

PRME Chapter North America

Proposal Form: Formation of New Interest Group

This form is for submitting proposals for the formation of new interest groups under the PRME Chapter North America. After completion of the form, please submit to the following email: unprmena@outlook.com.

1. Name of the proposed interest group

Regenerative Sustainability Interest Group

2. Purpose of the interest group *(please provide a 250-500-word explanation that includes why the interest group is necessary, what desired and specific outcomes are going to be achieved, how the outcomes are aligned with PRME and what gaps are current PRME Working/interest groups not addressing?).*

The purpose of the Regenerative Sustainability Interest Group is to mainstream the strategic approach of restoring and regenerating social-ecological systems that transcend beyond sustainability and seek to create greater positive impacts on the biosphere, society and economy through transformation of business education.

In 2023, PRME updated the definition of [responsible management education \(RME\)](#) as “education that seeks to develop people who will help their organizations create inclusive prosperity while promoting freedom, justice, and peace within regenerative and resilient natural ecosystems”. As outlined, the goal of management education should be to develop leaders who can transform our world into a regenerative, inclusive and resilient world that thrives within the planetary boundaries. Regenerative management education aims to accelerate progress toward achieving the sustainable development goals, integrating the Kunming-Montreal Global Biodiversity Framework (GBF) ¹, alongside training a workforce that will restore natural systems and help the planet heal from damage done over the past centuries. The urgency of global planetary crises makes typical sustainability efforts focused on reducing emissions, waste, and inequality intrinsic in our economic system, redundant. In response to the limitations of sustainability, a growing movement has emerged, advocating for regeneration as the next logical step in collective pursuit of an equitable and healthier world. Regenerative practices aim to not only maintain but actively improve the biosphere and society at large, creating a future that is not only sustainable but thriving. It is essential that we embrace regenerative development, not just as a practice but as a guiding principle for future growth. Educators, policymakers, business leaders, and community advocates need to champion regenerative principles and mindsets. These principles urgently need to be integrated in management education to support transformational changes needed in business. Regenerative management education has the potential to transform society by creating systems for renewing, restoring, healing and flourishing of people and planet. Such education expands the thinking that businesses are an inherent part of the society and biosphere. The transformation of industries, business and communities will be enabled by developing skills in students to sustain themselves economically while also developing skills that will help the planet heal and flourish through restoration and regeneration. The interest group is being formed to address the existing gap in the PRME Working Groups as regenerative sustainability does not reflect in the any existing working group priority areas. The interest group will focus on impactful leadership through knowledge-sharing, research-collaboration, pedagogic-sharing, practice-sharing and networking in alignment with the regenerative sustainability theme.

¹ The Kunming-Montreal Global Biodiversity Framework (GBF) was adopted during the fifteenth meeting of the Conference of the Parties (COP 15) to the Convention on Biological Diversity (CBD) in December 2022. This landmark framework aims to halt and reverse biodiversity loss by 2030, setting an ambitious pathway toward achieving the global vision of living in harmony with nature by 2050. The GBF comprises four overarching global goals for 2050 and 23 action-oriented targets to be achieved by 2030. These targets address various aspects of biodiversity conservation, including reducing threats to biodiversity, meeting people's needs through sustainable use and benefit-sharing, and implementing tools and solutions for effective governance and policy.

3. Leadership team *(provide names and institutional details of 3-5 members who are undertaking this role for a two-year duration. It is a requirement that leaders are from communicating* Chapter North America signatory institutions). (* in good standing with PRME Secretariat)*

Geri Mason (School of Business, Government and Economics, Seattle Pacific University, USA)

Kent Williams (Acadia University, Canada)

Rajul Singh (School of Business, Conestoga College, Canada)

4. Timeframe of interest group *(interest groups will be aligned with the NA biennial cycle (e.g. 2024-2026) and have a two-year initial commitment. Upon completion and review, the duration may be renewed for another two years).*

2024-2026 (Interest Group formed in January 2025)

5. Interest Group membership requirements *(interest group membership is open to communicating* Chapter North America signatory institutions. Please mention the specific requirements for potential members to join the interest group). (* in good standing with PRME Secretariat)*

- The interest group membership is open to all faculty, staff and students of PRME NA signatory institutions.
- Members are required to fill a membership form and create an introductory post on the Regenerative Sustainability Padlet.

6. Areas of focus *(recommended areas include teaching, research, social impact and engagement of certain stakeholder groups).*

The following focus areas will be covered through the interest group. All these areas will be covered through collective effort from the leadership team.

- Teaching- knowledge-sharing, pedagogic-sharing and practice-sharing; sharing project-based learning that embraces current issues and challenges and enables transdisciplinary pathways (for e.g. Integration of biodiversity in business models).
- Research- collaboration for advancing research in the regenerative sustainability field.
- Leadership- spotlighting regenerative sustainability among the PRME NA community.
- Resource Center- acting as a resource center and curating pedagogic and research developments in the field.

7. Communication and engagement activities *(please provide a brief overview of how you plan to communicate and engage within the Chapter North America community).*

- Engagement of NA chapter members through PRME Commons
- Ongoing communication with the PRME NA committee
- Yearly update of IG activities or as required by the NA chapter
- Impact report showcasing IG activities at biennial meeting

8. Plan of activities *(aligning with biennial meeting timelines from 2024-2026, please provide a list and tentative dates for activities that will be conducted under the guidance of the Chapter North America).*

Planned activities include workshops and webinars which will be conducted virtually and repeated for accessibility of NA audience across time zones.

- Collaborating, community building and resource sharing by using the 'Regenerative Sustainability' Padlet.
- Research collaboration and research publications.

- Participation in regenerative themed events.

The activity calendar below highlights some events being planned for 2025-2026.

Proposed Activity Calendar	
2025	2026
1. Inaugural webinar - Regenerative Sustainability Interest Group- Wednesday April 23, 2025 (tentative)	1. Research Forum (theme TBD)- Winter 2026
2. Conference - "Resonance-Reshaping Regenerative Futures"- May 1-3, 2025, Acadia University, Nova Scotia, Canada	2. NA Biennial Meeting – Spring 2026 Virtual event (TBD)
3. Research forum - Transforming Management Education into Regenerative Management Education – Fall 2025 (tentative)	
4. Proposed track in RMER 2025-October 21-23, 2025, "Rethinking Growth and Exploring New Possibilities for a Regenerative World", Belgrade	

9. Any additional information *(please feel free to add additional information that applies to your proposed interest group).*

Dates of events mentioned in the activity calendar are tentative and may vary depending on the leadership teams schedules and availability.

Declaration of conflict of interest by leadership team:

As a member of the leadership team of the proposed interest group, I understand my role and declare that I have no conflict of interest in leading the interest group. I undertake to perform this voluntary role for a two-year duration with the highest degree of integrity in alignment with expectations of the PRME community.

(Note: A conflict of interest includes deriving personal or institutional financial benefits through interest group activity).

Name of team leader	PRME Signatory Institution	Signature	Date
1. Rajul Singh	Conestoga School of Business, Canada	<i>Rajul Singh</i>	2025-01-31
2. Geri Mason	Seattle Pacific University, School of Business, Government, and Economics	<i>G. Mason</i>	2025-02-04
3. Kent A. Williams	Acadia University, F.C. Manning School of Business	<i>Kent A. Williams</i>	2025-02-05