

# THE PRME CHAPTER UK AND IRELAND

5th Annual Responsible Business and  
Management Writing Competition, 2020-21

**Celebrating student engagement with responsible business  
and management theory and practice**

**Deadline: 28 February 2021**

## The Concept

For the last four years our writing (and alternative media) competition has encouraged and celebrated the work of students across the UK and Ireland exploring themes of responsible business and management, sustainability and business ethics. Award-winning examples of entries in previous years can be found at [www.unprme.org.uk](http://www.unprme.org.uk)

**With our fifth competition we continue to welcome wide participation – from PRME and non PRME member institutions - so as to build growing momentum behind all aspects of the United Nations Sustainable Development Goals (SDGs).**

## Competition Categories

1. Undergraduate students – text-based essays and reports
2. Postgraduate, master's level students – text-based essays and reports
3. Alternative media category (blogs, websites, storyboards, presentations, visual essays, videos, podcasts etc.) – this category is open to students at all levels

**Prizes of £500, £300 and £100 in each category**

(prizes underwritten by the PRME UKI Chapter and Oxford Brookes University)

More information available here:

<https://www.unprme.org.uk/2020-21-prme-writing-competition>

To enter, either (1) submit work already prepared as part of an academic course, along with the given brief or topic or (2) develop and submit work on our theme of *Build Back Better* (see below for more details.)

In both cases, please make sure the work meets the format requirements on the next page. Students or their tutors can make submissions.

**Students should be studying or have recently (during 2020) completed their studies at an educational institution in the UK or Ireland. There is no limit to the number of good quality entries that may be made by an institution. Students can be from any institution, not only PRME signatories.**

## Topic Areas

Entries are invited on a broad range of topics related to responsible business, management and leadership themes and consistent with PRME's support for the UN Sustainable Development Goals.

**An indicative but not exclusive list of possible topic areas includes:** business ethics, CSR, environmental economics, social business models, social and environmental accounting, green supply chains, responsible marketing, sustainable HRM and responsible management education.

***Build Back Better* – those who wish to can develop and submit work that addresses this brief:**

*“Build Back Better* is a frequent call to action in response to the disruption and suffering caused by Covid 19. Critically evaluate the potential of one or more of the UN Sustainable Development Goals to guide the reconfiguration and reconstruction implied by this call to action. Your evaluation can be in a sectoral, geographic or other context of your choice”.

One possible source of inspiration can be found here: [www.buildbackbetteruk.org/](http://www.buildbackbetteruk.org/)

## Timeframe

Entries are invited from work originally submitted at any time during the 2020 calendar year. This will enable students and tutors to retrospectively identify suitable work from the first half of 2020. It will also allow tutors to enter assignments submitted in the early part of the 2020/21 academic year.

## Publication and Prizes

A first prize (£500 cash), second prize (£300 cash) and third prize (£100 cash) will be awarded in each category. The top five entries in each category will be published on the Chapter website.

## Organisers

**Oxford Brookes Business School (on behalf of the PRME Chapter UK and Ireland)**

All enquiries: [prme@brookes.ac.uk](mailto:prme@brookes.ac.uk)

# The Judging Panels

Independent panels of academics drawn from PRME signatory business schools will shortlist and decide on the winners.

## Judging Criteria

(UG, PG and Alternative Media Categories)

1. A clear connection to the PRME/SDG agenda
2. Evidence of insight, critique and intellectual challenge
3. Quality of research (whether primary or secondary)

## Format Requirements

(Undergraduate and Postgraduate Categories)

1. A Word document of no more than 3000 words excluding references, abstract and appendices (If the original work was longer then edited versions suited to the competition requirements are also acceptable)
2. Maximum file size: 1MB
3. Double spacing in 12 point Arial font
4. An abstract or executive summary (maximum 200 words)

4. Structure, logic and clarity of style
5. Creativity and professional communication skills (alternative media category)

5. Details of the original topic or assignment brief to be included as appendix one
6. Student (and where applicable, tutor/supervisor) name, institution, level of course, title of work, category of entry, and email contact details on the title page
7. Entries not meeting the format requirements will not be considered

## Format Requirements (Alternative Media Category)

1. If a mainly written item, maximum length 3000 words
2. If a video or audio based item, maximum length 10 minutes
3. If file size up to 1MB and specialist playback software not required, submit via email details below. If more than 1MB and/or specialist playback software is needed, email only the student details and a weblink (with password if required) to an external hosting platform of your choice
4. Format requirements 5-7 in the UG and PG format list above apply here too

## Submission Deadline

**Send entries (or details on how to access the alternative media entries) by email to [prme@brookes.ac.uk](mailto:prme@brookes.ac.uk) by 28 February 2021.**

All submissions will be acknowledged and winners will be announced by 30 April 2021.