

EHL Achieves B Corp Certification, Accelerating its Commitments to Sustainable and Human-Centric Hospitality



Jonathan Normand, CEO & Founder of B Lab Switzerland and Markus Venzin, CEO of EHL

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Lausanne, 2nd April 2026 — EHL Hospitality Business School is proud to announce that it has officially achieved B Corp Certification. Beyond the certification itself, EHL's ambition is to further strengthen its commitment to sustainability, join a global movement driving positive change, and inspire a shift in mindset among its students, future leaders and, within the industry at large. This certification represents a significant milestone, yet EHL sees it not as an end point, but as the starting point of a long-term, continuous improvement journey aligned with B Lab's evolving social and environmental standards and EHL's stakeholders expectations.

With a verified B Impact Score of 98.5, EHL exceeds the minimum requirement of 80 points under B Lab's current standards, which rate organizations on a scale of up to 200. EHL now joins a global movement of more than 10,300 B Corp-certified companies worldwide, representing over one million employees, and becomes one of 143 B Corps in Switzerland. Although B Corp certification is expanding across many sectors, only about ten comparable higher education institutions worldwide — and just one in Switzerland — have completed this rigorous process, making EHL one of the early adopters in the academic field.



B Corp Certification evaluates an organization holistically, examining governance, social and environmental practices, and transparency across all entities through 200 elements. In this process, EHL met B Lab's legal requirement to embed stakeholder governance into its governing documents, ensuring that decisions consider students, employees, communities, suppliers, and the environment, not just shareholders. The assessment also includes the review of potential negative impacts through disclosure, background checks and case reviews, which EHL completed transparently.

“As THE global reference in hospitality management education, EHL has always placed people at the center of its mission,” said Markus Venzin, CEO of EHL. “Preparing the next generation of leaders means equipping them to face tomorrow's environmental and social challenges with responsibility while creating lasting value. We CAN ONLY credibly teach what we implement ourselves. We must walk the talk.”

EHL sees its role as extending beyond its own campus. As a leading institution in a sector built on human interaction and service culture, EHL aims to inspire the broader hospitality and service industries to deepen their commitment to sustainability. The school intends to actively contribute to the B Corp community by sharing not only its best practices but also its challenges, recognizing that progress requires transparency, humility, and collective learning.

Like all certified companies, EHL will be required to undergo the recertification every three years under B Lab's future updated and more stringent standards, which will do away with the current point-scoring framework, to maintain its B Corp status. This process will demand ongoing adaptation, measurable progress, and a commitment to continuous improvement across environmental, social, and governance dimensions. « A certification only matters if it changes how we think, act and improve,” Markus Venzin highlights.

EHL's full B Corp profile, including its score breakdown, methodology, and disclosure questionnaire is publicly available: <https://www.bcorporation.net/en-us/find-a-b-corp/company/ehl-holding-sa/>, reflecting the institution's commitment to accountability and transparency.

About EHL:



EHL – originally founded in 1893 as École hôtelière de Lausanne – is a hospitality and business education group, recognized as the global leader in hospitality management. The institution brings together a vibrant community of 4,000 students from over 120 nationalities across three campuses in Switzerland and Singapore. At EHL, we educate hearts, hands, and minds, shaping confident, versatile, and resilient leaders for careers in hospitality and other experience-driven industries.

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www.ehlgroup.com

Contact:

EHL | Carole Massanes | Head of External Communications
communication@ehl.ch | +41 21 785 15 76