



111 Sutter Street, 12th Floor T +1 415 984 3200
San Francisco, CA 94104 USA F +1 415 984 3201

Contact:

Eva Diemel
Communications Manager, BSR
ediemel@bsr.org, +1 415 984 3233

BSR Conference Speakers to Discuss the White House Perspective on Multisector Partnerships, How to Talk Climate Change With Your Employees, More

San Francisco—October 12, 2011— The [BSR Conference 2011](#)—taking place just three weeks from now, November 1 through 4 in San Francisco—will give participants a chance to hear directly from leaders in business and sustainability in an intimate, conversation-style setting.

Some of these discussions feature:

[Sonal Shah](#), former Director for the Obama White House Domestic Policy Council's Office of Social Innovation and Civic Participation: In her career, Shah has worked on the Obama transition team, implemented global development initiatives at Google.org, worked on Wall Street as the environmental strategy lead for Goldman Sachs, and founded the nonprofit Indicorps. Hear Shah's take on the White House approach, what really makes for good multisector partnerships, how to move from outcomes to impacts, and how investing in human capital and the available financial mechanisms for the social sector need overhauling to produce truly sustainable organizations.

[Peter Byck](#), Director and Producer, *Carbon Nation*: From hundreds of conversations with climate skeptics and those truly worried about climate change, Byck has learned that the United States is not a polarized country. There is vast common ground when it comes to energy efficiency, national security, and clean energy. Reaching a larger majority is simply a storytelling problem. The people who want a high-carbon economy have been much better at getting their story told and accepted. Byck is tracking how the characters in *Carbon Nation* help the low-carbon story gain traction, and why the quest for clean air and water is a story worth telling.

[Lisa Gansky](#), Author, *The Mesh: Why the Future of Business Is Sharing*: In her session, Gansky will look at the explosion in swapping, renting, and sharing as they are being reinvented through mobile, web, and location technologies, global platforms, and peer-to-peer marketplaces. Learn how companies can develop and experiment with new business models and strategies in a world where access trumps ownership. She will provide examples and current practices from the leaders who are boldly pioneering new "marketscapes." She will share her insights as an investor and entrepreneur on how cities, businesses, and socially minded organizations must embrace a new approach to building brands, communities, and ecosystems.

Now in its 19th year, the BSR Conference is ranked at the top of corporate responsibility events globally. The BSR Conference 2011 will give participants the inspiration, tools, and connections needed to shape the future—and redefine leadership for their business.

To register and get updates on speakers, sessions, and more, visit www.bsr.org/conference.

Media may request a complimentary press pass to the BSR Conference 2011 from Communications Manager Eva Dienel at edienel@bsr.org.

About BSR

A leader in corporate responsibility since 1992, BSR works with its global network of more than 250 member companies to develop sustainable business strategies and solutions through consulting, research, and cross-sector collaboration. With offices in Asia, Europe, and North America, BSR uses its expertise in the environment, human rights, economic development, and governance and accountability to guide global companies toward creating a just and sustainable world. Visit www.bsr.org for more information.