



UNDERSTANDING THE CHALLENGES
EXCITING NEW SOLUTIONS
CONSIDERING DIFFERENT DIMENSIONS
CELEBRATING LEADING BUSINESS EXAMPLES

25 October 2013

Business School Lausanne and Greenleaf Publishing launch new quarterly journal for practitioners

BUILDING SUSTAINABLE LEGACIES

THE NEW FRONTIER OF SOCIETAL VALUE CO-CREATION

Building Sustainable Legacies is supported both by the 50+20 initiative and the Globally Responsible Leadership Initiative (GRLI)

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Business School Lausanne and Greenleaf Publishing are launching a new practitioner-oriented journal – *Building Sustainable Legacies* - that seeks to provide hands-on, pragmatic and user-friendly research, suggestions and case studies as a resource for organizations that are committed to implementing sustainability. The initial contributions will originate from Business School Lausanne's doctoral research program, which is dedicated to supporting organizations in their journey towards true sustainability. The BSL doctoral cohort in charge of writing the journal articles consists of nine independent researchers from around the world with diverse backgrounds and shared interest in sustainability. The inaugural issue will publish in October 2013 and will be free to access online; print subscriptions are also available from Greenleaf.

'We believe it is high time to build bridges between business and academia, with the clear purpose of helping business become truly sustainable,' said Katrin Muff, Editor of the journal and Dean of Business School Lausanne. *'We want to create a forum for those active in business and organizations of any kind to share their ideas within an open-minded academic community from various fields of expertise. We also want to celebrate projects, initiatives and ideas that inspire others to contribute to resolving crucial societal issues. Such initiatives serve as great inspiration for those in both business and academic communities who are interested in learning from visionaries around the world.'*

John Peters, Director of Greenleaf Publishing and GSE Research, said *"Publishers need to learn to be part of the solution, and too often we are part of the problem instead. We are pleased to be working with Business School Lausanne and like-minded colleagues from around the world on this project. The idea of 'legacy' and the question 'what kind of legacy are we intending to create?' is a powerful one."*

The journal will focus on three areas of contributions:

- 1) Articles that enable business leaders and managers to understand the sustainability challenge
- 2) Articles that shed lights on specific dimensions and aspects of business sustainability
- 3) Articles that offer exciting new solutions for business to implement sustainability

Each issue will feature one article of each of these three areas of contributions. In addition, a special issue will be published once a year, celebrating leading business examples from around the world in the form of attractive and inspiring hands-on case studies for practitioners to use and consider. These award winning, sustainable businesses are collaborating with Business School Lausanne on the doctoral program and have contributed to a growing, publicly-available database of valuable lessons learned in the journey towards true business sustainability.

***Building Sustainable Legacies* is a quarterly journal. The journal is free to access online and can be downloaded directly from the Greenleaf website at: www.greenleaf-publishing.com/bsl. It will also be included in the Sustainable Organization Library (SOL) 2014 collection at www.greenleaf-publishing.com/sol.**

Print subscriptions can be purchased directly from Greenleaf Publishing. Email: sales@greenleaf-publishing.com or order online: www.greenleaf-publishing.com/bsl.

For further information about the journal contact journal@bsl-lausanne.ch.

Business School Lausanne

Business School Lausanne (BSL) is a leading innovator in business education and ranks 3rd in Switzerland (QS 2012-13 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) in partnership with the Global Responsible Leadership Initiative (www.grii.org) and the Principles of Responsible Management Education (UN backed PRME).

For more information visit www.bsl-lausanne.ch

Greenleaf Publishing

Greenleaf Publishing was founded in 1992, the year of the first Rio Earth Summit, and is now the world's leading independent sustainability publisher, specializing in social responsibility, business ethics and sustainable development. Greenleaf has worked in partnership with some of the largest multilateral, governmental and corporate organizations involved in sustainable development, including PRME, the UN backed Principles for Responsible Management Education; UNEP; the UN Global Compact; the WBCSD; the Dutch government; Amnesty International; the International Business Leaders Forum; and the ILO.

In 2013, Greenleaf and GSE Research launched the Sustainable Organization Library (SOL), the largest specialist online library in the field of sustainability and social responsibility, consisting of 8,000 papers, chapters and case studies drawn from nearly 600 books and journal volumes. It comprises content published by Greenleaf and a number of partner organizations including EFMD (the European Foundation for Management Development), AMACOM, OXFAM International and Practical Action Publishing. See www.greenleaf-publishing.com/sol for further details.

For more information visit www.greenleaf-publishing.com