

# Why did Seneca Business join PRME?

Version 5

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In January 2021, Seneca Business made a public commitment towards sustainability by becoming a signatory of the UN Principles of Responsible Management Education (or PRME) program. Joining the PRME was a significant move for SB, given the global visibility of the PRME initiative.

PRME is an initiative to raise the profile of sustainability in business schools globally. By nurturing future leaders with sustainability knowledge, we empower them to create a world which all three aspects of the environment, society and economy will be pillars of progress.

Our decision to join PRME was driven by three considerations.

While SB already offers an established graduate certificate sustainability program and sustainability content has been introduced progressively into our other programs, we saw

PRME as a proven approach that we could use to hasten our progress.

Secondly, adopting the PRME enables us to emphasize our support for and application of the UN Sustainable Development Goals (or SDGs) in a bigger, more visible way.

Thirdly, joining PRME offers us a strategic advantage. Along with the global recognition, it opens the door for us to access a wealth of resources and expertise in the academic universe.

See all the press release [here](#).