

Policy and Guidelines for PRME Chapters Websites

This document provides the policy, guidelines and suggestions for PRME Chapter websites and governs the use of the appropriate logos for the PRME Chapter websites.

In connection with formally establishing a PRME Chapter, as an official PRME Chapter, the PRME Secretariat grants the PRME Chapters the limited right to use the PRME Chapter name and logo for official Chapter purposes (kindly see the PRME Chapter logo policy) and the possibility to create their own website for purposes consistent with the Principles for Responsible Management Education (PRME).

I. Mandatory requirements for the website

a) Purpose of the website

1. PRME Chapter websites should be used in support of the mission of PRME which is to inspire and champion responsible management education, thus the purposes of the website have to be consistent with PRME, within the scope of the Memorandum of Understanding (MoU) signed with PRME Secretariat and in compliance with the present policy.

b) Content of the website

1. PRME Chapter websites have the purpose to give visibility to PRME and the PRME Chapter, to provide information about the Chapter, activities, projects, events, governance, among other, to the members of the PRME Chapter, the PRME community and other stakeholders, as well as well as to help outreach measures of the Chapter. Based on the purpose of the PRME Chapter website, its content should be aligned to PRME and relevant for the mission of PRME.
2. PRME Chapter websites should use the official Chapter name as stated in the MoU signed with the PRME Secretariat and consistently throughout the whole site, ie. regional PRME Chapter [Name]
3. PRME Chapter websites should refer to the Principles for Responsible Management Education (PRME) as an UN-backed initiative or UN-supported initiative. Any reference such as PRME as “United Nations-PRME” or “UN-PRME” is forbidden.
4. PRME Chapter websites should include at least the following information about PRME and link with the [PRME website](#): “The Principles for Responsible Management Education (PRME) is a United Nations Global Compact sponsored initiative with the mission to inspire and champion responsible management education, research, and thought leadership globally. The Six Principles of PRME are based on internationally accepted values, such as the Ten Principles of the Global Compact. They seek to establish a process of continuous improvement among institutions of management education in order to develop a new generation of business leaders capable of managing the complex challenges faced by business and society in the 21st century. As of 2014, over 550 institutions active signatories represent over 80 countries”.
5. PRME Chapter websites should include at least the following information about PRME Chapters and link to the [PRME Chapters section](#) of the PRME website: “PRME Chapters are regional

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platforms that advance the Six Principles of PRME within a particular geographic context, performing an important role in rooting PRME within different national, regional, cultural and linguistic contexts, and facilitating the growth and engagement of PRME with respect to implementing the Six Principles. PRME Chapters were officially endorsed as an outcome of the 3rd Global Forum of PRME in Rio de Janeiro, Brazil in 2012, and often maintain close connections with PRME Regional Meetings and Forums. PRME Chapters develop their own internal arrangements and activities, while committing to:

- Provide a platform for dialogue, learning, and action on responsible management and leadership education and research
- Increase the visibility of PRME and its signatories in the region
- Adapt the Six Principles of PRME into the local context
- Develop and promote activities linked to the Principles”

c) Use of Logo

1. PRME Chapter websites cannot display the United Nations logo. Use of the United Nations Global Compact Logo, the PRME logo or any other PRME image has to be requested in writing in accordance the respective logo policies.
2. The PRME Chapter website should include its own PRME Chapter logo in accordance with the PRME Chapter logo policy.
3. The Six Principles icons (for each individual Principle) can be requested from the PRME Secretariat and displayed on the PRME Chapter website.

II. Guidelines and suggestions

[Additional non-binding ideas]

III. Incompliance with this policy

The PRME Secretariat and the UN Global Compact Office reserve the right to take appropriate action in the event of a breach of this or other relevant policy, or the UN Global Compact, PRME or PRME Chapter logo policy. Possible actions may include, but are not limited to, requesting that the PRME Chapter website is modified, or removed from the public domain, revoking the right to use the name and logo, expulsion from individual signatories of PRME and from the PRME Chapter and/or commencing legal proceedings with the appropriate authorities. Any suspected failure to comply with this policy should be referred to PRMESecretariat@unprme.org