

## FACT SHEET

### What is the Center for Corporate Sustainability Management?

CSM is a research and learning initiative at IMD. CSM aims to be the academic partner of companies on their "sustainability journey", helping them to embed their sustainability strategies in a multiplicity of ways. CSM endeavors to build a sustainable business advantage for its member companies through social and environmental strategic action

### Why should my company join the Center for Corporate Sustainability?

Link your brand to IMD in the area of CSM

- Communicate your CSM message and work on your CSM strategy with one of the world's most reputable business schools
- Partner with IMD on your CSM strategic journey

Access a CSM network

- Join the CSM "club" as a privileged member and take advantage of the knowledge of key contacts in a diversity of companies
- Use CSM as a platform to share ideas, problems and solutions with organizations outside your traditional business area
- Through networking, gain new insights and identify upcoming hot topics for your company

Innovative learning at accessible rates

- Share the learning from company specific projects
- Case studies
- In-company research
- Innovation process, knowledge brokering (benchmarking exercises, issue research, seeker-solver networks for innovation)
- Tailor-made training (specific to particular activities or companies)
- Stakeholder dialogue
- Issue specific roundtables
- Workshops (strategy)
- Providing expertise as guest speakers/facilitators at diverse forums (in-company meetings, conferences etc.)

Special access to IMD Faculty and research capacity

- Consult with IMD Faculty and CSM research staff on CSM topics
- Through early access to CSM research outputs, gain new insights and identify your upcoming challenges and opportunities through:
  - Cutting edge case studies
  - Working papers/articles/books on CSM management challenges
  - Results of empirical research projects
  - Influence the CSM research agenda to address your most pressing challenges

Access to CSM's shared learning events

- Send your corporate managers to sustainability learning events free of charge (up to three per year)



Aileen Ionescu-Somers  
Director, CSM

### CSM member companies

ABB  
Bacardi-Martini  
Bombardier Transportation  
Coca-Cola Hellenic  
EFICO  
F. Hoffman-La Roche  
Firmenich  
Gearbulk  
Lombard Odier  
Nespresso  
Nestlé  
Novartis  
Philip Morris International  
PWC  
RWE  
Sulzer  
SwissRe  
Syngenta  
Unilever  
WestLB  
WWF

### CSM partners

Breakpoint (Danish Management Forum)  
Burson-Marsteller  
EABIS (European Academy of Business in Society)  
Gain (Global Alliance for Improved Nutrition)  
SAI (Sustainable Agriculture Initiative)  
WEC (World Environmental Center)  
WWF Climate Savers

### What are our objectives?

Our main objectives as a center are to 1) help companies to embed sustainability strategies, 2) contribute to mainstreaming of sustainability as part of the business school curriculum and 3) bring cutting edge learning/knowledge of multiple corporations and their stakeholders in the area of corporate responsibility/sustainability to the attention of our members and participants in IMD programs.

### What is the cost to join?

The annual fee for CSM membership is CHF 10,000.

"The main strength of the CSM platform is the framework it offers companies for putting sustainability into a realistic context. The approach is founded on robust empirical research but is flexible enough to allow integration of business activity. CSM helps to anticipate future developments as well as opportunities and threats while supporting proactive corporate initiatives."

Ruth E. Blumer-Lahner, Head of Corporate Quality, Environment, Health & Safety  
Sulzer Ltd, Switzerland

DATE	EVENT TITLE
January 24-25, 2011 Venue: IMD	CSM Roundtable <b>Human Resources: Turning sustainability into competitive advantage</b>
April 11-12, 2011 Venue: IMD	CSM Open Forum <b>Moving to sustainable financial models? – Taking stock</b>
May 3-4, 2011 Venue: Rollins College, Winter Park, Florida-USA	IMD in partnership with the Sustainable Agriculture Initiative (SAI) Platform Master Class <b>Embedding sustainable agriculture strategies in companies</b>
June 6-7, 2011 Venue: IMD	
Early Oct, 2011 Venue: IMD	CSM Roundtable IMD in partnership with the World Environmental Center - WEC <b>Strategic Innovation for Sustainability</b>