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BSR Conference 2011 Draws 1,000 Global Participants to Redefine Leadership for Sustainability

San Francisco—November 1, 2011—The [BSR Conference 2011](#)—“Redefining Leadership”—begins today, with 1,000 senior business executives, civil society representatives, and other experts from more than 30 countries gathering to share strategies and insights on the future of sustainability.

“With an estimated 7 billion people now populating the planet, business has an opportunity to create a future that ensures sustainable prosperity for all,” said BSR President and CEO [Aron Cramer](#). “The leaders gathered at the BSR Conference this year will focus on innovative business strategies that will create an economy that is strong, sustainable, and inclusive, which is even more important in a time of global economic uncertainty.”

Taking place today through Friday, November 4, in San Francisco, the event features:

- » **Global leaders**, including former U.S. Vice President Al Gore, Autodesk CEO Carl Bass, Anheuser-Busch InBev CEO Carlos Brito, Best Buy CEO Brian Dunn, Preventive Medicine Research Institute Founder and President Dr. Dean Ornish, and Strauss Group Chairperson Ofra Strauss
- » **More than 35 interactive sessions** on cutting-edge sustainability issues
- » **Results from an annual survey of BSR’s 250 member companies on the “State of Sustainable Business”** (to be released Wednesday, November 2, with experts available for media interviews in person at the event, from 11:15 a.m. to 12:15 p.m. PST)
- » **Real-time, online coverage** integrating news stories, blog posts, tweets, photos, and videos posted on the BSR blog at <http://blog.bsr.org>; Twitter updates will be available via the hashtag #BSR11

Now in its 19th year, the BSR Conference is ranked at the top of corporate responsibility events globally.

To register and receive 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 Diemel at ediemel@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.