

“From Millennium Development, to Sustainable Development Goals”
A Vision for Responsible Management Post 2015

PRME Regional Chapter UK and Ireland,
2nd Annual Conference
29 – 30 June 2015

Glasgow School for Business and Society
Centre for Executive Education (CEE)

Agenda

Monday 29th	
09:00	Registration CEE Building 1st Floor
10:30	Welcome Professor Toni Hilton, Dean of GSBS Introduction Alec Wersun Update on UKI Chapter Carole Parkes Update on ESRC Seminar Series 'Architects of a Better World: Building the Post 2015 Business Engagement Architecture': Alan Murray
11:00	Plenary 1 (Room CEE 6) Chair: Alan Murray PRiMING for Social Innovation Professor Siimon Teasdale and Professor Olinga Ta'eed
12:15	Lunch
13:30	Session 1 - Short Papers Chair: Paul Caulfield John Peters Greenleaf, GSE and PRME: Communication on Progress Stephen Sinclair None of our Business? - Social Policy and PRME John Hirst Towards the Abyss - Horizontally, Vertically or Synergistically: Can Combining PRME with HEA's IHE Framework Provide the Wake-up Call We Need? Jack Christian and Julia Clarke Pushing/Pulling Pushing and Pulling towards a Sustainable Approach to the PRME Agenda; a comparative case study Suzu Jagger and Diane Sloan 3D Business Ethics Game
15:00	Break for Tea and Coffee
15:15	Session 2 - Short Papers Chair: Oliver Laasch Roz Sunley Engaging undergraduate students in research into responsible leadership - the UN Global Compact PRME Flourish Prizes pilot Christine Gilligan, Rory Ridley-Duff and Janette Hurst Evaluating Masters level curriculum redesign to incorporate PRME principles Charlotte Warin The Institutionalization of Responsible Management Education into UK Business Schools: The Role of PRME Michael Taylor Challenges to the adequacy of Business Ethics Provision in UK HEI's: An assistance to PRME Georgina Gough, Svetlana Cicmil and James Longhurst Utilising the Education for Sustainable Development (ESD) agenda to embed PRME in the HE curriculum: A case study of the University of the West of England, Bristol Alex Hope Integrating principles of Responsible Management into Undergraduate Business Curricula - The PRME Curriculum Tree David Clemson, Colquhoun Ferguson, Pat Bailey et al The PRME Players present: 3 short plays on themes of sustainability, responsibility and learning innovation...
17:00	AGM PRME Chapter UK and Ireland Chaired by Carole Parkes
19:30	Conference Dinner National Piping Centre

Tuesday 30th	
09:00	Plenary 2 Question Time: "Business as a Force for Good" Chair: Alec Wersun Jane Wood CEO of Scottish Business in the Community Richard Taylor Director of Communications, ScottishPower Sefton Laing Head of Sustainability Services, RBS
10:30	Break for Tea and Coffee
11:00	Plenary 3 - Keynote Address Chair: Professor Pamela Gillies CBE, Principal and Vice Chancellor of GCU Reflections on Social Business Professor Muhammad Yunus, Chancellor of GCU
12:00	Lunch
13:00	Session 3 : Short Papers Chair: Dirk Moosmayer Jonathan Luow PRME - more than a pet dog? Rob Compton and Paul Palmer The Corporate Responsibility Project at Cass Business School: a Progress Report Svetlana Cicmil Responsible education for sustainable development: Creating a pedagogic approach which reflects the complexity of the vision Maria Wishart Morality in a Business Context: How Do Practitioners Construct Their Own Professional Moral Identities? Anja Schaefer and Owain Smolevic-Jones Researching Police Ethics David Clemson PRME: Socioeconomic Insights and the Re-visioning of Responsible Management Education and Sustainability Alec Wersun Institutionalising PRME: Discourse and Strategic Sense-making
14:45	Break for Tea and Coffee
15:00	Session 4 - Short Papers Chair: Colquhoun Ferguson Paul Caulfield An expedition in corporate responsibility and sustainability Terry O'Sullivan : Ethics and accreditation - a clarion call on your own trumpet? Fabian Frenzel and Marton Racz 'I haven't heard of it at all': the PRME agenda and student participation Oliver Laasch and Dirk Moosmayer Responsible Management Competences: An Integrative Portfolio for Sustainability, Responsibility, and Ethics
16:00	Wrap-up discussion and next steps for UKI Chapter Carole Parkes and Alec Wersun

Notes:

- Participants will have access to an electronic "book of abstracts" on UKI Chapter website: <http://unprme.org.uk>
- Presenters will have 10 minutes 'stage time' with up to 5 minutes for questions.
- Presenters are invited to provide a copy of presentation slides, or an extended abstract to be made available to members on the UKI PRME website.

All sessions are to be held in CEE 6 and CEE7, with the exception of Plenary 2 and Plenary 3, which will be held in H113, GCU LEAD Insight Area

Conference Chair and Plenary Speakers



Chair: Alec Wersun

Alec is Senior Lecturer in the Glasgow School for Business and Society, where he serves as Co-Chair of the University PRME Leadership Team and acts as a Champion in GCU's active engagement with, and commitment to, the Principles for Responsible Management Education. This is reflected in his role as a member of the United Nations PRME Advisory

Committee, and GCU representative in the PRME Champions Group. Alec is an active member of the PRME Working Group on SIP Reporting; a member of the Working Group on Anti-Poverty and he recently Co-edited the 1st UK and Ireland Inspirational Guide for Implementation for the Principles for Responsible Management Education (Greenleaf Publishing, 2014).



Muhammed Yunus

International anti-poverty campaigner and Nobel Peace Prize winner Professor Muhammad Yunus was installed as Chancellor of Glasgow Caledonian University (GCU) in October 2012. A world thought leader in social business, Professor Yunus has worked with GCU since 2008, when he gave the inaugural Magnusson Lecture and was awarded an Honorary Doctorate

of Letters. GCU's close collaboration with Professor Yunus inspired the foundation of the Grameen Caledonian College of Nursing in Bangladesh and the Yunus Centre for Social Business and Health, which undertakes pioneering research.



Simon Teasdale

Professor of Public Policy and Organisations and Social Innovation Change Leader at Glasgow Caledonian University (GCU) and has responsibility for developing a social innovation culture across GCU. Simon is Associate Editor of Social Enterprise Journal and has sat on various government and academic committees. He recently designed Glasgow Caledonian

University's pioneering MSc Social Business and Microfinance programme and teaches the module Global Social Entrepreneurship. His research draws upon a range of qualitative and quantitative methods and has been funded by bodies such as the Economic and Social Research Council, Medical Research Council and the OECD. His work on public policies and social innovation has been published in journals such as Economy and Society, Housing Studies, Organization and Journal of Social Entrepreneurship.



Olinga Ta'eed

Director of the Centre for Citizenship, Enterprise and Governance (cceg.org.uk), Professor of Social Enterprise at the University of Northampton, Visiting Professor in Capacity Development at BCU and Executive Editor of Social Value and Intangibles Review. He is attributed in developing the Social Earnings Ratio, "the God Metric ... the most rapidly adopted social impact metric in the

world" (The Vatican press, Jan 2015) which led to the university spin-out SaaS platform, seratio.com.



Richard Taylor

Richard is the Director of Communications, ScottishPower. He joined ScottishPower in 2015 to lead their reputation management programmes including responsibility for CSR, Government Affairs, Media Relations, Internal Communications and Brand. He was previously Director of Corporate Affairs at Morrisons' supermarkets, a Partner at Portland

Communications and Special Adviser to the Secretary of State for Defence. He began his career as a Policy Adviser at the CBI. He has a Master of Philosophy Degree in Environment and Development from the University of Cambridge. He's married to Elspeth and has three sons.



Sefton Laing

Sefton leads the Sustainability Services team within RBS / Natwest which provides research, reporting and advisory services on sustainability risks and opportunities to the bank and its stakeholders. He has held a variety of sustainability roles at RBS since joining in 2008 and has a background in sustainable business theory and practice. Previously he worked

in consultancy roles for multi-sector clients on urban regeneration, employability and environmental projects, as well as supporting the development of a CSR network in Scotland. He graduated in 2003 with a first class Honours degree in Geography from Edinburgh University and in 2006 completed a Masters degree in Environment and Development which included field research with environmental entrepreneurs in India.



Jane Wood

A high level strategist and communicator, Jane has worked on developing public/private sector partnerships in the areas of regeneration, community asset management, retail-led regeneration and corporate responsibility. Jane sits on the Scottish Government's Early Intervention Task Group and is a member of various advisory groups that include CBI Scotland Council, First Minister's National Economic Forum, Scotland's 20:20 Climate Change Delivery Group, Committee of the IOD Scotland and Child Poverty Ministerial Advisory Group. Previous posts include Head of Corporate

Affairs for Scotland for Alliance Boots, Scottish Director of one of Europe's largest public affairs consultancies, and Marketing Director for a major retail and commercial property developer. Jane was educated abroad and in St. Andrews and also attended Napier University in Edinburgh. She has four children and lives in East Lothian with her husband, Scottish contemporary artist, Christopher Wood RSW.



“From Millennium Development, to Sustainable Development Goals” – A Vision for Responsible Management Post 2015

This year’s conference in Glasgow comes straight after the PRME Global Forum in New York and just months before the United Nations (UN) General Assembly announces its plans for post-2015 Sustainable Development Goals (SDGs) in New York in September (25-27th). Those plans aim to build on the Millennium Development Goals (MDGs) with even greater ambition, and an emphasis to address the structural drivers of poverty, inequality and unsustainable development by 2030.

The potential of Higher Education Institutions (HEIs) to make significant contributions to this UN agenda is widely acknowledged, be that through research, community engagement, and education to produce the responsible citizens and leaders of tomorrow. This commitment manifests itself in an expanding community of PRME signatories across the world, and the emergence of several regional chapters, amongst which is the UK and Ireland Regional Chapter, formed in 2013.

This 2nd UK and Ireland conference aims to bring together advocates of responsible citizenship, management and leadership from universities and institutions across the UK and Ireland. The conference is open to academic and non-academic audiences, and not limited to members of the UK and Ireland PRME chapter or UN PRME signatories. Representatives of business and third sector organisations, and students of all disciplines, are particularly welcome.

The conference offers an opportunity to discuss the post 2015 development agenda and consider the implications for implementation of the PRME agenda.

- **Theme 1:** How to organize and support research on sustainable development and responsible management practice and education;
- **Theme 2:** How to design the curriculum, and learning, teaching and assessment strategies to engage students of all disciplines with the PRME agenda;
- **Theme 3:** How to institutionalise PRME, and use PRME Sharing Information of Progress (SIP) reporting as a means of engaging, and communicating our work to, stakeholders.



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