

ESMT

Sustainable Business Roundtable (SBRT)

An initiative to mainstream sustainability in companies

The SBRT represents a *unique partnership between business and academia* where both parties can debate and discuss challenges and opportunities to mainstream sustainability practices within companies in a collegial and open setting.

The SBRT is an initiative of Prof. CB Bhattacharya. It was inaugurated in July 2011, and 24 companies have registered for the Roundtable so far.

Value proposition

In a *key departure from other forums* of this kind, the SBRT hosts biannual meetings that bring together sustainability managers from leading companies with their colleagues from other departments (e.g., HR, investor relations, marketing, etc.) as well as other institutional partners such as suppliers, NGOs or regulators.

The SBRT provides a learning platform that combines the latest academic insight with best in class business practices to develop *leading-edge concepts* that produce a *"sustainability advantage"* for businesses.

CB Bhattacharya is the E.ON Chair in Corporate Responsibility and Dean of International Relations at ESMT European School of Management and Technology in Berlin, Germany.

Previously he was the Everett W. Lord Distinguished Scholar and Professor of Marketing at the School of



Management at Boston University. CB received his PhD in Marketing from the Wharton School of the University of Pennsylvania in 1993 and his MBA from the Indian Institute of Management in 1984.

By joining the Roundtable, companies can:

- Learn how triple bottom line strategies create value for different functional areas within companies
- Discuss best practices, opportunities, and challenges of implementing CR strategies with other world class companies
- Formulate and implement strategies that maximize both business and societal value
- Set up joint research projects with ESMT as academic partner

Target members

ESMT welcomes organizations that view initiatives such as the SBRT as a resource that produces value-added results for their businesses. We invite managers from international and high profile companies committed to changing the face of business as we know it.

CB Bhattacharya's expertise is in the area of business strategy innovation, e.g., looking at how companies can use underleveraged "intangible assets" such as corporate identity and reputation, membership and brand communities, and corporate social responsibility to strengthen stakeholder relationships. His most recent co-authored book is *Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value* published by Cambridge University Press.

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“We need this kind of forum. It is a great opportunity to raise some tough issues, to bring together different parties that sometimes have problems finding common ground, as well as to demonstrate and share experiences about progress.”

Bruno Berthon, Managing Director Sustainability Services, Accenture



The school's dynamic ecosystem of *future business leaders*, *world-class faculty*, and *prestigious corporate sponsors* is spawning innovation and entrepreneurship on a global scale. ESMT faculty is performing cutting-edge research, e.g., in the areas of sustainability and responsible leadership and setting new standards in advanced business education. We teach courses related to sustainability in our degree programs (MBA and EMBA); our MBA program has a track called “Global Sustainable Business.” Therefore, the SBRT is a natural extension to ESMT's core competencies.

For more information, please visit our website: www.esmt.org/info/sbirt or contact sbirt@esmt.org

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Participating companies

