



GENEVA CENTER
FOR **BUSINESS**
& **HUMAN**
RIGHTS

The first
human rights center
at a business school
in Europe

gcbhr.org

GENEVA CENTER
FOR **BUSINESS**
& **HUMAN**
RIGHTS

The first
human rights center
at a business school
in Europe



About the GCBHR

Founded in 2019 as part of the *Geneva School of Economics and Management (GSEM)* at the University of Geneva (UNIGE), the Geneva Center for Business and Human Rights (GCBHR) is the first human rights center at a business school in Europe.

Directed by Prof. Dorothée Baumann-Pauly, who also serves as the Research Director at the NYU Stern Center for Business and Human Rights, the GCBHR is a leading institution engaged in independent research, teaching and advocacy to address human rights challenges in business.

The mission of the GCBHR is to educate future leaders and support companies in developing transformational business models that align profits and human rights principles. The GCBHR strives to foster tangible impact on the lives of workers and communities through the improvement of corporate practices.

The GCBHR conducts independent research. Its independence is ensured by its funding principles, which establish clear rules for fundraising.

“ *The promotion of and respect for human rights are the cornerstones of a sustainable society. Global supply chains depend on effective risk management, and social risks are growing in every jurisdiction. The GCBHR is a key player in developing knowledge on these risks and providing advice on mitigation measures to foster long-term value creation for both businesses and society as a whole.* ”

Rosa Garcia Pineiro
Chair of the GCBHR Advisory Council

How we work

We have developed a distinct methodology to ensure impactful research. The goal of our approach is to empower companies and policymakers to drive positive change for workers and communities whose human rights are affected by corporate activities and reduce the risks of supply chains disruptions.

RESEARCH

We conduct in-depth research to understand the root causes of human rights challenges, with a focus on analyzing how business models impact the rights of workers and communities. This typically involves both, desk research and on-the-ground research through field work and interviews with those directly affected by corporate activities. Based on our research insights, we develop practical recommendations for policymakers and companies to advance human rights in corporate practice. We publish our research findings in reports that are designed to be accessible and relevant to the business community.

ENGAGE

Throughout our research process, we actively engage with key stakeholders. We partner with organizations that can add their expertise to our work and amplify our research insights. We also advocate for solutions to corporate human rights challenges through public writing and speaking engagements on Swiss and international media platforms. These engagements help raise awareness and build momentum for our practical recommendations.



EDUCATE

We educate current and future business leaders by developing teaching resources, corporate training, and background briefs. Our case study series, based on GCBHR's research insights, highlights concrete examples of business models that successfully integrate human rights. Additionally, we co-founded a global network of business schools comprised of over 120 business schools. Together, we advance human rights in business education through research and teaching. The goal of our work is to educate a new generation of decision-makers who have a good understanding of social risks for business and are committed to respecting and upholding human rights.



Research



Engage

Educate





Focus areas

Our research projects address critical human rights challenges in business. The GCBHR's three focus areas – Global Supply Chains, Finance, and Business Education – represent key components of a holistic approach to advancing human rights.

1 **GLOBAL SUPPLY CHAINS**

Managing human rights in global supply chains presents a significant challenge for many companies, especially when local governments are unable or unwilling to protect these rights. New human rights due diligence laws in Europe mandate companies to address human rights risks. Our research supports companies in developing business models that integrate a human rights lens across all their business operations and their supply chains, both from a risk and opportunity point of view.

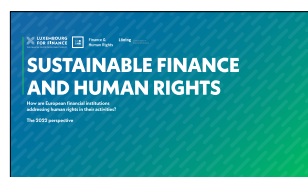
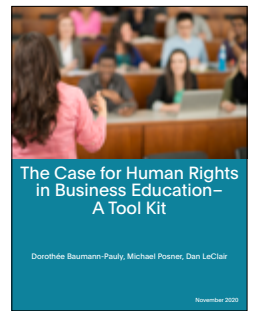
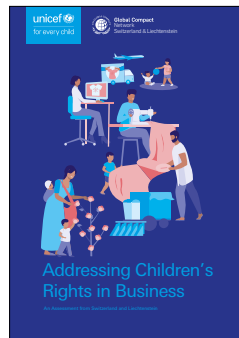
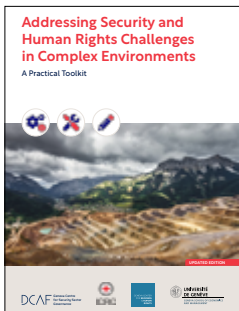
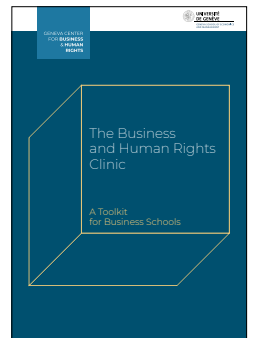
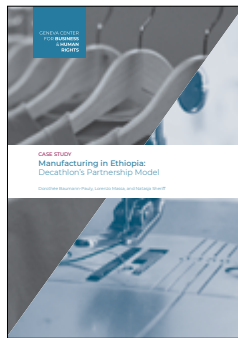
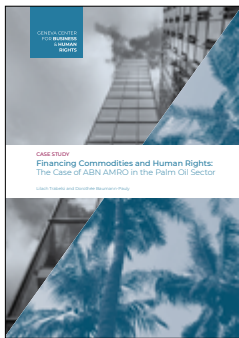
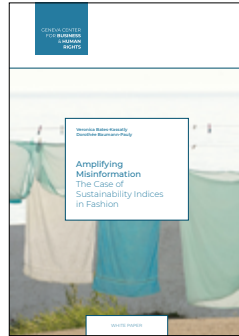
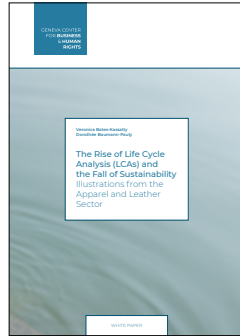
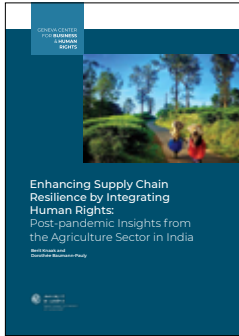
2 **FINANCE**

Financial institutions are essential for advancing human rights in corporate practices. While interest in sustainable finance and ESG (Environmental, Social, and Governance) data has grown, the understanding of the human rights component – particularly the “S” in ESG – needs further development. Based in Geneva, a hub for both finance and human rights, the GCBHR aims to support financial institutions in integrating human rights into their core activities. This includes creating reliable metrics for evaluating human rights risks and developing guidance for responsible investments, especially in conflict and post-conflict environments, ensuring decisions benefit both people and the planet.

3 **BUSINESS EDUCATION**

Human rights education in business schools prepares future leaders to effectively manage human rights risks in their future roles. It fosters essential leadership and risk management skills, which are critical for companies' long-term success. Institutionalizing human rights in business education is central to our mission. To support this, we collaborate with business schools to integrate human rights into research and teaching, and our network currently spans over 120 business schools worldwide. Additionally, we create open-source teaching materials to facilitate the uptake of human rights topics in core management courses.

Selected publications





Advisory council

CHAIR Rosa Garcia Pineiro

Former Vice President of Sustainability at Alcoa and
President of the Alcoa Foundation

MEMBERS Joëlle Fiss

Human rights analyst and researcher

Nadine Hack

CEO of Because Global Consulting

Isabel Lechtman

Former CEO of International Union Against Cancer (UICC)

Marcela Manubens

Business and Human Rights expert

Robert McCorquodale

Professor of International Law and Human Rights at the University
of Nottingham

Marcelo Olarreaga

Former Dean of the Geneva School of Economics and Management
(GSEM)

Michael Posner

Director of the NYU Stern Center for Business and Human Rights

Franklin Servan-Schreiber

CEO of Transmutex

Vincent Subilia

CEO of the Geneva Chamber of Commerce, Industry and Services

Lene Wendland

Chief, Business and Human Rights Section at Office of the
United Nations High Commissioner for Human Rights (OHCHR)

Florian Wettstein

Director of the Institute for Business Ethics at the University of St Gallen

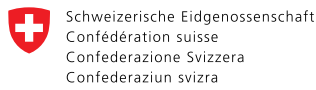
Julie Wynne

Partner at MLL

Myret Zaki

Head of Communication Programme at the Centre de formation
au journalisme et aux medias

Selected partners



Federal Department of Foreign Affairs FDFA





Partner with us

How the GCBHR can support companies

In-depth research

Background research on human rights challenges in various industries or specific topics (e.g., forced labor and child labor).

Executive training

Tailored training programs on human rights management skills, addressing current issues or specific functions (board, executive management, procurement, sustainability, human resources, etc.).

Impact assessment

Evaluation of the effectiveness of human rights remediation strategies, supported by baseline studies and independent progress reports.

Stakeholder engagement

Assistance in integrating stakeholders, including human rights defenders, into companies' human rights due diligence processes.

Case study

Analysis of transformative, responsible business models implemented by companies to effectively promote human rights in corporate settings.

“ The Geneva School for Economics and Management educates future leaders based on three core values: rigor, relevance, and responsibility. The work of the Geneva Center for Business and Human Rights is a concrete illustration of how we put our school’s values into practice. ”

Marcelo Olarreaga

Former Dean of the Geneva School of Economics and Management

“ We need bridges to connect International Geneva with the academic, business and financial worlds. The GCBHR embodies these bridges and has started establishing these connections. If it were not here, we should urgently invent the GCBHR. ”

Claude Voillat

Former Economic Advisor at ICRC

“ I very much enjoyed Professor Baumann-Pauly’s class on Business and Human Rights. It allowed me to discover the world of responsible management, which is a topic that was only mentioned in passing in my other courses, and I have now decided that I want to explore it further. The class provides a good introduction to the management of business and human rights issues as well as the complexities that come with it. ”

Nicola Akerele

Master student

GENEVA CENTER
FOR **BUSINESS**
& **HUMAN**
RIGHTS

GENEVA CENTER FOR BUSINESS
AND HUMAN RIGHTS
Geneva School of Economics
and Management
Uni Mail
40, boulevard du Pont-d'Arve
1211 Geneva 4
Switzerland

gsem-gcbhr@unige.ch



UNIVERSITÉ
DE GENÈVE

GENEVA SCHOOL OF ECONOMICS
AND MANAGEMENT

Photos:
Cover and page 5: GCBHR

Design:
Justine Gaxotte
(justinegaxotte.com)

Copyright © 2024 University of
Geneva. All Rights Reserved.