

Press Release

## **Business School Lausanne becomes an official representative of B Corps in Switzerland**

Lausanne, 25 November 2014 - Business School Lausanne (BSL) is proud to announce that it has become an official representative of B Corps in Switzerland. B Corps is a global movement of Certified B Corporations that aim to redefine success in business so that all companies compete not only to be the best in the world, but the best for the world.

As a representative of the movement in Switzerland, BSL will serve and support the local community of B Corps and will help new businesses to obtain the B Corp Certification. "We are extremely delighted to represent B Corps in Switzerland," BSL's Dean Dr. Katrin Muff said. "This partnership is in alignment with our mission to provide a learning platform for individuals and organizations to thrive by co-creating viable business solutions for our planet and its people."

Certified B corporations distinguish themselves by voluntarily meeting higher standards of transparency, accountability, and performance. Unlike traditional corporations, Certified B Corps are required to consider the impact of their decisions not only on their shareholders, but also on their stakeholders such as employees, suppliers, community, consumers, and the environment. The B Corp movement offers a concrete, market-based and scalable solution to businesses that want to address society's greatest challenges and build collective voice through the power of the unifying B Corporation brand.

The B Corp Certification is a prestigious designation awarded by B Lab – the nonprofit organization which stays behind B Corps. B Lab drives systemic change through a number of interrelated initiatives: 1) building a community of Certified B Corporations to make it easier for all of us to tell the difference between "good companies" and good marketing; 2) passing legislation to accelerate growth of social entrepreneurship and impact investing; 3) driving capital to high-impact investments through the use of GIIRS (Global Impact Investing Ratings System) Ratings and Analytics (more than 60 investors with over \$3B in impact assets under management use GIIRS); and 4) providing free, powerful tools for businesses to measure, compare and improve their social and environmental performance (more than 7,000 businesses use B Lab's free B Impact Assessment).

Today, there is a growing community of more than 1,000 Certified B Corps from 33 countries and over 60 industries working together toward one common goal: to redefine success in business. Companies based in Switzerland and interested in joining the global movement by obtaining the B Corp Certification should contact BSL.

Contact BSL to learn more about the B Corp Certification ([katrin.muff@bsl-lausanne.ch](mailto:katrin.muff@bsl-lausanne.ch)).

### **[About Business School Lausanne](#)**

Business School Lausanne (BSL) is a leading innovator in business education and ranks 3rd in Switzerland (QS 2013-14 Top 200 Global Business Schools). The school's ACBSP accredited degree programs include BBA, Masters, full-time modular MBA, Executive MBA and DBA programs. BSL also provides Executive Training in General Management, Corporate Finance (with preparation for the CFA Level I examination), and Sustainable Business (in collaboration with the University of St Gallen). 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 60 nationalities. Established in 1987, BSL is the co-founder of the 50+20 initiative on Management Education for the World ([www.50plus20.org](http://www.50plus20.org)) in partnership with the Global Responsible Leadership Initiative ([www.grli.org](http://www.grli.org)) and the Principles of Responsible Management Education (U.N. backed PRME).