

**BUSINESS SCHOOLS AND CORPORATE RESPONSIBILITY – LAUNCH
OF BEYOND GREY PINSTripES – NEW YORK – NOVEMBER 16TH 2007**

As I was already in the USA anyway, I attended the formal launch Nov 16th of the 2007 edition of Beyond Grey Pinstripes in which Cranfield ranks 56th in the global top 100 Business Schools.

www.beyondgreypinstripes.org/index.cfm

The formal launch was a well-organised and fast-paced two hour session over breakfast in the Ernst and Young HQ in Times Square. There were c. 200 attendees – mainly from participating Business Schools, sponsor companies and a few journalists.

The major focus of the event was to honour a number of individual faculty members including promising PhD students, early career stars and lifetime achievers. (137 nominations from 19 countries). There was also table and plenary discussions on the development of Beyond Grey Pinstripes and further ideas for better integration of CR through research and teaching.

There was a strong emphasis from company speakers (consistent with our European experience) that the biggest driver for more CR and Sustainability inside business, is employee pressure – particularly from the “Millennials” – Generation Y-ers – described as expecting good jobs with good pay, training and prospects – and also to be able to “save the world” at work. Citigroup, for example, stressed how much this had increased even in last 12 months.

The Aspen Institute’s Business & Society Programme is now ten years old. They have brought together their various business school related projects (Caseplace, BGP etc) under a new brand of the programme’s Centre for Business Education.

Aspen will publish “An Alternative Guide to MBA education” in 2008 based on BGP submissions. For reference, the percentage of participating schools with a required social impacts course has increased from 34% when BGP started to 63% today.

The event provided some interesting vignettes of how faculty are working with students on practical projects eg Dr Daniel Diermeier (Northwestern University) had more than 300 students at various stages working on the development of an affordable self-diagnostic tool for HIV/AIDS; and someone else had students apply developing world experience of micro-credit for residents of a US homeless hostel.

DAVID GRAYSON NYC NOV 17TH 2007