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IMD Alumni Club Zurich and Accenture Team Up on UNICEF Pro Bono Consulting Project

Lausanne (ots) -

IMD, one of the world's top business schools, announces that its Zurich Alumni Club and Accenture Zürich, a leading worldwide strategy consultancy, have successfully completed a pro bono consulting project with UNICEF Switzerland (Baumackerstrasse 24, 8050 Zürich), world-renowned supporter of children's causes in the United Nations member countries.

Against a backdrop of sinking revenues and smaller public welfare budgets, increasing competition for funds, rising donation management and rising costs, UNICEF Switzerland turned to the IMD Zurich Alumni Club and Accenture Zurich to help them ensure long-term growth, identify alternative donor segments, and set out and implement future strategies. Over four months, the IMD Alumni-Accenture project team developed action recommendations for UNICEF. These recommendations, which will serve as a platform for further building UNICEF's unique position, rest on four pillars: clarify and differentiate positioning in the UNICEF communications strategy, develop a new strategy for industrial customers, create an Ambassador concept, and develop the UNICEF organization. Altogether, the IMD-Accenture team invested around 75 to 85 consultancy person/days.

Elsbeth Müller, CEO UNICEF Switzerland, said: "The cooperation between UNICEF Switzerland, the IMD Alumni Club and Accenture was inspiring and fruitful. UNICEF Switzerland is benefiting enormously from the knowledge, the experience and the IMD way of getting things done."

Müller continued, "This kind of cooperation, donating hours for a good cause, instead of going out, doing sports or having fun, means a lot to UNICEF. Our common efforts will result in increasing funds."

According to Beat Imwinkelried, Member of the IMD Zürich Alumni Club Committee and Managing Director, Auto-Interleasing AG, "This is a meaningful way of contributing to society. To write a check and make a donation is certainly good, but we have given what is probably most valuable: our time and our knowledge. This approach to a corporate responsibility initiative could also serve as a model for corporations around the world."

Dr. Peter Lorange, President of IMD, added: "We are proud to support UNICEF, which runs so many vital programs for the children of our world. IMD is committed to responsible corporate citizenship, which underpins both our actions and programs. The IMD Zurich Alumni Club and Accenture project with UNICEF demonstrates why IMD Alumni are so well-known for making a difference in their communities."

IMD is an independent not-for-profit foundation located in Lausanne, Switzerland. For over 50 years it has trained managers of leading international companies. Its proven "Real World. Real Learning" philosophy is designed to enhance leadership in every area of management. IMD helps executives and companies find new and innovative ways in which to sustain global competitiveness. For further information please visit our website www.imd.ch or contact:

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