

Press Release

London, 15.11.2019

// ECBM plants a tree in Kenia for every graduate //

The graduation ceremony of the European College of Business and Management, held in November 2019, was attended by over 450 people, including 111 graduates. The event was a major success and included keynote addresses from the Vice-Chancellor of Liverpool John Moores University, the Director General of the German-British Chamber (Aussenhandelskammer) and representatives from industry and the Embassy of the Federal Republic. Students received their Bachelor and Master degrees in business and fashion management.

ECBM has pride in its record, and in its highly successful students. The College also aims to give back to the community and the environment wherever it can – hence the initiative to plant a tree for every graduate attending this year's graduation ceremony in London.

This partnership with Treedom, an Italian social enterprise which has brought planting trees into the 21st Century, symbolises ECBM's efforts to make a positive impact on its students and on the world. Every graduate will receive a code for a tree, to be redeemed on Treedom's website. The tree will then be planted in sustainable agroforestry systems in economically and socially disadvantaged countries around the world. These projects have a great ecological impact, as they absorb large numbers of CO2 over time, as well as a social one: The small scale farmers and their families are the official owners of the trees, profiting from the fruit that is grown by either consuming the produce, or selling it at local markets to increase their income.

ECBM's students will have a lasting impact through their efforts and ability, and this is a way of symbolising the fact that everyone can leave a legacy for good on this earth.

The European College of Business and Management is the business and creative industries school of the German-British Chamber of commerce. They teach in many different venues in Europe including Munich, Berlin, Milan and Paris, as well as at their own premises in the centre of London. The college was established over 30 years ago and has educated over 20,000 students. Students from ECBM have gone on to be CEOs, doctors, to work at major companies or start their own dynamic small enterprises. The college works closely with Commerzbank and is the only UK based College to offer a version of the German apprenticeship qualification in addition to Bachelor and Master degrees.



The portfolio includes Master programmes internationally accredited and recognised across the world, linked with two Universities, including Liverpool John Moores University (LJMU). With LJMU, ECBM offers students the ability to study for their international MBA, Master of Science

or their new Master in International Fashion & Media Management whilst still working. The college does this through the modern method of 'blended learning', which combines e-learning, self-study and intensive in-class teaching seminars.

ECBM is proud to congratulate 111 students this November, and is looking forward to more successful students in the years to come!

For further information please contact:

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