

Criteria for Content Featured on PRME Communication Channels

Purpose

To ensure consistency, transparency, and alignment with PRME's mission and UN Global Compact integrity guidelines, all content featured across the PRME Secretariat's communication channels – including the website, newsletter, opportunity alert, and social media – must adhere to the following criteria. These guidelines help maintain fairness, uphold neutrality, and ensure that our communications reflect the collective work and values of the PRME community.

Content Eligibility

PRME communication channels highlight initiatives, events, and stories that:

- Represent PRME's core communities (PRME Students, PRME Chapters, current PRME Champions, and PRME Working Groups) that showcase the collective activities, outputs, and collaborations of the group as a whole, not those of individual institutions within them.
- Reflect collaboration, learning, and impact across the PRME community rather than focusing on an individual institution.
- Support the advancement of responsible management education, sustainability, and the Principles of PRME.
- Demonstrate alignment with UN values, particularly around integrity, human rights, and sustainable development.
- Include opportunities (such as calls, grants, awards, or events) only when they are created by PRME's core communities or the PRME Secretariat.
 - If an opportunity originates from an individual PRME Signatory, it must include a monetary benefit (e.g., funding, scholarship, prize, or financial support) to be considered for feature.
 - Note: The PRME Secretariat is planning to fade out hosting opportunities on Secretariat channels in late 2026 as the PRME Commons community feature is developed and can become a self-sustaining community communication tool.

Exclusions

PRME does not feature:

- Promotional or marketing content from individual institutions or third parties.
- For-profit products, services, or partnerships, in line with UN Global Compact integrity measures.
- Individual school activities unless part of a structured PRME initiative (see exceptions below).
- Content unrelated to the PRME mission or Principles.

Exceptions / Special Cases

PRME may feature individual schools or partners when:

- They are highlighted through official PRME global programmes, for example such as participation in the Pedagogy Certification or the Impactful Five (i5) project.
- They are highlighted through Signatory Spotlights, for which content is submitted through the designated form.
- They are highlighted in Impact Stories, for which the Secretariat reaches out directly to the Signatory.
- Their work is part of an award, recognition, or competition run or supported by the PRME Secretariat (e.g., PRME Students Sustainability Awards).
- They contribute to joint initiatives, campaigns, or publications in partnership with the PRME Secretariat (e.g., co-hosted events, co-created reports).