Excellence in PRME SIP Reporting
What we have Learned!

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Our PRME Journey at QMS

2017  Became a PRME signatory.
2019  Submitted our first PRME SIP report.
2020  Became a member of the PRME Champions Group.
2020  Received the Award for Excellence in First Time Reporting.
2021  Helped set up PRME Innovative Pedagogy Competition in UKI.
2021  Established a series of SIP writing workshops.
2021  Submitted our second SIP report.
2022  Helped to organise consultation on ‘SIP 2.0’ in UKI.
2022  Received an award for Exemplary Reporting for our second SIP.
2022  Elected to UKI Steering Committee.
2022  Established ‘onboarding’ sessions for new PRME Leads in UKI.
PRME SIP Reports

The Basics!

A key commitment of any institution participating in PRME is to regularly share information on progress with its stakeholders.

As a key integrity measure, the SIP's main objective is to serve as a public vehicle for information on responsible management education.

In addition, the SIP can be an effective tool for facilitating stakeholder dialogue and a learning community among signatories.

**PRME SIP Reports should be submitted at least every 24 months.** (However, you can apply for up to three months ‘grace’ via the PRME website).

You can search for specific SIP reports by institution and region via the PRME website.
PRME SIP Reports

Currently, SIPS must include each of the following elements:

- A letter signed by the highest executive of the organisation expressing continued commitment to PRME;

- A description of practical actions (i.e., disclosure of any relevant policies, procedures, activities) that the institution has taken to implement one or more of the Principles in the past 24 months (since signing up to PRME or since last submission of SIP);

- An assessment of outcomes (i.e., the degree to which previously outlined goals were met, or other qualitative or quantitative evaluation of results);

- Key, specific objectives for the next 24-month period regarding the implementation of the Principle(s). Concrete strategies and timelines are encouraged.

Beyond these points, there is a quite high degree of flexibility.
Since January 2021, PRME’s SIP Impact Sub-Committee has been reviewing the SIP reporting process.

Consultations were held in Spring and Autumn 2022, and the process has now entered its next phase.

The SIP Impact Sub-Committee propose that on an annual basis signories submit:

1. an electronic statement by the Dean of the School/University expressing support for the UN PRME; and
2. the SIP questionnaire.

The questionnaire is currently comprised of six sections (aligned to the PRME Principles) and 33 questions.

The Sub-Committee notes that, ‘this questionnaire is just a first layer of the new reporting logic that is related to a perception of the school and its practices. This will not exclude the possibility of presenting evidence, good practices and narratives of the activities carried out in relation to the PRME’.

An update on the future of SIP reporting will be provided at the PRME Global Forum in June 2023.
Recognition Awards for Exemplary SIP Reporting are presented at the PRME Global Forum. These can serve as inspiration (and highlight the diversity of SIP reports submitted). You can access reports by the 2022 winners below (older reports are available from the PRME website):

**Excellence in Reporting - First Time Reporters**
- **Winner** Faculty of Business & Economics and Melbourne Business School, University of Melbourne, Australia
- **Honorable Mention** University of Dundee School of Business, University of Dundee, United Kingdom
- **Honorable Mention** Tippie College of Business, The University of Iowa, United States

**Excellence in Reporting - Emerging (2 - 4 Reports)**
- **Winner** LUT University, Finland
- **Honorable Mention** Queen's Management School, Queen's University Belfast, United Kingdom

**Excellence in Reporting - Established (5+ Reports)**
- **Winner** Ivey Business School, Western University Canada

Giselle Weybrecht, who coordinates the awards, regularly blogs on PRME and SIP Reporting via Giselle’s List.
PRME SIP Reports
Demonstrating Excellence: 10 Points

The following has been learned from through the generous input of multiple individuals and institutions, including notably Giselle Weybrecht, as well as our experiences at Queen’s Management School:

1. Follow the instructions from PRME!
2. Start with some context (set the scene).
3. Include a mix of qualitative and quantitative data.
4. Think about what you would find useful and interesting.
5. Address all the PRME Principles (though you do not need to do this equally).
6. Draft the report in line with your institution’s culture, structure, needs (e.g., can the SIP be aligned with/used to support wider institutional strategies, other accreditations, etc.)
7. Give a voice to your stakeholders (academic and non-academic staff, students, industry partners, etc.).
8. Consider the length (challenge of balancing comprehensiveness against information overload!).
9. Be transparent about your strengths and areas for improvement (PRME values authenticity).
10. Finally, does the end product result inspire you? Will it engage your stakeholders?
A letter of support from PRME from the highest executive within the institution. Something that can be overlooked!

The goals we had in relation to our SIP were to make it clear, concise, interesting, engaging, and honest!
An overview of the key individuals and groups responsible for integrating PRME and the UN SDGs within our School.

We provided an introduction to/overview of our School, including our mission, vision, and values.
We concluded with a summary of our KPIs. This is always a little scary! (What if we fall short?). We will just be honest!

We aimed to give a voice to our key stakeholders, including students, staff, and partners from industry, the public sector, etc.
PRME SIP Reports
Helpful Resources

- After the Signature: A Guide to Engagement with the Principles for Responsible Management Education For New Signatories and Those New to PRME

- A Basic Guide to the Sharing Information on Progress: This Basic Guide to the SIP provides an overview of how to prepare the Sharing Information on Progress (SIP). The resource offers good practices and tools to help guide signatories through the reporting process.

- A Basic Guide to the Sharing Information on Progress (Spanish)

- You can download the slides from the UK and Ireland Chapter ‘SIP Writing Retreat’ held in March 2022 here.

- The PRiMEtime Blog: the online chronicle of UN PRME that publishes timely, engaging, cutting-edge, and provocative contents developed by the broad community of professionals involved in RME.

- Giselle’s List, by Giselle Weybrecht: An excellent weekly blog on PRME and the UN SDGs, as well as sustainability issues more broadly. Highly recommended!
Common issues/concerns identified through our events include:

- **Where to start!**
- **Best practices (dos and don’ts!)**
- **Integration of SDGs in the SIP** ("what constitutes good practice?")
- **Insufficient support** ("Doing all the work on my own")
- **Lack of clear sense of required content and structure** ("Making sure we meet PRME’s expectations")
- **Collecting and managing data** ("Collection of Data. To decide what to include and what not to")
- **Demonstrating progress, impact, and selecting KPIs** ("How to ensure SIP reporting is impactful rather than merely serving as a reporting mechanism")

In 2023, the PRME UK and Ireland Chapter is planning webinars on ‘An Introduction to SIP Reporting’, ‘Communicating Impact and Impactful Communication in SIP Reporting’, and ‘Enhancing Accessibility in SIP Reporting’. You are very welcome to get involved!

Any Questions?
1. Purpose

'We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy'.

- Description of how PRME is embedded into institutional strategy or into a stand-alone sustainability strategy.
- Statement of the school’s vision, including the school’s interpretation of what responsible management education means.
- Descriptions of taskforces/offices/personnel responsible for implementation of strategy and PRME-related activities.
- Description of capacity development programmes on PRME-related topics for students, staff, and faculty.
- Description of funds available internally and externally for PRME-related activities.
- Reference to methods of collecting and tracking information on PRME-related activities.
- Reference to goals from former SIP (or, if first SIP, new goals).

What information do you need to include under ‘Purpose’? (e.g., school and/or institutional strategy; definition of ‘responsible management’; key people and committees; financial and non-financial support for PRME/the SDGs; data collection methods; reference to previous SIPS, etc.).
2. Values

“We will incorporate into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact”.

- Reference to institutional values and principles, ethical guidelines, mission statements, codes of conduct, oaths, and pledges.

- Exploration and analysis of how values are discussed and assimilated into the culture of the institution and the channels through which these values are shared with the community.

- Exploration and analysis of which issues are most material to your academic institution and stakeholders.

- Description of the systems in place (i.e., surveys undertaken) to determine student and staff knowledge and awareness of values (including results).

- Transparent reflections on the extent to which PRME-related topics are integrated across the institution, and what is being done to address this.

What information do you need to include under ‘Values’? (e.g., school mission, vision, and values, and how these are embedded; which issues are most material to your institution and key stakeholders; (critical) reflection on how PRME/SDG related topics and being integrated across the school).
3. Methods

‘We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership’.

- Overview of the programmes and personnel dedicated to teaching on PRME-related topics.
- Description of strategy and systems in place to develop PRME-related course content and assess its collective impact on students and alumni.
- Assessment of the extent PRME-related topics are integrated into programmes/courses/curriculum.
- Overview of different PRME-related programme offerings, certificate courses, minors, majors, specialisations.
- Description, and assessment, of methods used in the classroom (i.e., lectures, co-teaching, case studies, activities, service learning, field trips, competitions, simulations, e-learning, blogs, virtual communities).
- Description of faculty development (i.e., workshops, resources, publications) on teaching sustainability as well as incentives to facilitate faculty work in this area.

What information do you need to include under ‘Methods’? (e.g., quantitative and qualitative data on modules and programmes addressing PRME and the SDGs; strategy and/or systems in place or under development to broaden and/or deepen coverage of PRME and the SDGs).
4. Research

‘We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value’.

- Overview of research strategy and focus areas relating to PRME including centres, projects, publications, etc.
- Assessment of the extent to which students are involved in PRME-related research.
- Overview of interdisciplinary research projects and their current impact or potential.
- Description of sponsorship, funding, and partnerships for PRME-related research.
- Description of how PRME-related research is promoted and disseminated internally and externally to different stakeholders.
- Exploration of the internal and external impact of the research and programmes.
- Highlights or summaries of recently published research on PRME-related issues.

What information do you need to include under ‘Research’? (e.g., quantitative and qualitative data on research addressing PRME and the SDGs; strategy and/or systems in place or under development to broaden and/or deepen coverage of PRME and the SDGs; student research related to PRME).
5. Partnership

‘We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges’.

- Description of strategy for stakeholder engagement and partnerships (including but not limited to community, government, and business).
- Overview of select networks organised by the academic institutions around PRME-related topics.
- Overview of programmes that involve stakeholders outside of the institution (i.e., with business, government, NGOs), such as case competitions and student projects.
- Joint projects within the university or with other universities.
- Description of engagement with PRME networks, such as Chapters, Champions, or Working Groups.

What information do you need to include under ‘Partnership’? (e.g., details of local, national, and international partnerships with organisations in the private, public, and thirds sectors that address PRME and the UN SDGs).
6. Dialogue

‘We will facilitate and support dialogue and debate amongst educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability’.

- Description of strategy to foster dialogue on PRME-related topics across the organisation (i.e., across departments and disciplines) and externally.
- Description of PRME-related co-curricular activities, extra-curricular activities, and student organisations.
- Highlights of prominent or impactful events (i.e., forums, workshops, roundtables, conferences), including an assessment of their impact.
- Overview of PRME-related magazines, newspapers, blogs and other non-peer reviewed thought leadership produced.
- Description of alumni engagement on PRME-related issues.
- Description of placement programmes and other career resources and opportunities on PRME-related topics.

What information do you need to include under ‘Dialogue’? (e.g., description of opportunities for dialogue between the various groups outlined above, such as seminars/webinars, workshops, panel discussions, training, website and social media, etc.)