



EABIS
European Academy
of Business in Society



EMBARGOED UNTIL 12:00 PM SUN 10TH SEPT

WITH EU COMMISSION SUPPORT, EABIS LAUNCHES A SPECIAL EDITION OF THE *CORPORATE GOVERNANCE* JOURNAL FOCUSING ON CORPORATE RESPONSIBILITY AND COMPETITIVENESS

Contributors include top Names from Europe and around the World including Peter Senge – Professor at MIT; Simon Zadek – CEO at Accountability; Maria Rodrigues – Chief Economic Advisor to the EU Lisbon Agenda; and Gavin Neath, Chair – Unilever UK

Milan, Italy, 12 September 2006 – The European Academy of Business in Society (EABIS), Europe's leading alliance on corporate responsibility knowledge development and learning, today announced the launch of a unique special edition of *Corporate Governance: The International Journal of Business in Society* entitled 'Corporate Responsibility and Competitiveness' in partnership with the Leon Kozminski Academy of Entrepreneurship and Management.

The focus of the special edition is on pushing the boundaries of existing knowledge on corporate responsibility and competitiveness, exploring in detail at the micro-, meso- and macro levels the strong correlation between responsible business practices and economic competitiveness at the level of countries, industry-sectors, supply chains and individual companies. This special edition is a unique exercise in cross-sector knowledge development involving business, policy-makers, academics and other thought leaders giving it both strong policy and business practice implications.

Through a combination of collaborative research across disciplines and with practitioners, the journal represents an attempt to unite in a single publication some of the world's leading thinkers on the subject of corporate responsibility to draw out vital issues surrounding the debate and provide useful research to support the evolution of knowledge development and learning. It also represents an opportunity to build the platform for deep understanding at the level of corporate strategy and public policy.

Supported by the EU Commission

The publication is supported by the EU Commission as part of the EABIS-led "European Platform for Excellence in Corporate Social Responsibility (CSR) Research" and is part of the European Union Sixth Research Framework Programme. It provides a theoretical and practical forum for deep discussion of key issues in direct response to the Commission's recent Communication on CSR which emphasised the need for more research and education in this area as two of its top eight priorities.

Manuel Barroso, President of the EU Commission, has noted the importance of responsible business practices and competitiveness recently when he stated, "We need a fresh start to the Lisbon Agenda and a European Partnership for Jobs and Growth...corporate social responsibility practices can play a key role in contributing to sustainable development, while enhancing Europe's innovation potential and competitiveness."

EABIS Chairman Viscount Etienne Davignon, also Vice-Chair of Suez, former Vice-President of the European Commission under Jacques Delors and one of the leading actors on corporate responsibility at the European level, stated: "The recent EU Communication and the launch of the European Alliance on CSR have reiterated the strong need for corporate responsibility to be located within the economic, social and environmental contexts of the Lisbon Strategy and the creation of Jobs and Growth. In order for this to become a reality, we need better knowledge and learning on the role of business and society and how these policies fuel competitiveness and innovation. This publication is a key contribution from thought leaders and practitioners to the process of informing and equipping today's and tomorrow's leaders from business, government and civil society to manage both profitably and sustainably in the 21st century."



EABIS
European Academy
of Business in Society



The Correlation between Corporate Responsibility and Competitiveness

Results included in the journal as part of the Global Responsible Competitiveness Index produced by AccountAbility, a leading international think tank and pioneer in this area of research, show that eight of Europe's top 10 and 16 of the world's top 20 most competitive economies also rank highest for corporate responsibility, clearly illustrating a correlation between responsible business practices and successful economies.

This special edition of the *Corporate Governance* journal is aimed squarely at examining the links between corporate responsibility and competitiveness to better inform business practice and policy-making. In the introduction, editors Prof. Gilbert Lenssen, President of EABIS, Prof. Wojciech Gasparski, Dr Boleslaw Rok, both of LKAEM, and Peter Lacy, Executive Director of EABIS, argue that in order to create sustainable economic growth, jobs and competitiveness, social and environmental challenges, risks and opportunities must be taken into account and that in the knowledge-based economy, this is best achieved in a mutually reinforcing way by investing in human and social capital.

Contributors include Top Names from Business, Academia and Policy

The journal includes articles from a diverse set of leading thinkers from business, academia, policy and think-tanks including:

- **Peter Senge** – Senior Professor at MIT and author of seminal texts on Organisational Learning who was named a “Strategist of the Century” by the Journal of Business Ethics
- **Maria Rodrigues** – President of the EU Commission’s Advisory Group for Social Sciences and the chief economist and architect of the Lisbon Agenda (2000)
- **Gavin Neath** – Chairman of Unilever UK and President of the Food and Drink Federation
- **Simon Zadek** – CEO of AccountAbility and Senior Fellow at the Kennedy School of Government (Harvard University)

Professor Lenssen explained the need for such a publication, saying: “Globalisation and related economic, social, political, technological and environmental forces are dramatically changing companies and society at large. To successfully manage these changes and new realities, research and knowledge development on corporate responsibility and its links with issues such as competitiveness and sustainability must move beyond the traditional ‘silo’ approach. It must cross-pollinate with collaborative research across disciplines and include practitioners. This is exactly the point of this journal: to have the best minds exploring these pressing issues from multiple, integrated perspectives that take the discussion and debate to a new level on a vital policy issue.”

Availability of the Publication

The special edition, published by Emerald, will be formally launched in front of an audience of 350 business executives and thought leaders from Europe and around the world at EABIS’ 5th Annual [Colloquium](#) in Milan, Italy on September 11-12. The various articles in the journal can be downloaded from the EABIS [website](#).

About The European Academy of Business in Society

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 business theory and practice in Europe. EABIS funds collaborative research, education and training projects and hosts numerous events and workshops across Europe to develop more and better knowledge and learning on corporate responsibility. It also leads the EU Commission funded ‘European Platform for Excellence on CSR’ (CSR Platform) project as the designated centre for excellence on CSR Research under the Sixth Framework Programme. With a European focus, but a global outlook, EABIS’ membership currently spans four continents and 19 countries and includes some of the world’s largest global corporations including Shell, Unilever, IBM, Johnson & Johnson and Microsoft and Europe’s top business schools such as INSEAD, IMD and the London Business School. www.eabis.org.

Contact: Eric Sutphin (for EABIS); SUTPHIN communications; +32.476.381.541 eric@sutphincom.com