Press release

UNILEVER, INTERNATIONAL PAPER AND THE MOSCOW SCHOOL OF MANAGEMENT SKOLKOVO LAUNCH SUSTAINABILITY LAB IN RUSSIA

Moscow, 13 May 2015 – The SKOLKOVO Sustainability Lab has been launched as part of the SKOLKOVO Institute for Emerging Market Studies (SKOLKOVO IEMS), under the strategic partnership agreement between Unilever and the Moscow School of Management SKOLKOVO.

The Sustainability Lab’s programs will make it possible to assess the condition of the main sectors of the Russian economy from the point of view of sustainability, introduce young entrepreneurs and Russian business leaders to successful examples of implementing sustainability both globally and locally, and to develop recommendations aimed at accelerating the transition to sustainable business – including through the use of smart regulation.

The first step in this process will include research aimed at determining particular characteristics of the local environment and possible barriers toward the implementation of sustainable business strategies and practices in Russia. The research results will be published in late 2015.

“On a global level, Sustainable Living Lab was launched Unilever just two years ago and in web format only. In Russia, thanks to the strategic partnership with the Moscow School of Management SKOLKOVO, for the first time we are able to implement this model as a comprehensive research, advisory and academic platform”, - says Laurent Kleitman, Unilever CEO in Russia, Ukraine and Belarus.

Kenneth Munson, Global Director, Forestry Projects for International Paper comments: “Sustainability consists of three key components – environmental, social and economic – which in close coordination make it possible to achieve the harmonious development of an individual, company, society and country as a whole. We believe that strong companies that focus on the long-term perspective and have responsible attitudes toward their operations will ensure the sustainable development of business in Russia.”

Andrei Sharonov, Dean of the Moscow School of Management SKOLKOVO, says: “The concept of sustainability is implemented in many countries globally, and is often promoted by the leading business schools. In Russia, it is only just being formed. The mission of the Moscow School of Management SKOLKOVO is to develop the Russian business environment and we believe that it is important to demonstrate to entrepreneurs and managers that the implementation of sustainable practices is not only a question of responsibility, but also a way to improve efficiency and business profitability. We are pleased that our partners in launching Sustainability Lab are global corporations Unilever and International Paper, whose best practices can become our basis for implementing the School’s educational and research projects. We hope that this initiative will engage a growing number of supporters and partners year by year.”