



PRME Challenge Instructions for contestants!

What is PRME [praim]?

Have a look at:

- www.youtube.com/watch?v=M3pFdZL2-nM (From an idea to a conviction - PRME Competition +20)
- www.unprme.org

What is **PRME Challenge** about?

PRME is about moving education towards sustainability and responsible leadership.

The PRME challenge is about great ideas or suggestions on how to implement PRME in JIBS education.

How to join the competition?

- 1) Register for the competition by sending your full name(s) to prme@jibs.hj.se. Mark the subject with "Registration to PRME Challenge"
- 2) In a group, or individually, you come up with an idea or suggestion on how JIBS could implement PRME in (1) a course, or (2) a programme, or (3) JIBS' organization.
- 3) The idea has to be presented in a video or a self-running Powerpoint slideshow with written notes. Time limit is **3 minutes**.
- 4) Video should include:
 - Background for the idea/initiative (the reason for suggested change)
 - Clearly present your idea/suggestion/initiative
 - Show how your idea could realistically be implemented
- 5) Leave your contribution in two copies either USB memory sticks or CDs/DVD in Marcela Ramírez-Pasillas's post box on the 6th floor. (Don't forget to name all team members).
- 6) Deadline is 17 October 2013 (11:00 AM)

Criteria

- ✚ The initiative needs to be a specific idea or suggestion. You or your team need to suggest an improvement in a course, or a program, or a process, or an activity or an events of JIBS.
- ✚ The initiative needs to be original, creative and clearly linked to PRME (i.e. sustainability and responsible leadership)
- ✚ The initiative needs to be relevant and realistic for JIBS.

Finalists and awards

The best contributions are going to be presented during JIBS' Responsible in Action Day on 22 October 2013.

Three winners will be announced and each of the three best contributions will be awarded with 3'000 SEK.

Further information

Please contact Marcela Ramírez-Pasillas for more information and details on the PRME Challenge:
prme@jibs.se.