

Joan Brothers as a PRME Advocate Helps Advance Youth Innovation

NEW YORK, NY, UNITED STATES, August 28, 2026 /EINPresswire.com/ -- Sometimes meaningful change begins with a simple introduction.

Joan Brothers, a PRME Advocate of the (UNGC) an initiative of the UN Global Compact, helped conduct the collaboration between TRIIBE with the Principles for Responsible Management Education (PRME) community, contributing to a collaboration centered on empowering the next generation of entrepreneurs, innovators and changemakers.

That connection supported with Founder Kyle Matthys, TRIIBE Talk: Youth Innovation for SDG Acceleration, a New York convening that brought together leaders from business, education, the United Nations community and civil society alongside students, young innovators and entrepreneurs.



“One of my favorite things is connecting people who share a bigger purpose,” said Brothers. “What makes this especially meaningful to me is seeing a collaboration — that collaboration creates opportunities for young people to be part of solving some of the challenges that will shape their future.”

The initiative focused on youth leadership, entrepreneurship, education and innovation as tools for accelerating progress toward the United Nations Sustainable Development Goals.

TRIIBE, PRME and the Forum for World Education convened participants at the Penn Club of New York in August for cross-sector and intergenerational conversations designed to strengthen youth- and education-driven innovation ecosystems and encourage actionable collaboration.

PRME, an initiative of the United Nations Global Compact, works with business and management schools around the world to advance responsible management education and develop future leaders capable of contributing to sustainable development.



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Joan Brothers

For Brothers, the collaboration represents something larger than a single event.

“This is ultimately about building bridges,” she said. “Business, education and young people each bring something different to the table. When we connect those communities around a shared purpose, we create possibilities that none of us could create alone.”

The collaboration also reflects Brothers’ broader commitment to connecting people, organizations and international communities around opportunities for

meaningful and lasting impact.

About Joan Brothers

Joan Brothers is the founder and CEO of Manhattan Boutique Real Estate and a licensed real estate broker based in New York City for NYC, National and International Properties. With more than 25 years of experience, Brothers works with domestic and international clients and is known for building relationships across real estate, business and global communities. For philanthropy, she serves as a PRME Advocate the UNGC’s version of UN Goodwill Ambassador, with a particular interest in supporting the next generation of leaders and connecting organizations around shared purpose.

About PRME

The Principles for Responsible Management Education (PRME) is an initiative of the United Nations Global Compact dedicated to raising the profile of sustainability in business and management education and equipping future leaders with the knowledge and skills needed to advance sustainable development.

About Kyle Matthys and TRIIBE

Kyle Matthys is the Founder and CEO of TRIIBE, a nonprofit platform launched in 2024 to introduce startup dynamics and funding infrastructure to young social entrepreneurs.

TRIIBE supports nonprofit founders under 30 by providing essential capital, mentorship, and operational resources to prevent premature burnout. The organization drives impact through a multi-year fellowship program that helps college sophomores scale their initiatives through graduation. Additionally, TRIIBE hosts global talks and summits to connect next-gen creators with veteran venture capitalists, utilizes a specialized data index to identify ecosystem resource gaps, and maintains the TRIIBE 100 inventory to recognize premier young changemakers globally.

Jojo Yap
Manhattan Boutique Real Estate
[email us here](#)

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