



PRME CHAMPIONS CYCLE 2026-2027

CALL FOR APPLICATIONS

EXECUTIVE SUMMARY: PRME CHAMPIONS

The PRME Champions cohort represents the highest level of engagement within the Principles for Responsible Management Education (PRME) community. By joining this group, leading institutions not only accelerate their own transformation but also drive systemic change in management education worldwide.

Since the PRME Champions was established, the objective of this group has been to work collaboratively to develop and promote activities that address shared barriers for the PRME community and deliver value for businesses and society at large. Participation in the Champions cycle generates opportunities for institutions to grow, raise their commitment to the Principles of PRME to the next level, and serve as leaders supporting the development of the entire community.

The mission of the PRME Champions is to provide thought and action leadership on responsible management education in the context of the United Nations sustainable development agenda. Champions commit to advancing the Seven Principles and contributing to the Sustainable Development Goals (SDGs) through collaboration, innovation, and leadership.

As part of the 2026–2027 cycle, Champions will:

- Transform management education in five key areas: research, educational frameworks, sustainability-based partnerships, curricula, and thought leadership.
- Serve the broader PRME community through active engagement with Chapters, Working Groups, and global opportunities.
- Lead the engagement strategy for PRME Commons, a digital hub for accountability, peer learning, and exchange across the global community.
- Advance collective projects that address institutional challenges and deliver scalable impact for business schools and society.

PRME Champion institutions gain recognition as global thought leaders, access to exclusive platforms for visibility and dialogue, and the opportunity to co-create pioneering initiatives showcased on international stages. More importantly, Champions amplify PRME's mission—equipping business schools and universities worldwide to embed sustainability, ethics, and responsible leadership into education, thereby shaping the leaders needed to realize the 2030 Agenda.

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THE FOCUS FOR THE 2026–2027 COHORT

PRME Secretariat invites your institution to apply to participate in the next two-year PRME Champions cohort.

Participation in the Champions programme generates opportunities to develop as an institution and raise ambitions on its commitment to the Principles. At the same time, the role of serving and supporting the development of our community is a key responsibility as a Champion for PRME.

Aligned with the mission of the Champions and the strategic objectives of PRME, the focus of the 2026 - 2027 programme will be on:

- Advancing one collective action output as a Champions cohort;
- Leading and/or engaging in sub-group projects on institutional challenges within business schools as a way of supporting the PRME strategy;
- Collaborating with the implementation and curation of PRME Commons - a space for accountability, exchanges and learning between members of the PRME community; and
- Making meaningful contributions to regional PRME Chapters.

The focus of the 2026 - 2027 cohort falls under three main pillars:

SDG 4 Manifesto

The PRME Champions (Cycle 2023) produced a Manifesto outlining what PRME Champions will commit to do as PRME Champions to influence progress for SDG 4. This manifesto represents the group's ambitions and acts as a guide on how the group will follow and position itself on the topic.

PRME Commons

PRME Commons is the digital platform where PRME Signatories share their progress on responsible management education. It allows members to submit and explore SIP reports, access resources like syllabi and research (coming October 2025), and engage with peers through PRME's global community. The platform serves as both a reporting hub and a collaborative space for driving sustainable impact in education. The Champions act as leaders in the space to encourage exchange and learning between members of the PRME Community.

Sub-group projects

PRME Champions are encouraged to self organize around project themes to advance the Principles of PRME and the SDGs. These projects represent key actions taken by the Champions as leaders in the community. The next cohort will be invited to submit new sub-group projects as well as have the opportunity to contribute to ongoing projects from the previous cycle.

THE BENEFITS OF PARTICIPATING

Participation in the Champions programme enables highly engaged PRME Signatories to:

- **Be recognized as a thought and/or action leader in the responsible management education community:** Develop and implement “game-changing” projects and serve as a sounding board for PRME, UN Global Compact (UNGC), and the larger UN ecosystem on timely issues, including the SDGs
- **Collaborate with leading HEIs on strategic projects:** Initiate, engage in, or lead collaborative PRME Champions projects and showcase the work on global stages including the annual PRME Global Forum. Project work started in previous Champion cycles can be carried over and project leads will receive support from the Secretariat to communicate this work to the community.
- **Be recognized as an ambassador for the PRME community:** Engage and support local businesses and peer institutions, including by playing a visible role in PRME Chapters, at PRME Regional Meetings, and/or with Global Compact Local Networks. Serve as a role model for the PRME community locally, regionally, and globally and be showcased in global communications as such.
- **Pilot different initiatives developed by the PRME Secretariat:** Collaborate on the construction of projects that will contribute to the broader PRME community and strategy.
- **Get connected with local UNGC Networks and Businesses:** Be the first to access opportunities to connect with UN Global Compact Country Networks and businesses on secondments, speaking opportunities, and regional networking.
- **Develop an international network of partnerships around themes oriented towards the common good in a collaborative space for exchanges and without competition and rankings:** Attend four Champions meetings a year (2 online, 1 in-person, and 1 hybrid) with the encouragement to self-organize on sub-group projects and other activities throughout the Champion cycle.

Champions for PRME can expect support from the Secretariat in the following ways:

- Active and ongoing coordination of the two year Champion cycle, including asynchronous collaboration by identified members of the PRME Secretariat Programmes & Engagement team through email, zoom meetings, and in-person collaboration.
- Support to co-create agendas for official Champions meetings as well as facilitate logistics including venue, hybrid capabilities where relevant, working meals, and learning journeys for in-person meetings.
- Identifying regular opportunities for visibility as a cohort on PRME global stages and in PRME global communications, including promotion of collective achievements and outputs (i.e. via the PRME newsletter, impact stories, annual reports, etc.).
- Preferential access to high level events or thought leadership dialogue for Champion institution leadership, as well as for exclusive member opportunities and for general input to relevant programmatic work.

- In accordance with grant and/or other resource requirements, the PRME Secretariat will give priority consideration to collective Champions project work for relevant funding and resourcing opportunities if applicable.
- A direct line of communication from the Champions cohort to the Secretariat and Advisory Board, via a Champion(s) representative.

THE PROGRAMME STRUCTURE

Participation in the two-year PRME Champions programme combines in person and virtual opportunities for Champion Meetings (see table below), asynchronous check-ins, and some additional hours of collaboration in between meetings. Institutions are expected to prepare and send at least one representative to participate in all of the Champions meetings in person and online.

In addition to the formal structure of the program supported by the PRME Secretariat, Champion schools are encouraged to self-organize through online events, sub-group project development, and in person opportunities at other conferences and Chapter events throughout the year where there might be a large number of Champion schools in attendance.

Each institution will be expected to take transformative action in key areas and new strategic plans for integrating the SDGs, regularly providing updates on the projects and initiatives at meetings. Institutions will be contributing to group learning with examples of innovative practices and/or specific challenges and successes when it comes to integrating the SDGs across teaching, curricula, research and partnerships.

In addition to the program schedule, the PRME Secretariat will offer optional onboarding meetings for new Champion members in January to discuss the history, objectives, benefits, and commitments of your new role to support your journey as a new PRME Champion.

The following is a visualization of the formal programme structure:

Participation	Estimated duration	Location	Theme	Dates
2026				
Online	2 hours	Zoom	Onboarding: Taking stock and planning ahead	11 February 2026
In-Person	2 Days	Cairo, Egypt	Community building and workshops centered around the PRME Global Forum theme	26 - 27 June 2026
Hybrid sessions offered	1- 2 Days	Leuneburg, Germany	Hybrid workshop sessions alongside RMER Conference	August 31 - September 1, 2026

Online	2 hours	Zoom	Year one wrap up and adjust the goals	December 2026 (date tbc)
2027				
Online	2 hours	Zoom	Taking stock and planning ahead for 2027	March 2027 (date tbc)
In-Person	2 Days	Location tbc	In person community building and action in conjunction with PRME Global Forum	June 2027 (Date tbc)
Hybrid sessions offered	1- 2 Days	Location tbc	Hybrid event aligned with RMER Conference	September 2027 (date tbc)
Online	2 hours	Zoom	Closing of the Champions Cycle	December 2027 (date tbc)

Note: During your submission process please identify whether your institution would like to host a PRME Champions meeting that aligns with an in-person opportunity listed. The cost of organizing and catering a Champions meeting as part of the programme structure is to be covered by the hosting institution (excluding travel and accommodation for participants).

THE COLLABORATION

The forthcoming cycle combines two levels of collaborative project work:

- **Group level (all institutions):**

Each institution reinforces its dedication to including the SDGs within its curriculum, teaching, research and partnerships as well as collaborating in the engagement and implementation of PRME Commons as a global ecosystem for accountability, exchange and learning. Furthermore, the institution is committed to engaging its Deans and high-level administrators in future roundtables to encourage interaction and sharing of challenges and opportunities for responsible management education.

Aligned with the Principles of PRME, the cohort will continue supporting the development of effective models for teaching responsible leadership.

At the end of the cycle, one collectively agreed upon project will be delivered and published for the benefit of the broader PRME community.

Finally, in the context of the 2030 Agenda, Champions will position themselves as advocates for the SDGs in their environments, exerting their influence on different sectors of society.

Note: Group-level projects will be cross-Champions-cycles, to ensure continuity and strategic alignment, with the intention of generating more impact.

- **Sub-group level projects:**

Champions have the opportunity to join ongoing projects or start new projects in collaboration with a subset of Champion institutions with the aim to complete them by the end of the two-year programme or develop a plan to continue the work.

Inspired by innovations within the Champions group, and building on existing tools and initiatives in PRME's ecosystem, the programme would foster strategic thinking and collaborative action learning experiences, enabling your institution to accelerate the process of SDG integration and to develop creative approaches worthy of being documented and reported to the wider PRME community.

By the end of the cycle participants will have:

- Discussed more intensely the **role of educational institutions** in achieving the 2030 Agenda and **taken a more active role in aligning the SDGs** with their organizational objectives;
- Acted as a **"think tank"** for PRME through the active engagement of its institutions, Deans and high-level administrative members in collaborating on resources for thought leadership and research;
- Contributed to the **increased engagement of the PRME Commons** and its content related to the SDGs and approaches to nurturing responsible managers as graduates;
- **Collaborated closely** with faculty members, students, industry leaders, and practitioners from across the world;
- **Created globally relevant projects, and one collectively owned deliverable**, aligned with PRME's mission and shared strategic objectives; and
- Enhanced the process of **developing and implementing responsible management practices** and education within their institutions.

THE COMMITMENT

Upon joining, institutions are expected to:

- Provide a signed commitment to the PRME Champions programme for **two consecutive years** by the institution's Highest Executive;
- Identify a core team of at least three people to drive the institution's commitment:
 - Academic point person (e.g. PRME Director, Academic Director, Department Head, Programme Director, etc.)
 - Second and third academic and/or administrative point person
- Commit to sending at least one representative to **participate in each of the meetings**. *It is advised to send the same person to all meetings in order to ensure continuity;*
- Disseminate activities, projects, and discussions internally to the institution;
- Explore co-creation and implementation of a sub-group projects with fellow Champion schools; and
- Demonstrate high levels of commitment and participation in proposed deliveries and engagements.

THE ELIGIBILITY

Eligibility criteria for joining the 2026-2027 PRME Champions cycle:

1	Be a communicating and paying PRME Signatory
2	Exhibit a track record of existing engagement with the PRME Community, especially at the local level <i>If you have previously dropped out of a Champion cycle, you are not eligible to re-apply</i>
3	Complete an online application form
4	Sign a letter of commitment for two consecutive years upon receiving acceptance to the Champions cycle
5	Submit the Champions contribution donation annually by 1 April each year

Submissions will be evaluated by the PRME Secretariat and, if necessary, will rely on the advisory assistance of the PRME Advisory Board and PRME Chapter Chairs.

IMPORTANT DATES

- Deadline for applications: **15 November 2025**
- Communication for shortlisted institutions: **12 December 2025**
- Deadline to send the signed Letter of Commitment: **5 January 2026**
- Champions official announcement: **12 January 2026**
- Onboarding meeting: **11 February 2026**

THE CHAMPIONS CONTRIBUTION

In addition to being a movement, PRME is also a non-profit organization that relies on the generous contributions of PRME Signatory Members to support its mission as well as the Secretariat team, which serves the interests and programmatic work of the community.

Along with engagement and commitment to the proposed initiatives, Champions are requested to make an additional contribution to PRME, demonstrating their tangible expression of support for our shared vision. A Champions Contribution donation is expected to be **paid annually by 1 April each year**. The donation is based on the respective annual operating budget of the Higher Education Institution (HEI) and will cover the costs related to the Champions Group coordination, administrative support (e.g. salaries, travel, promotions, publications) and/or support funding different PRME initiatives such as PRME Commons.

The Champions Contribution donation includes the PRME Annual Contribution, a mandatory global payment for all PRME Signatories. **Travel costs for the Champion meetings and PRME Global Forum are to be covered by participating institutions.** Event space, catering, and a learning journey activity during in-person Champion workshops will be covered for participants.

	Signatory Membership Contribution	Champions Contribution	Total Annual Contribution	HEI Operating Budget
Champions Contribution model	\$ 550	\$ 2835	\$ 3360	under \$10 million
	\$ 1100	\$ 3990	\$ 5040	\$10 - \$25 million
	\$ 2200	\$ 4410	\$ 6510	over \$25 million

Access the application form and apply by 15 November
<https://forms.gle/MhewEv4MSgYbapoH6>

2024-2025 PARTICIPANTS LIST

Institution	Chapter	Country
Aalto University School of Business	Finland	Nordic
Audencia Business School	France	France & Benelux
Berlin School of Business and Innovation	Germany	DACH
Budapest Business University	Hungary	CEE
Conestoga College Institute of Technology and Advanced Learning	Canada	North America
Cork University Business School (CUBS), University College Cork, Ireland	Ireland	UKI
CUNEF Universidad	Spain	Iberia
Deakin Business School	Australia	AUSNZ
EGADE Business School	Mexico	LAC
ESIC Business & Marketing School; ESIC University	Spain	Iberia
Goa Institute of Management (GIM)	India	India
Gordon Institute of Business Science	South Africa	Africa
Gordon S. Lang School of Business and Economics, University of Guelph	Canada	North America
IEDC-Bled School of Management	Slovenia	CEE
International Business School Suzhou at Xi'an Jiaotong-Liverpool University	China	
International Institute of Management Development (IMD)	Switzerland	DACH
Iscte Business School	Portugal	Iberia
ISEG - Lisbon School of Economics and Management, Universidade de Lisboa	Portugal	Iberia
John Molson School of Business	Canada	North America
Keele University	United Kingdom	UKI
Kemmy Business School, University of Limerick	Ireland	UKI
Kristianstad University	Sweden	Nordic
La Trobe Business School	Australia	AUSNZ
Loughborough Business School	United Kingdom	UKI
Newcastle Business School	United Kingdom	UKI

Nottingham Business School, Nottingham Trent University	United Kingdom	UKI
Nottingham University Business School, University of Nottingham	United Kingdom	UKI
Peter T. Paul College of Business and Economics, University of New Hampshire	United States	North America
Queen's Business School	United Kingdom	UKI
School of Business, Government, and Economics, Seattle Pacific University	United States	North America
School of Business, Woxsen University	India	India
Sobey School of Business, Saint Mary's University	Canada	North America
Stockholm School of Economics	Sweden	Nordic
T A PAI MANAGEMENT INSTITUTE, MANIPAL ACADEMY OF HIGHER EDUCATION	India	India
UC Business School, University of Canterbury	New Zealand	AUSNZ
Universidad Externado de Colombia	Colombia	LAC
University of Applied Sciences of the Grisons	Switzerland	DACH
University of Cape Town Graduate School of Business (UCT GSB)	South Africa	Africa
University of Dubai	UAE	Middle East
University of Dundee School of Business	Scotland, United Kingdom	UKI
University of Nicosia	Cyprus	CEE
University of Plymouth	United Kingdom	UKI
University of Winchester	United Kingdom	UKI
Zurich University of Applied Sciences (ZHAW) School of Management and Law	Switzerland	DACH

APPLICATION QUESTIONS

- Are you or have you ever been a PRME Champion School?
- Is this your first time applying for a PRME Champions cycle?
- Affiliation with relevant groups and accreditations
- Year of joining PRME
- Date of the most recent SIP report submission
- Why does your institution want to be part of the PRME Champions Group during the 2026-2027 cycle?
- How does your institution hope to contribute to the PRME Champions Group, considering the Call for the 2026-2027 Cycle?
- What is a project or thematic area that you are interested in collaborating on?
- What do you hope the takeaways of your participation during PRME Champions Cycle 2026-2027 will be? Please specify the professional takeaways for you as a PRME lead and for your institution.
- How many people are currently dedicated to or contributing to PRME work at your institution?
- How many people will be dedicated to or will contribute to PRME if your institution is accepted to be a Champion?
- Please provide additional details on how PRME is organized within your institution
- Describe how your institution works with topics related to sustainability and the SDGs and what ambitions your institution has in relation to the topic?
- Overview of your institution's engagement with PRME projects and/or networks
- What has been the level of engagement with specific PRME projects and/or networks in local, regional, and/or global contexts (e.g. leader, co-facilitator, co-editor, contributor, supporter, etc. of PRME projects or initiatives)?
- Do you have any local or global activities with the UN Global Compact?
- If so, could you briefly describe this relationship?