



Advancing Responsible and Ethical Communication in a Transforming World
Responsible Communication: The Voice of the World
Prof. Justin Green, President & CEO,
Global Alliance - Annual Report 2025

5th May 2026

Dear Members,

2025 has been a defining and action-oriented year for the Global Alliance, marked by strategic consolidation, expanded global influence, and measurable progress across our core priorities. In this year of celebrating the Global Alliance's 25th anniversary, and building on the momentum of previous years, we have advanced from vision to implementation—strengthening our leadership role in shaping the future of public relations and communication worldwide.

A cornerstone achievement this year was the adoption of The Sharjah Mandate, establishing a clear strategic roadmap through 2027 during the strategic Board Meeting held in Sharjah, UAE – United Arab Emirates. This framework reinforces our commitment to strengthening governance, redefining membership value, advancing academic and research collaboration, and positioning the Global Alliance at the forefront of responsible AI and ethical communication. It also prioritises digital transformation, financial sustainability, and the strategic importance of the [World Public Relations Forum 2026](#) as a unifying global platform.

This strategic direction has been complemented by strong governance and global coordination, including the in-person Board Meeting and Annual General Meeting held in Venice. These gatherings reaffirmed our commitment to responsible communication, expanded outreach, and deeper engagement with universities and training institutions worldwide.

Our global advocacy for Responsible Communication has continued to accelerate, gaining recognition across major international institutions. In 2025, we engaged with the World Bank Group, the European Commission, and the African Union —reinforcing our call to establish Responsible Communication as the 18th United Nations Sustainable Development Goal. These efforts highlight the increasing importance of ethical, transparent, and inclusive communication in addressing global challenges and restoring trust in institutions.

At the same time, 2025 has been pivotal in strengthening our global leadership on artificial intelligence. Through the AI Symposium in Venice, the launch of a global AI survey, and the publication of a landmark research report, we have deepened the profession's understanding of both the opportunities and risks presented by AI. The updated Responsible AI Guiding

Principles, reinforced through the Venice Pledge, establish a global standard for ethical, human-centred AI in communication.

In parallel, global dialogue and subsequent international forums held in Italy, Egypt, Uganda, Kenya, Zambia, Malaysia, Indonesia and Germany, demonstrated the critical role of communication professionals in navigating geopolitical tensions, sustainability challenges, and technological transformation. These engagements reaffirm our position as a convener of global expertise and thought leadership.

Mental health and wellbeing have emerged as a defining priority for our profession. In response, the Global Alliance has taken decisive action through its collaboration with the World Health Organization's QualityRights initiative. This global effort provides accessible training, establishes a framework for systemic change, and supports professionals in addressing the growing mental health challenges highlighted in our Snapshot Report. Through Health and Wellbeing Month and ongoing initiatives, we are moving beyond awareness to meaningful, industry-wide transformation.

Education, training, and knowledge-sharing remain central to our mission. The Global Alliance Education, Training and Development Month (GAETDM) 2025, under the theme "*Reimagining PR & Communication – Ignite, Learn, Transform,*" brought together professionals, educators, and students from across the globe. With high-impact webinars, expanded academic engagement, and the addition of over 100 new resources to our global knowledge library, we continue to strengthen the profession's capabilities and future readiness.

Our commitment to diversity, equality, equity, and inclusion has reached a new milestone with the launch of the Global DEI Policy Framework 2025, the first global standard of its kind for the profession. This framework establishes a unified yet adaptable approach to embedding fairness, representation, and inclusion into communication practices worldwide, reinforcing our belief that DEI is both a strategic and ethical imperative.

We have also continued to invest in the next generation of communication leaders. Through Student and Young Practitioners Month and the #NextInLine initiative, we have created global platforms for dialogue, innovation, and recognition—empowering young professionals to lead with purpose, ethics, and creativity in an AI-driven world.

Global engagement has remained a defining feature of our work. Strategic collaborations and high-level meetings with associations and institutions—from Uganda to Zambia and across Africa—have strengthened our global network and reinforced our commitment to capacity-building and knowledge exchange across regions.

At the same time, our global community has continued to grow in strength and cohesion. Initiatives such as World PR & Communications Month have celebrated excellence, fostered collaboration, and highlighted the collective impact of our members across regions and disciplines.

Looking ahead, we are proud to confirm that the World Public Relations Forum 2026 will take place in Abuja, Nigeria—marking a significant milestone in elevating diverse voices and strengthening the role of emerging regions in shaping the future of communication. This event will serve as a global platform for dialogue, innovation, and collaboration at an unprecedented scale.

As we reflect on 2025, one message is clear: the role of communication professionals has never been more critical. In a world defined by complexity, disruption, and rapid transformation, we are not only communicators—we are stewards of trust, architects of dialogue, and leaders in building more ethical, inclusive, and resilient societies.

I extend my sincere gratitude to our Board, Regional Councils, member organisations, academic partners, and the global community for your unwavering commitment and leadership.

Together, we are not only advancing the profession—we are shaping its future.

Yours sincerely,



Prof. Justin Green

President & CEO

Global Alliance for Public Relations and Communication Management

Global Alliance Membership Highlights 2025

1. New for 2025 – The Sharjah Mandate

The Global Alliance Board adopted *The Sharjah Mandate*, defining nine strategic priorities through 2027. These include strengthening governance, redefining membership value, advancing academic partnerships, leading global efforts in responsible AI, modernising digital infrastructure, and positioning the World Public Relations Forum 2026 as a strategic global anchor.

2. Global Advocacy for Responsible Communication

The Global Alliance expanded its global advocacy, engaging with the World Bank Group, the European Commission and the African Union, following previous meetings with the United Nations and the Association of Southeast Asian Nations ASEAN Secretariat. These efforts reinforced the call to recognise Responsible Communication as the 18th United Nations Sustainable Development Goal (SDG), positioning ethical communication as central to global governance and trust-building.

3. New for 2025 – Responsible AI Leadership and Venice Pledge

The Global Alliance strengthened its leadership in AI governance through the AI Symposium in Venice, the global AI survey, and the publication of a landmark report on AI in PR. The updated Responsible AI Guiding Principles and the *Venice Pledge* establish a global standard for ethical, transparent, and human-centred AI in communication. This initiative was led by Bonnie Caver, Reputation Lighthouse (USA)

4. New for 2025 – Global AI Research and Industry Insights

The report *“Reimagining Tomorrow: AI in PR and Communication Management”* highlighted both opportunities and challenges in AI adoption, revealing gaps in governance frameworks and reinforcing the need for ethical leadership in AI-driven communication. This research was led by Bonnie Caver, Reputation Lighthouse (USA) and Adrian Cropley, Centre for Strategic Communication Excellence (Australia).

5. Global Leadership in Ethics, AI, and Communication Transformation

Through the Venice Summit, Stuttgart Panel, and global forums, the Global Alliance convened international leaders to address AI ethics, sustainability, and geopolitical challenges. These platforms reinforced the role of communication professionals in managing complexity and safeguarding reputation in a rapidly evolving global environment.

6. Global Health & Wellbeing Month (January 2025)

The Global Alliance prioritised mental health through expert-led webinars by Dr. Jaelea Skehan OAM, Director of Everymind; Dr. Michelle Funk, Head of Policy, Law, and Human Rights at the World Health Organization (WHO), and Dr. Celine Cole, WHO Consultant, and the release of the *Mental Health and Wellbeing Snapshot Report*. This initiative emphasised systemic change, workplace responsibility, and the need to address increasing stress and mental health challenges in the profession. This programme was led by Jenny Muir, CPRA - Communication & Public Relations Australia (Australia).

7. New for 2025 – WHO QualityRights Collaboraton

With the World Health Organization, the Global Alliance launched a global collaboration to advance mental health, human rights, and workplace wellbeing. The initiative provides free global training, promotes stigma reduction, and establishes a framework for industry-wide transformation.

8. Global Education, Training and Development Month (April 2025)

Under the theme “*Reimagining PR & Communication – Ignite, Learn, Transform,*” GAETDM 2025 delivered global webinars, strengthened academic-industry collaboration, and expanded the Global Alliance Knowledge Resource Library with over 100 new materials, supporting professional development worldwide. This programme was led by Gesille Sedra Buot (APRN – ASEAN Public Relations Network) and the Asia Pacific Regional Council.

9. Best of Education, Training and Development Initiatives

The Global Alliance continued to deliver high-impact learning programmes focused on ethical leadership, AI, resilience, and future-ready communication strategies, reinforcing continuous professional development and global knowledge-sharing. This programme was led by Mateus Furlanetto, Global Alliance’s Chief Administrative Officer.

10. New for 2025 – Global DEI Policy Framework

The Global Alliance launched the first global Diversity, Equality, Equity and Inclusion (DEI) Policy Framework for the profession. This initiative establishes a unified global standard while allowing adaptation across cultural and regional contexts, reinforcing inclusion as a core professional principle. This initiative was led by Jenny Muir, CPRA - Communication & Public Relations Australia (Australia).

11. Diversity, Equality & Inclusion Month (June 2025)

The Global Alliance continued to advance inclusive practices through global DEI Month, promoting dialogue, knowledge-sharing, and actionable strategies to embed diversity and equity into communication practices worldwide. This programme was led by Irene Lungu Chipili, ZIPRC - Zambia Institute of Public Relations and Communication (Zambia).

12. Student & Young Practitioners Month (October 2025)

Through the #NextInLine initiative, the Global Alliance empowered emerging professionals via global forums, Hero Web Conferences, and the Changemakers Recognition programme,

highlighting youth leadership in ethical and AI-driven communication. This programme was led by Ana Pista, PRSP – Public Relations Society of the Philippines.

13. Global Engagement and Strategic Partnerships

The Global Alliance strengthened global collaboration through high-level engagements with organisations and governments, including meetings in Uganda, Zambia, and Kenya, as well as participation in international summits such as the APRA – African Public Relations Association conference in Kenya, the Narrative PR Summit in Egypt, the KLIP Kuala Lumpur International PR Conference in Malaysia, the PRSP – Public Relations Society of the Philippines Annual Conference in the Philippines, and the Perhumas Indonesia Public Relations Association Annual Conference in Indonesia.

14. Global Alliance In-Person Board Meeting and AGM (Venice 2025)

The in-person Board Meeting and AGM in Venice, Italy, brought together global leadership to advance strategic priorities, strengthen governance, and reinforce collaboration across regions, associations, and academic institutions. A second in-person Board Meeting took place in Sharjah, UAE – United Arab Emirates.

15. World PR & Communications Month (September 2025)

This global initiative celebrated collaboration, excellence, and innovation across the profession, highlighting member achievements, introducing new leadership, and reinforcing the importance of global dialogue and trust. This initiative was led by Noella Mutanda, PRSK - Public Relations Society of Kenya.

16. World Public Relations and Communication Awards 2025

The Global Alliance Awards continued to recognise excellence, innovation, and impact in communication worldwide, attracting high-quality entries from across multiple countries and regions. The 2025 edition of the Awards received 89 entries from 19 countries.

17. World Public Relations Forum 2026 – Abuja, Nigeria

The Global Alliance confirmed Abuja, Nigeria, as the host of WPRF 2026. This milestone reflects the growing influence of emerging regions and will serve as a global platform for dialogue, collaboration, and innovation in communication. This initiative is led by Dr. Ike Neliaku, NPRI – Nigerian Public Relations Institute.

18. Global PR Leadership and Regional Development

Through regional councils, international summits, and partnerships, the Global Alliance continued to strengthen its global footprint, supporting knowledge exchange and advancing professional standards across all regions. Regional Councils are chaired by Africa (Irene Lungu Chipili, Zambia Institute of Public Relations and Communication); Asia Pacific (Jaffri Osman, Institute Public Relations Malaysia); Europe (Silvia Arto, We Are Com); Middle East - South Asia (Amith Prabhu, The Promise Foundation); Latin America (Hamilton dos Santos, Brazilian Association for Business Communication); and North America (Bonnie Caver, Reputation Lighthouse).

19. Approaching the Future 2025 Report

Celebrating its 10th edition, the report reinforced the strategic importance of reputation, sustainability, and intangible asset management in a complex global environment, providing critical insights for decision-makers. Created by Corporate Excellence – Centre for Reputation Leadership in collaboration with CANVAS Sustainable Strategies and worldwide partner Global Alliance.

20. Academic, Educational and Training Accreditation – Global Alliance Academic & Research Council

Through its Academic & Research Council, the Global Alliance continued advancing global standards in public relations education and training, reinforcing its mission to elevate professional excellence worldwide. Chaired by Dr Wole Adamolekun, Elizade University, the Council includes leading academics and industry experts from across Africa, Europe, North and South America.

Growth, Innovation, and the Future of the Profession

Across all initiatives, the Global Alliance continued to expand its global reach, strengthen its value proposition, and invest in innovation, education, and ethical leadership—ensuring the profession remains resilient, relevant, and future-ready.

ENDS.