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Business and academia come together for UK first at Cranfield

The 2008 Colloquium of EABIS (European Academy for Business in Society) takes place for the first time in the UK at Cranfield School of Management from 10 – 12 September.

The EABIS Colloquium is a unique event that brings together business and academia and provides a platform for high level debate and exchange. The theme of this year's conference is 'Corporate Responsibility and Sustainability: Leadership and Organisational Change', with a focus on how businesses integrate responsibility and sustainability - a fundamental issue for all.

Over 70 speakers from all over the world will discuss and debate corporate responsibility and sustainability in relation to leadership and organisational change.

The line-up includes Sir Mike Rake – Chairman of BT and speakers from a number of the world's top businesses including IBM, Procter & Gamble and Unilever, along with Stefan Stern of the Financial Times, Daniel Franklin from The Economist, Jane Nelson from the Kennedy School of Government, Harvard, Professor Dexter Dunphy from Australia, Professor Marc Epstein from the USA and John Elkington from Sustainability.

Speakers from Australia and New Zealand will address the colloquium via a web cast – cutting down on the carbon footprint of the conference.

Co-chair: David Grayson, director of the Doughty Centre for Corporate Responsibility at Cranfield, explained: "Cranfield School of Management is all about knowledge into action; and this conference is an opportunity to exchange experiences of embedding ethical business practice.

"Across the world there are heightened expectations of how business should be run. The EABIS conference will improve understanding of how businesses can respond to these heightened expectations in ways which are good for business as well as good for society."

His Royal Highness, The Prince of Wales opens the conference with a specially recorded message in which he states: "I am delighted that there are creative new approaches to link the practice of responsible business with the intellectual rigour of Business Schools such as the new Doughty Centre for Corporate Responsibility at Cranfield.

"All about us we are witnessing the consequences of Mankind's dependence on fossil fuels, of reckless over-exploitation of our natural resources (including the devastation of our tropical rainforests), and of a way of existence that depends on exhausting nature's capital rather than living off her income thereby creating the conditions for billions of people to lead lives of unimaginable poverty – for that will be the consequence of climate change. We are entering an era that threatens unprecedented change and we are all being called upon to act – and fast."

From speed-networking sessions to interactive seminars and research presentations from some of the world's leading companies - The EABIS Colloquium offers the opportunity to meet and network with thought leaders and

practioners from around the world and to drill down on the real issues around corporate responsibility and sustainability.

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Further information

The European Academy of Business in Society (EABIS) is a unique alliance of companies, business schools and academic institutions that is, with the support of the European Commission, committed to integrating business in society issues into the heart of business theory and practice in Europe.

It was formed in 2002 at INSEAD Business School (France) by a number of leading European business schools including Cranfield, Bocconi (Milan), IESE (Spain) and the London and Copenhagen Business Schools. The founding corporate partners are IBM, Johnson & Johnson, Microsoft, Shell and Unilever. EABIS now includes over 60 Business Schools and corporate members.

Cranfield School of Management is one of Europe's leading university management schools renowned for its strong links with industry and business. It is committed to providing practical management solutions through a range of activities including postgraduate degree programmes, management development, research and consultancy. www.som.cranfield.ac.uk

The School's Doughty Centre for Corporate Responsibility, established in 2007, aspires to be a leading centre of its kind, looking at all aspects of business in society, including corporate responsibility, sustainability and environmental management www.doughtycentre.info

For more information please contact:

Marie McCormack, Press Office, Cranfield School of Management on:

+44 (0) 1234 754425 or marie.mccormack@cranfield.ac.uk