on informing/generating research, addressing real world problems in organizations, and program evaluation.

Phase III: Create a Special Issue of **Rutgers Business Review** on Sustainability and/or the UN Sustainable Development Goals

Curriculum Team: Luke Greeley, Loubna Erraji, Lisa Kaplowitz, Jill Lipoti, Danielle Warren, Jeana Wirtenberg

Phase I: Establish baseline of where we are now and competitive analysis.

- Self-inventory of RBS coursework
- Benchmark using PRME survey and analysis
- Spread word regarding sustainability minor to RBS students

Phase II: Increase student exposure to Sustainability and the UN SDGs

- Figure out what knowledge, skills, abilities we want to enhance and introduce into curriculum
- Establish partnerships with non-business disciplines & people

Phase III: Maximize student exposure to and involvement with Sustainability and the UN SDGs

- Increase the % of courses that cover sustainability and/or one or more of the UN SDGs
- Launch new courses in the areas of sustainability

Student Engagement/CSR Team: Wanda Mendez, Lucille Foster, Magda Comeau, Yla Eason, Gino Gentile, Sharon Hellman, Parul Jain, Richard Knupp, Manisha Meka, Lyneir Richardson, Dalia Risheg, Sarah Kosakowski, Jeana Wirtenberg

Phase I: Create Inventory and description of all Student clubs at RBS

- Develop comprehensive inventory and description of student clubs, both UG and Graduate in Newark and New Brunswick. Gather details of the club board members and the mission statements of these clubs, websites, key initiatives/activities.
- Jeana will present on the UN Sustainable Development goals and introduce Phase II initiative at May 10th student Presidents meeting.

Student Engagement/CSR Team:

Phase II: Embed and infuse UN SDGs into the activities of all the clubs.

- Introduce “Collective Impact Sustainability/CSR Initiative” at Presidents meeting on May 10th
- Planning over summer 2018 with Presidents and executive Board
- Half day training session in fall including Forum/Learning maps, SDGs, identifying and then conducting CSR projects, collaborating with nonprofit and companies’ CSR initiatives.
- Build in measurements for program evaluation and assessment of impact.

Student Engagement/CSR Team:

Phase III:

- Measure impact of collective Impact project.**
- Implement awards of appreciation or sustainability badges for the clubs to encourage students**
- Sustainability case competition.**
- Create a sustainability club**
- Identify and publicize sustainability impact of clubs (e.g., newsletter).**

Jobs/Mentoring/Internships Team: Sangeeta Rao, Loubna Erraji, Gino Gentile, Lisa Kaplowitz, Rich Knupp, Manisha Meka, Wanda Mendez, Dan VanAbs, Andy Gogates, Jeana Wirtenberg

Phase I: Create Inventory of resources.

- Includes list of resources currently available for mentoring students in Newark and NB.
- Link the resources with mentors who have strong sustainability background. (Sangeeta has 400 members under Mentoring program).

Phase II: Disseminate resource list and explore how to integrate existing resources with sustainability.

Phase III: Develop partnerships with UNGC companies for jobs and internships.

- Increase the number of employers and professionals that have a commitment to sustainability who mentor, hire, and add value to RBS.

Opportunities to take advantage of as Advanced Signatory

- Access to the PRME community
- Use of the PRME logo
- Featured in PRME communications
- Organize and chair PRME chapters and Working Groups
- Host PRME Regional Meetings and special events
- Preferred placement for interns at PRME Secretariat and UN Global Compact
- Speaking opportunities at events
- Access to PRME SDG Student Engagement Platform
- Preferred access to UN Global Compact and UN events

Your Questions, Comments and Ideas?

- Brainstorm questions exercise
- Discussion
- Next Steps

To learn more and get involved:

PRME: www.unprme.org and www.unprmena.org

UN Global Compact: www.unglobalcompact.org

Global Goals: www.17goals.org

To get involved, please contact me at:

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