

WBSCSB joins C:F as Network Partner

We are very happy to have a new Network Partner aboard our long journey towards a sustainable future that works for all. We would like to welcome WBSCSB (World Business School Council for Sustainable Business), a sustainability think tank and platform of action for business schools to contribute making business sustainable through their research, education and engagement, contributing to address major sustainability issues in society.



World Business School
Council for
Sustainable Business

The WBSCSB founding members seek to make a step towards making business sustainable and creating the required collective impact, serving as its voice in the global, multi-stakeholder and inter-disciplinary dialogue of how we, as global citizens, can resolve the challenges our planet faces in the coming 50 years. WBSCSB assembles concerned academic thought leaders in business sustainability from business education as well as from the business community, international organizations and NGOs.

Talking about the new established partnership, Dr. Katrin Muff, co-founder of WBSCSB, Dean of Business School Lausanne, Switzerland and also C:F Advisory Board member mentioned that "The WBSCSB has great hopes that the collaboration with C:F will not only enrich our thinking and vision for the future of business education with the real perspective of today's youth, but that the ideas and contributions of the youth will present the true breakthrough elements of our vision. We are very excited about this partnership."



Dr. Katrin Muff and Dan Croitoru at the CEEMAN Annual Conference 2010

In January 2011, WBSCSB together with another C:F Network Partner PRME (Principles for Responsible Management Education) and GRLI (The Globally Responsible Leadership Initiative) announced a strategic partnership to deliver a high level report on the future of business education in the context of the United Nations Conference on Environment and Development (UNCSD Rio+20) in May 2012. This report aims to offer game-changing proposals on how to transform management education to enable business managers and leaders to make a relevant contribution to resolving the world's environmental and social challenges.