

Press Release, 13 June 2012

## **Business School Lausanne presenting at Rio+20 Conference**

As part of the 50+20 project, Business School Lausanne is attending the upcoming Rio+20 United Nations Conference on Sustainable Development (20-22 June 2012, Rio de Janeiro). 50+20 is a collaborative initiative of management education providers from around the world who critically question the current thought and practice in the field. Their purpose at the Rio+20 conference is to present a new vision that redefines the fundamental role of management education. Business School Lausanne is represented by Dr. Katrin Muff, Dean of BSL, who is a member of the 50+20 Steering Committee and one of the driving forces behind the project.

50+20 has three organizations as founding members – the UN-backed Principles for Responsible Management Education (PRME), the World Business School Council for Sustainable Business (WBSCSD) and the Globally Responsible Leadership Initiative (GRLI). The initiative also includes 16 business schools from around the world as official co-authors, among which Business School Lausanne and University of St. Gallen.

50+20 is exploring ways in which management education might reinvent itself to develop responsible leaders for a sustainable world. The idea is “a call to arms for a radical shift from the mainstream approach of business schools today”, says Mark Drewell, GRLI chief executive. Drawing on the expertise of a wide range of management education professionals, sustainability scholars and thought leaders across society, 50+20 has prepared a report which highlights the role of business schools in developing globally responsible leaders, enabling businesses to serve the common good and engaging in the transformation of business and the economy. The report will be launched at the U.N. Rio+20 summit.

### **Background information 50+20**

50+20 argues that business and management education still functions “in line with an agenda that was set during the 1950s by the Carnegie and Ford Foundation reports in the USA”. It has therefore been **50+** years since the agenda for management education has been reset. The upcoming **RIO+20** United Nations Conference on Sustainable Development will mark the 20th anniversary of the 1992 Rio Earth summit. It has therefore been 20 years since Governments have been collectively urged to rethink economic development and find ways to halt the destruction of irreplaceable natural resources. It is at this juncture in history where **50+20** takes action to reset the management education agenda.

### **Contact for questions**

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**About Business School Lausanne**

Business School Lausanne is a leading innovator in business education and ranks 3<sup>rd</sup> in Switzerland (QS 2011-12 Top 200 Global Business Schools). The school's ACBSP accredited degree programs include BBA and Specialized Masters, full-time modular MBA, Executive MBA and DBA programs. BSL also provides Executive Training in Sustainable Business, General Management and Corporate Finance (with CFA) for qualified working professionals. 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 the co-founder of the World Business School Council of Sustainable Business ([www.wbscsb.com](http://www.wbscsb.com)).