

Press release

BSL, HSG and WBCSD launch
Diploma in Sustainable Business

Business School of Lausanne, University of St. Gallen and World Business Council for Sustainable Development launch Diploma in Sustainable Business

First-of-its-kind training program designed to nurture future leaders

Geneva, June 30, 2011 – [Business School of Lausanne](#) (BSL), [University of St. Gallen](#) (IWÖ-HSG) and [World Business Council for Sustainable Development](#) (WBCSD) today announced that they have joined forces to launch a first-of-its-kind Diploma in Sustainable Business, designed to nurture future business leaders. It offers a unique setting in which participants can acquire the new skills and competencies required to lead the sustainability agenda in business, and apply them directly in a practical consulting project.

The [Diploma in Sustainable Business](#) brings together experts from IWÖ-HSG's renowned Institute for Economy and the Environment, specialists in interdisciplinary learning and training from BSL and business and sustainability professionals from the WBCSD. The year-long course will address global sustainability challenges, explore their strategic implications and assess their impacts via lectures, corporate visits, exchanges with NGOs and outdoors sessions.

Modules will be taught by thought leaders from academia, government, non-governmental organizations and business leaders. The Diploma in Sustainable Development is aimed at participants who want to develop their skills in the sustainability field, integrate sustainability into their existing area of responsibility or become sustainability experts.

Dr. Katrin Muff, Dean, BSL, said: "Equipping leaders at all levels with the competences to embrace the emerging environmental, societal and business challenges of the next decades globally is our main aim. We are using the latest pedagogical methods and highly innovative circular learning methods to ensure that participants leave the program with everything they need to lead responsibly and sustainably in any situation and organization they choose."

Prof. Dr. Thomas Dyllick, Professor for Sustainability Management, University of St. Gallen, said: "What makes our new program special is the particular mix of subject competence in the sustainability field combined with leading-change skills and their practical application. We want participants to not just know what to do, we also want them to be able to do it."

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Margaret Flaherty, Chief Operating Officer, WBCSD, said: “We are delighted to be collaborating with such esteemed academic institutions on this new diploma. The WBCSD is uniquely placed to provide the business perspective on global sustainability challenges and we are excited to be contributing our knowledge and experience - - by making our reports and publications available, as well as staff to lead sessions - - to help train future leaders.”

The part time Diploma in Sustainable Business is run in association with the World Business School Council for Sustainable Business. Find out more about the program [here](#).

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About Business School of Lausanne (BSL)

Business School Lausanne is a leading innovator in business education and ranks 3rd in Switzerland (QS 2010-11 Top 200 Global Business Schools). The school’s ACBSP accredited degree programs include BBA and Specialized Masters, full-time modular MBA, Executive MBA, E/MBA in Sustainable Business and DBA programs. BSL takes a pragmatic approach to learning by applying theory to practice and is backed by a multidisciplinary faculty of business professionals. BSL attracts students from around the world, creating a multicultural environment of more than 40 nationalities. Established in 1987, BSL is a co-founder of the World Business School Council for Sustainable Business. www.bsl-lausanne.ch

About University of St Gallen (HSG)

The University of St. Gallen (HSG) was established more than a century ago and educates more than 6’500 students from 80 nations. (www.unisg.ch) It focuses on practical relevance with an integrated approach in the fields of Business Administration, Economics, Law and Social Sciences. Academic degrees are offered at the Bachelor, Master and Doctoral levels in both English and German. University St. Gallen is accredited by EQUIS and AACSB and has been consistently ranked among Europe’s leading business universities. It ranks 16th in Europe (2010 Financial Times European Business School ranking). Together with BSL it is a co-founder of the World Business School Council for Sustainable Business. www.iwoe.unisg.ch

About the World Business Council for Sustainable Development (WBCSD)

The WBCSD is a CEO-led, global coalition of some 200 companies advocating for progress on sustainable development. Its mission is to be a catalyst for innovation and sustainable growth in a

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world where resources are increasingly limited. The Council provides a platform for companies to share experiences and best practices on sustainable development issues and advocate for their implementation, working with governments, non-governmental and intergovernmental organizations. The membership has annual revenues of USD 7 trillion, spans more than 35 countries and represents 20 major industrial sectors. The Council also benefits from a network of 60 national and regional business councils and partner organizations, a majority of which are based in developing countries.

www.wbcspd.org

About World Business School Council for Sustainable Business (WBSCSB)

WBSCSB is a sustainability think-tank and platform of action for business schools to contribute making business sustainable through their research, education and engagement. Founded at the 2010 annual conference of the Academy of Management in Montreal, a small group of concerned deans and professors took a first step to create the World Business School Council for Sustainable Business (WBSCSB). Core areas of activities include: leading research addressing pressing sustainability issues and education embracing sustainability as a function of business.

www.wbcsb.com

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