

# Press release

Berlin, February 5, 2015

## ESMT founds Center for Sustainable Business

- **Center unites research, teaching, and thought leadership to promote sustainability in business**
- **Prof. CB Bhattacharya, Pietro Ferrero Chair in Sustainability, heads new center**

ESMT European School of Management and Technology has founded the Center for Sustainable Business at the international business school in Berlin. This center is the third center at ESMT, following the [Center for Leadership Development Research \(CLDR\)](#) and the [German Tech Entrepreneurship Center \(GTEC\)](#). [CB Bhattacharya, Professor of Marketing and Pietro Ferrero Chair in Sustainability](#) at ESMT, will lead the center.

The Center for Sustainable Business focuses on research, teaching, and thought leadership in areas surrounding sustainability in business. Research will address best practices, such as how to engage all employees in sustainable business and how to balance the diverse goals of a business, taking into account employees and customers, the environment, and finances. The center's executive education will have an interdisciplinary approach, tapping into resources from many fields, including development economics, marketing, and ethics. The center will also provide a platform for discourse with prominent scholars, business leaders, and NGOs.

"This center is a natural evolution after the success of the Sustainable Business Round Table," said [Jörg Rocholl, President of ESMT](#). "Company members of the roundtable have voiced the need for deeper research, a larger platform, and education that brings relevant concepts, tools, and practical answers into the company." [The Sustainable Business Roundtable \(SBRT\)](#) was initiated at ESMT in 2011 by Prof. CB Bhattacharya and will continue as a pillar of the center. The SBRT is a unique partnership between business and academia. It connects sustainability managers from leading companies with their colleagues from other departments such as HR, investor relations, or marketing, as well as with other company partners, NGOs, or regulators. The 22 company members of the SBRT are Accenture, Aegon, Allianz, BASF, Bombardier, Coca-Cola Enterprises, Deutsche Telekom, E.ON, Fragomen Worldwide, Fraport, IBM, Intel, KBC, Lufthansa, MAN, McDonald's, Nestlé, Osram, PricewaterhouseCoopers, Siemens, The Walt Disney Company, and UniCredit.

CB Bhattacharya commented, "Change is brewing in the corporate world regarding sustainability and its impact – also on the company's bottom line. The Center for Sustainable Business at ESMT will address how sustainability affects all aspects of the business and support its integration throughout the company."

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### About ESMT

ESMT European School of Management and Technology was founded in October 2002 by 25 leading global companies and institutions. The international business school offers a full-time MBA, an executive MBA, a master's in management as well as open enrollment and customized executive education programs. ESMT focuses on three main topics: leadership and social responsibility, European competitiveness, and the management of technology. ESMT faculty publishes in top academic journals. Additionally, the business school provides an interdisciplinary platform for discourse between politics, business, and academia. ESMT is based in Berlin, Germany, with Schloss Gracht as an additional location near Cologne. ESMT is a private business



school, accredited by the German state, AACSB, AMBA, and FIBAA. Since 2013 ESMT has the right to grant PhDs. [www.esmt.org](http://www.esmt.org)