

PRME
an initiative of the
United Nations Global Compact



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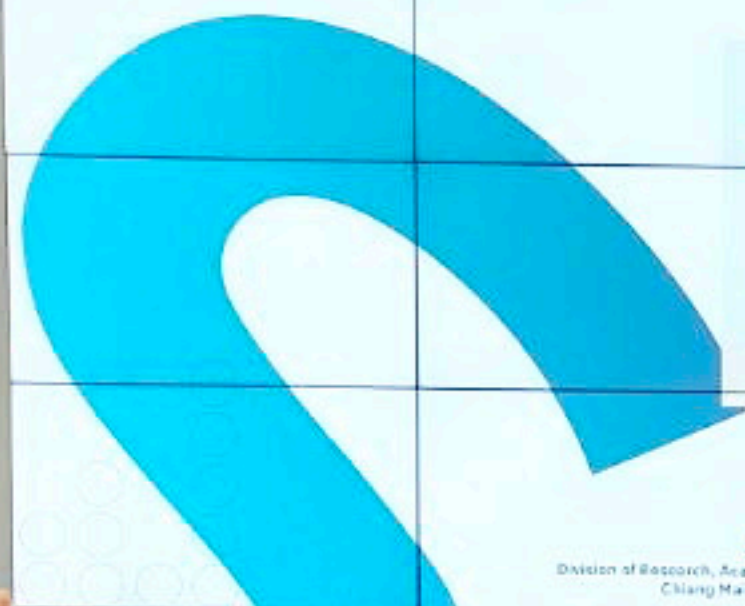
ที่ 1





PRME
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Planning on Principle for
Responsible Management
Education (PRME):
An Initial Stage
Show and Share for CMUBS

Presented by
Division of Research, Academic Service and International Relation
Chiang Mai University Business School





PRME works through the following six principles:



Principle 1: Purpose

Developing 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 2: Values

Incorporation into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.



Principle 3: Method

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



Principle 4: Research

Engagement 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

Interaction 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

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



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THE 6 STAGES OF REPORTING

Whether you are new to the reporting process or have been reporting for some time, this guide will provide some tips and tools to help the PRME community produce higher quality reports through a process that benefits your institution and facilitates better sharing of information across the institution, between signatories, and with the wider community.

The underlying philosophy of voluntary reporting is one of flexibility—a way of giving account, in the most concise and action-oriented way, of your academic institution's progress towards implementation of sustainability under the framework of the Six Principles. It is an opportunity for your academic institution to bring together, showcase, and challenge your work, both internally and externally.

This guide breaks down the reporting process into six stages listed below, further outlined in each of the following chapters.

1. **COMMIT:** Exploring *why* you are reporting and how to get the most out of the process
2. **COLLABORATE:** Identifying and engaging key internal and external stakeholders in preparing your report
3. **COLLECT:** Determining what information and data to collect, and how to collect and analyse it
4. **CREATE:** Designing a report format that works for you
5. **COMMUNICATE:** Sharing and using your report
6. **CONTINUE:** Keeping track of achievements, goals, and targets in between reporting periods, through a process of continuous improvement

