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Leading Swiss Academic Institutions Partner With B Lab Switzerland to Engage Students in Sustainable Business

Students to get first-hand experience with stakeholder capitalism

As part of its nationwide activities to engage all businesses towards stakeholder capitalism and sustainability, B Lab Switzerland has partnered with the Haute école de gestion de Genève (HEG) as well as with the Institute of Accounting, Control and Auditing of the University of St. Gallen (ACA-HSG). Joining forces with renowned academic institutions makes for a great opportunity to provide students first-hand exposure to the realities of businesses tackling sustainability challenges. Furthermore, this step also reflects the commitment of Swiss academic institutions to contribute to achieving the Agenda 2030 and the Sustainable Development Goals (SDGs).

These partnerships are rooted in the belief that it is only with cross-industry collaboration that we will be able to build an inclusive, resilient and sustainable economic system. Academic institutions have a crucial role to play in shaping the minds of tomorrow and preparing their students for the realities they will face once they graduate and step into the world.

Win-Win Partnerships

Students from HEG Geneva will conduct in-depth qualitative research with companies who have responded to the [Swiss Sustainability Benchmark](#), a sustainability performance measurement tool recently launched by B Lab Switzerland. This data will complement the answers already provided by companies, adding a qualitative dimension to the insights that will be shared in a report to be published by B Lab at the end of 2021. As part of their Capstone project, students from St. Gallen University's ACA-HSG will research motivations and barriers for SMEs engaging in sustainability, by interviewing participants of B Lab's Swiss Triple Impact program.

Andrea Baranzini, Director of HEG Geneva states “*Academic institutions like HEG Genève play a key role in leading the change by training students to be responsible actors. This includes equipping students with the approaches and tools to make choices that steer our firms and organizations towards achieving the Sustainable Development Goals (SDGs), but also inspiring them to take action and demonstrate leadership*”.

Simon Pfister Ph.D., Senior Lecturer in Managerial Finance, University of St. Gallen shares that “*Bringing together our students' brilliant minds with Swiss SMEs looking to tackle sustainability challenges provides the type of experience needed to equip the leaders of tomorrow with the right tools to cut through the noise and make sense of the complexity of the world. We're excited to bring this partnership to life, and we can't wait to see the innovative sustainability pathways that the students will uncover.*”

Jonathan Normand, Founder & Executive Director of B Lab Switzerland declared: “*Following our theory of change in redefining success in business and how to measure global performance, we are always thrilled to*



partner with academics to foster change. This systems thinking approach allows students to support transformative and innovative pathways for businesses. It's a very concrete project to connect students with the Swiss private sector and help them measure their impact in a holistic way, and drive action towards building a more sustainable future.”

Press contacts

Coline Jeannet, Program Manager at B Lab Switzerland
coline@blab-switzerland.ch // +41 79 333 71 18

Andrea Baranzini, Director HEG Geneva
andrea.baranzini@hesge.ch // +41 22 388 17 18

Simon Pfister, Ph.D., Senior Lecturer Managerial Finance, Vice-Director ACA-HSG
simon.pfister@unisg.ch // www.aca.unisg.ch

Boilerplates

Institute of Accounting, Control and Auditing of the University of St. Gallen (ACA-HSG)

ACA-HSG is the Competence Cluster for Accounting, Controlling, Auditing, Corporate Governance and Performance Measurement within the University of St. Gallen. As a transfer platform of knowledge for Research, Education and Practice, activities are driven by developments such as the globalization of Financial Markets and business activities, an increasingly sophisticated and complex tool set for Managerial Control, as well as the rising number of Internal and External Stakeholders companies need to address.

Haute Ecole de Gestion de Genève

The Haute école de gestion de Genève (HEG-Genève) is a member of the University of Applied Sciences Western Switzerland (HES-SO). With academic programs in Information Science, Business Administration, Information Systems and International Business Management, HEG-Geneva has a regional and international dimension opening broad perspectives. The school is strongly driven by a culture of innovation, sustainable development and multiculturalism. Thanks to collaborations with local businesses and government agencies, teaching combines classroom knowledge with actual practical work, and meets the needs of the professional world.

About B Lab Switzerland

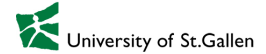
B Lab Switzerland is the Swiss branch of the global non-profit B Lab. B Lab is transforming the global economy to benefit all people, communities, and the planet. A leader in economic systems change, our global network creates standards, policies, and tools for business, and we certify companies—known as B Corps—who are leading the way. To date, our community includes nearly 4,000 B Corps in over 70 countries and 150 industries, over 8,000 benefit corporations, and 100,000 companies managing their impact with the B Impact Assessment and the SDG Action Manager.

<https://www.blab-switzerland.ch/>

A propos de B Lab Suisse:

B Lab Suisse est la branche suisse de l'organisation globale à but non-lucratif B Lab. B Lab transforme l'économie mondiale afin qu'elle bénéficie à toutes les personnes, toutes les communautés, et la planète. En tant que leader de ce changement économique et systémique, notre réseau international développe des standards, des lois, et des outils pour les entreprises. De plus, nous certifions des entreprises, les B Corps, qui montrent le chemin à suivre. A ce jour, notre communauté comprend près de 4'000 entreprises certifiées, dans 70 pays et 150 industries, ainsi que 8'000 benefit corporation, et 100'000 organisations qui mesurent leur impact avec les outils B Impact Assessment et le SDG Action Manager.

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Über B Lab Schweiz:

B Lab Switzerland ist der Schweizer Ableger der globalen Non-Profit-Organisation B Lab. B Lab transformiert die globale Wirtschaft zum Wohl aller Menschen, Gemeinschaften und des Planeten. Als führende Organisation im Bereich des wirtschaftlichen Systemwandels schafft unser globales Netzwerk Standards, Richtlinien und Werkzeuge für die Wirtschaft und zertifiziert Unternehmen - bekannt als B Corps -, welche die Ambition vorgeben. Bis heute umfasst unsere Gemeinschaft fast 4.000 B Corps in über 70 Ländern und 150 Branchen, über 8.000 gemeinnützige Unternehmen und 100.000 Unternehmen, die ihre Auswirkungen mit dem B Impact Assessment und dem SDG Action Manager messen und managen.

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