



The Pears Business Schools Partnership

UK's leading business schools to work together to promote culture of philanthropy and public service

London, 5 June 2009: The Pears Foundation has today announced the creation of a unique partnership between three of the UK's leading business schools to promote a culture of philanthropy amongst the business leaders of the future. Cranfield School of Management, London Business School and Saïd Business School have joined forces to establish the Pears Business Schools Partnership, which will write case studies and host lectures to help business students develop an understanding of and commitment to public service and philanthropy.

The initiative comes in the wake of research undertaken for the London-based Pears Foundation into the place of philanthropy and public service in MBA courses. The research found that MBA teachers and students were consistently expressing interest in values-based learning, and enthusiasm for courses which incorporate personal and organisational responsibility as an integral part of their work.

The principal projects of the Partnership will be:

- the publication of a series of case studies on the theme of contributing to the public good, such as philanthropy, personal service, social entrepreneurship individual and corporate responsibility.
- the staging of an annual lecture by a leading philanthropist or business figure.

Trevor Pears, Executive Chair of The Pears Foundation said:

"Following 18 months of research and planning I am delighted that the Business Schools Partnership is up and running. We are pleased to be working with such impressive and dedicated colleagues in pursuit of our shared aim to grow the culture of philanthropy."

Professor Frank Horwitz, Dean of Cranfield School of Management said:

"Corporate responsibility can only be effected if individuals assume personal responsibility for the decisions they themselves make on a day-to-day basis. This partnership is about exploring how our own values as managers impact the choices we face throughout our careers and in turn how they can contribute to a successful and fulfilled life. Through this collaboration with London Business School and Saïd we aim to explore how both giving responsibly - of your time, your expertise, perhaps your own money - and managing responsibly, are a critical part of this personal journey. I am delighted that through our Doughty Centre for Corporate Responsibility, we will be working in the Pears Business School Partnership."

Professor Sir Andrew Likierman, Dean of London Business School said:

"We are delighted to be part of this important initiative to integrate the culture of philanthropy and individual and corporate responsibility more extensively into business school education through new case studies and a new lecture series. The ability of the global economy to thrive depends on corporations operating in a generous and responsible way to the communities they affect and of which they are a part."

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Colin Mayer, Dean of the Said Business School said:

“We are delighted to join forces with our colleagues at Cranfield and London Business School to produce high quality case studies that document the pursuit of entrepreneurship for social transformation. We are very grateful to the Pears Foundation for supporting our mission to deliver world-class graduate business education that provides students with the global vision and critical skills to contribute to an equitable 21st century society”

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For further information about the Pears Business Schools Partnership, please contact Theresa Lloyd: 020 7569 8740/ theresa@theresalloyd.co.uk

Notes for Editors:

About the Partnership

1. The development of the Partnership follows research undertaken for the Pears Foundation by Theresa Lloyd, founder Director of Philanthropy UK and author of *Why Rich People Give* (2004). Theresa's work drew on interviews with Deans, MBA programme directors and careers directors in a number of business schools, in the UK and internationally, together with input from the MBA Association and the Graduate Management Admissions Council (GMAC). A number of reports and networks were also reviewed. The analysis indicated that a key constraint to incorporating issues relating to individual social responsibility, and linking this to corporate social responsibility, into the core curriculum and teaching materials on MBA courses is the lack of a sufficient number and range of appropriate and relevant high quality case studies. The importance of providing inspirational role models was also evident. These business schools were chosen because of their positive response to and interest in this area, in which there is growing interest.

2. The Partnership will run for an initial period of three years with a total investment of £750,000. 27 case studies will be written (nine by each Business School) and three major lectures on philanthropy delivered on a rotating basis at the Business Schools.

3. The work of the Partnership will be guided by an Advisory Group with senior representation from each of the Schools and The Pears Foundation. The impact of the work will be assessed both during the process and at the end, with a focus on potential areas for collaboration beyond the initial three year period.

4. It is hoped that over time the case studies and other learning and resources will be used by business schools in the UK and beyond. The Partnership is already in close contact with others interested in this topic on continental Europe, and its work will be informed by external contributions as well as its own experience.

About the Partners

5. The Pears Foundation is a UK based family Foundation committing in excess of £6 million to charitable causes in 2008. This partnership complements other investments by the Foundation in strengthening 'philanthropy', including the annual report on Family Foundations in conjunction with the Centre for Charitable Giving and Philanthropy at Cass Business School. For further information, please see www.pearsfoundation.org.uk

6. Cranfield School of Management distinctively develops, innovates and improves the practice of management. The School's strong ties with business and industry ensure exciting, relevant programmes, which emphasise personal development and growth, practical application and high quality. Cranfield's leading edge and relevant research aims to enrich students' learning and seeks to make a difference to the practice of management and public policy. For further information, please see www.som.cranfield.ac.uk/som/

The Doughty Centre for Corporate Responsibility was established at Cranfield in 2007 to improve the practice of responsible management. The Centre aims to inspire future and current managers and to equip them with the skills and outlook to put sustainability and responsibility at the heart of successful organisations. For further information, please see www.doughtycentre.info

7. London Business School's purpose is to deliver insights and leaders that have impact. The School is ranked number one in the world for both full-time and executive MBA programmes and top ten for Executive Education*. In research, the School is ranked within the global top ten and holds the highest average research score of any UK academic institution**. Studying at the School provides access to an unmatched diversity of thought. With a presence in four international cities - London, New York, Hong Kong and Dubai - the school is well positioned to equip students from more than 130 countries with the capabilities needed to operate in today's business environment. For further information, please see <http://www.london.edu>

**Financial Times* MBA rankings Jan 2009 / *Financial Times* EMBA rankings Oct 2008 / *Financial Times* Executive Education rankings May 2009; ** Research Assessment Exercise (RAE) 2008

8. Oxford University's Saïd Business School was established in 1996. It is one of Europe's youngest and most entrepreneurial business schools, with a reputation for innovative business education. The School combines the highest standards of academic rigour with a practical understanding of business and wealth creation. Our faculty members are engaged in boundary-extending research on key management issues, in dialogue with the wider intellectual community and with practitioners. For further information, please see <http://www.sbs.ox.ac.uk/>