

BSR 2014: Transparency as a transformational power in sustainability progress

PAIR OF UPCOMING SPECIAL SECTIONS IN BLOOMBERG BUSINESSWEEK WILL PREVIEW KEY THEMES FOR BUSINESS FOR SOCIAL RESPONSIBILITY'S 22nd ANNUAL CONFERENCE THIS FALL IN NEW YORK CITY

Our increasingly transparent world is accelerating sustainability progress and raising new dilemmas. At the same time, it is clear that transformative change is needed to deliver a sustainable economy: Incremental progress is not enough.

In a two-part series of upcoming special section reports in Bloomberg Businessweek, we will tackle these questions in the months before they become discussion-starters at the annual Business for Social Responsibility (BSR) Conference, scheduled for Nov. 4-6 in New York City. Produced in exclusive partnership with BSR, this tandem of "bonus read" sections will reach Businessweek's full Global circulation, running in all copies of our July 21 and Oct. 6 issues; the Oct. 6 issue will also be made available on site to BSR Conference attendees.

Advertisers will receive text coverage in the BSR-inspired stories that will flow through each section. This is an opportunity to align with BSR and showcase how your company and its leaders—whom we can interview for this story—are utilizing transformational techniques and technologies for social benefit. It's also an opportunity to leverage your Conference sponsorship and preview the thoughts of any executives who are scheduled to speak this fall.

About BSR

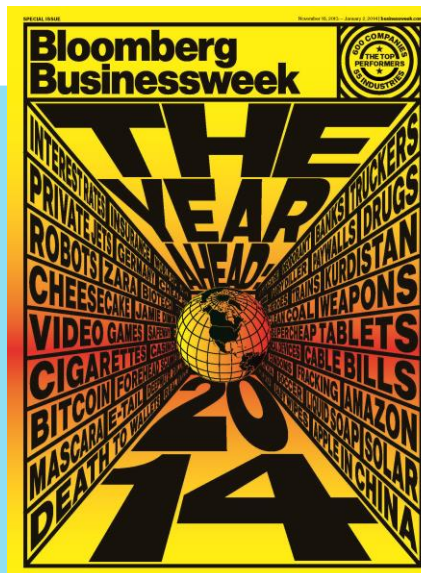
BSR is a global nonprofit organization that works with its network of more than 250 member companies to build a just and sustainable world. From its offices in Asia, Europe, and North and South America, BSR develops sustainable business strategies and solutions through consulting, research and cross-sector collaboration. Visit www.bsr.org for more information about BSR's more than 20 years of leadership in sustainability.



2014 BSR SECTIONS – CLOSE DATES

Issue Date—Section 1:	July 21
Ad Close:	June 13
Materials Due:	July 1
On-Sale Date:	July 18
Issue Date—Section 2:	Oct. 6
Ad Close:	Aug. 22
Materials Due:	Sept. 22
On-Sale Date:	Oct. 3

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► Index 169 for Household Income \$200,000+

Source: 2013 Mendelsohn Affluent Survey

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