



## EABIS AND EFMD LAUNCH GATEWAY TO PROFILE CORPORATE RESPONSIBILITY IN MANAGEMENT DEVELOPMENT

**New Website Features World's First Directory of CSR in Business Education and Research**  
[www.businessinsociety.eu](http://www.businessinsociety.eu)

**Brussels, Belgium, 6 February 2009** - The European Academy of Business in Society (EABIS) and the European Foundation for Management Development (EFMD) are pleased to announce the formal launch of their new **Business in Society Gateway** website ([www.businessinsociety.eu](http://www.businessinsociety.eu)).

The Gateway profiles the latest knowledge and learning on the subject of corporate responsibility within a global community of business schools and universities. It will serve as a multi-stakeholder, multi-media platform to raise awareness and provide access to key resources.

It has been created through the strategic partnership between EABIS and EFMD, two of the world's foremost management development networks. Both organisations work closely with some of the world's largest companies and the top business schools to enhance the quality and relevance of training and research.

Its launch comes at a vital time, with the international community attempting to make sense of the financial crisis and the collective failure of corporate leadership and governance systems.

EABIS Director General Simon Pickard commented: *"The current crisis makes it clear that future generations of business leaders will require very different skills and attitudes to what has traditionally been taught. Business schools and universities are under pressure to integrate corporate responsibility and sustainability into the heart of their teaching and research. The Gateway highlights the progress that business school pioneers are making towards this vital goal."*

### **Understanding the 'State of the Art' in Corporate Responsibility**

At the heart of the Gateway is the unique Directory, an international catalogue of new research, education and training initiatives from business schools and universities in Europe and beyond. It profiles the results of a global survey of 1000 institutions, run by EABIS and EFMD in 2007 and 2008 in partnership with Nottingham University Business School.

The site enables interested stakeholders, including global companies, potential students, and policy-makers, to better understand how academia is responding to profound changes in the role and purpose of business in society.

Aside from the Directory, the Gateway also features a comprehensive Resources Database of multimedia materials and links, an international **Events Calendar**, and a **Spotlight** section to profile the latest thought leadership in the corporate responsibility field.

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**About EFMD**

EFMD is an international membership organization, based in Brussels, Belgium. With more than 650 member organizations from academia, business, public service and consultancy in 75 countries, EFMD provides a unique forum for information, research, networking and debate on innovation and best practice in management development. EFMD is recognized globally as an accreditation body of quality in management education and has established accreditation services for business schools and business school programmes, corporate universities and technology-enhanced learning programmes. Please check [www.efmd.org](http://www.efmd.org) for further information about EFMD.

**About EABIS**

Established in 2002 by leading companies and business schools in partnership with the EU Commission, EABIS aims to integrate corporate responsibility into the mainstream of global business theory and practice. EABIS funds collaborative knowledge development and learning projects to drive the mainstream agenda on corporate responsibility. It has also led major projects on corporate responsibility for the European Commission. With a European focus, but a global outlook, EABIS' membership includes some of the world's largest global corporations including Shell, Unilever, IBM, Johnson & Johnson, Microsoft as well as Europe's top business schools. The network currently spans 5 continents, 25 countries, 90 institutions and 3500+ affiliated organizations. Please check [www.eabis.org](http://www.eabis.org) for further information about EABIS