

# Seneca hosts inaugural PRME conference

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Seneca Business' Principles for Responsible Business Management (PRME) working group hosted the first-ever Applied Research Conference Shaping Tomorrow's Sustainability on Monday June 20. The event highlighted the work Seneca Business is doing to adapt Sustainable Development Goals into its curriculum through applied research and collaboration with industry partners.

The conference kicked off with remarks from Kurt Muller, Dean, Faculty of Communication Art & Design and Co-Chair of the Sustainable Seneca Committee, followed by two inspiring keynotes from Invert Inc. and Sun Life. It also featured presentations from 30 Seneca Business students and graduates, as well as 10 faculty members who talked about the positive impact their projects would have on all aspects of sustainability, including the environment, society and the economy.

The presentations covered a vast array of solutions on topics including sustainable airplane design, removing tax barriers for vulnerable communities, integrating sustainability into boutique motels and more.

For more information, please visit the Seneca Business [PRME space](#) on MySeneca.

tags : student-news, sustainable-seneca