



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.

Global Alliance for Public Relations and Communication Management

Financial Statement 2025

Income Statement

	01.01.2025-31.12.2025	01.01.2025-31.12.2025	01.01.2024-31.12.2024	01.01.2024-31.12.2024
	CHF	EUR	CHF	EUR
Expenditure				
Human Resources Cost	34'079.10	36'369.09	34'524.11	35'882.63
<i>General Business expense:</i>				
Stationery and prints	0.00	0.00	153.52	159.56
Software licenses and web domain	2'957.52	3'156.25	2'749.43	2'857.62
Global Alliance Awards/Management	4'975.47	5'309.80	12'223.55	12'704.54
Central Overheads Refund	6'788.73	7'244.91	7'645.51	7'946.36
Support Funding Expense refund	18'552.32	19'798.97	17'789.66	18'489.68
Administrative Office	11'261.00	12'017.70	9'658.00	10'038.04
Accounting and Auditing	4'956.47	5'289.53	5'656.68	5'879.27
Social Media Management	5'688.85	6'071.12	1'900.85	1'975.65
Technology Provider	1'795.75	1'916.42	1'792.03	1'862.55
Other general expenses	36.32	38.76	9'344.67	9'712.38
Bank and paypal fees	1'149.49	1'226.73	699.44	726.96
Tax	503.25	537.07	461.60	479.76
Exchange Rate difference	375.35	400.57	5'182.35	-491.73
Total Expenditure	93'119.62	99'376.92	109'781.40	108'223.27
Income				
Membership fees	43'735.06	46'673.90	52'517.95	54'584.52
Global Alliance Awards	23'907.90	25'514.42	20'451.47	21'256.23
Sponsorship/Funding	0.00	0.00	0.00	0.00
Academic Accreditation	18'640.49	19'893.06	20'235.15	21'031.40
Extraordinary revenue	2'901.64	3'096.62	0.00	0.00
Total Income	89'185.09	95'178.00	93'204.57	96'872.15
Change in Net Assets	-3'934.53	-4'198.92	-16'576.83	-11'351.12

Balance Sheet, December 31	2025	2025	2024	2024
	CHF	EUR	CHF	EUR
Assets				
Current Asset c/o Bank	158'804.53	169'002.12	158'130.96	173'908.70
Accrued income and prepaid expenses	0.00	0.00	0.00	0.00
Total Assets	158'804.53	169'002.12	158'130.96	173'908.70
Liabilities and Net Assets				
Liabilities				
Balance from credit card	246.27	262.08	386.46	407.03
Deferred income and accrued expenses	21'011.24	22'360.47	16'262.95	17'128.45
Total Liabilities	21'257.51	22'622.55	16'649.41	17'535.48
Net Assets				
Change in Net Assets	-3'934.53	-4'198.92	-16'576.83	-11'351.12
Currency translation difference	0.00	-5'794.74	0.00	0.00
Carried over from previous year	141'481.55	156'373.22	158'058.38	167'724.34
Total Net Assets	137'547.02	146'379.56	141'481.55	156'373.22
Total Liabilities and Net Assets	158'804.53	169'002.12	158'130.96	173'908.70

Swiss Federal Tax Administration (FTA)	2025	2024
Annual average exchange rate	0.9370347 CHF/EUR	0.96214 CHF/EUR
Exchange rate at period-end	0.93966 CHF/EUR	0.94947 CHF/EUR

Notes to the Financial Statement of the Global Alliance for Public Relations and Communication Management as of 31.12.2025

1. GENERAL INFORMATION

Nome: Global Alliance for Public Relations and Communication Management
Form: Association
Purpose: The Global Alliance for Public Relations and Communication Management is a not-for-profit organization based in Switzerland.
The Global Alliance's mission is to unify the public relations profession, raise professional standards all over the world, share knowledge for the benefit of its members and be the global voice for public relations in the public interest.

Company address: Schaffhauserstrasse, 2 - Postfach 358 - CH-8042 Zürich - Switzerland

ACCOUNTING PRINCIPLE

- The Financial Statements have been prepared in accordance with the provisions of the Swiss Code of Obligations.
- Exchange rate from Swiss Federal Tax Administration (FTA)
<https://www.estv.admin.ch/it/corsi-delle-valute-estere-afc>

2. INFORMATION AND EXPLANATIONS REGARDING THE FINANCIAL STATEMENTS

2.1) Exchange rate difference represents the EUR/CHF exchange rate fluctuation related to the EURO current account.

2.2) Currency Translation

The financial statements are prepared in Swiss Francs (CHF). The Euro (EUR) figures are presented for information purposes only, using the exchange rates published by the Swiss Federal Tax Administration (FTA).

The following translation method has been applied:

- **Balance Sheet** items are translated at the **closing exchange rate** at December 31, 2025 (0.93966 CHF/EUR);
- **Income Statement** items are translated at the **annual average exchange rate** for 2025 (0.9370347 CHF/EUR);
- **Net Assets** are maintained at the **historical exchange rate**, reflecting the rate applicable at the time the equity was originally recorded.

The currency translation difference arising from the application of different exchange rates to the Balance Sheet, the Income Statement and the Net Assets is recognised directly in equity and does not affect the result for the year

	<u>2025</u>	<u>2024</u>
3. AVERAGE WORKPLACES		
The Association employed during the year an average workplace	0	0
4. SIGNIFICANT EVENTS OCCURRING AFTER THE BALANCE SHEET DATE		
None		



Fidemini Sagl

Via G.B. Pioda 8

CP 1530 CH- 6901 Lugano

lsergi@fidemini.ch

Tel +41 91 921 00 93

Fax +41 91 971 02 61

Report of the statutory auditor on the limited statutory examination to the members of Global Alliance for Public Relations and Communication Management

As statutory auditor, we have examined the financial statements (balance sheet, income statement and notes) of **Global Alliance for Public Relations and Communication Management** for the financial year ended 31.12.2025.

These financial statements are the responsibility of the management. Our responsibility is to perform a limited examination on these financial statements. We confirm that we meet the licensing and independence requirements as stipulated by Swiss law.

We conducted our examination in accordance with the Swiss Standard on the Limited Statutory Examination. This standard requires that we plan and perform a limited statutory examination to identify material misstatements in the financial statements. A limited statutory examination consists primarily of inquiries of company personnel and analytical procedures as well as detailed tests of company documents as considered necessary in the circumstances. However, the testing of operational processes and the internal control system, as well as inquiries and further testing procedures to detect fraud or other legal violations, are not within the scope of this examination.

Based on our limited examination, nothing has come to our attention that causes us to believe that the financial statements and the proposed appropriation of available earnings do not comply with Swiss law and the company's articles of incorporation.

Lugano, 29.04.2026

Fidemini Sagl

Lavinia Sergi-Indemini
Licensed Audit Expert

Annexe: signed financial statement



Global Alliance for Public Relations and Communication Management Financial Report for the Year Ended December 2025

The financial position of the Global Alliance for Public Relations and Communications Management remains robust. 2025 was a year of consolidation and growth as we continued to advance our industry and improve the standing of our community of professionals. As such, reinvestments were made to align with Global Alliance's strategic priorities through initiatives that enhanced member benefits, establish a cooperative framework, and strengthen engagement around Responsible Communication.

Significant achievements were experienced in webinars on Education, Training and Development as well as Diversity, Equality and Inclusion; the World Public Relations and Communication Awards; the Global Alliance Responsible AI Principles for the PR and Communication Profession; collaborations with other entities to advance Responsible Communication; published reports on Trends in Reputation and Intangible Asset Management, and AI in PR and Communication Management; and in the development of the Sharjah Mandate—Global Alliance's Strategic Priorities for 2025-2027.

Built over the past few years, our current fiscal strength has enabled us to allocate the necessary funds to develop compelling programs that strengthen the competencies of our members and elevate our global profession as a whole.

INCOME STATEMENT

Operating results for 2025 reflected a slight decrease in Total Income from 2024 (-4,019 or 4%). This was due primarily to declines in Membership Fees (-8,783 or 17%) and Academic Accreditation Revenue (-1,595 or 8%). However, we experienced significant gains, particularly in the World Public Relations and Communication Awards (3,456 or 17%), indicating a strong momentum for the competition.

Meanwhile, Total Expenditures decreased 16,662 or 15% from 2024. This drop is attributed mainly to savings in the Management of the World Public Relations and Communication Awards (7,248 or 59%) and other general expenses (9,308 or 97%). However, we experienced some increases notably in Social Media Management (-3788 or 200%) and Administrative Office Expenses (-1603 or 17%). Other expense categories saw relatively small variances versus 2024.

The net result was an operating deficit of -3,935 as compared to the -16,577 deficit of the previous year.

BALANCE SHEET

Total Net Assets decreased by the total operating deficit generated in 2025 of -3,935, resulting in a Net Asset Balance of 137,547. This represents 148% of the 2025 operating expenses (versus 129% in the previous year) or close to 18 months of expenses in liquid reserves—exceeding the industry benchmark of 50% or 6 months of operating expenses in reserves. A strong balance sheet allows the Global Alliance to plan for investments that serve to strengthen and widen member offerings while providing a safety net in case of unexpected business challenges. Our current Net Asset Balance reflects Global Alliance's focus on membership value, innovative and effective programming, and conscientious financial stewardship.

Norman A. Agatep, APR
Acting Treasurer
May 2026