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## **MEDIA ADVISORY:**

# **BSR President and CEO Aron Cramer to Provide Live Briefing on Global State of Sustainable Business Survey: November 2**

## **Real-Time, Online Coverage of BSR Conference 2011: November 1-4**

**San Francisco—October 26, 2011**—BSR, a global business network and consultancy focused on sustainability, will announce the results of the annual BSR-GlobeScan “State of Sustainable Business” survey at the upcoming [BSR Conference 2011](#), taking place November 1-4 in San Francisco. BSR President and CEO [Aron Cramer](#) and GlobeScan Senior Vice President [Chris Coulter](#) will discuss the trends and priorities identified by leaders within BSR’s global network of more than 250 member companies, and will be available for comment following the briefing. (See the results of the 2010 survey at [www.bsr.org/pdfs/press-releases/PR\\_BSR\\_Conference\\_2010\\_Survey\\_11\\_02\\_10.pdf](http://www.bsr.org/pdfs/press-releases/PR_BSR_Conference_2010_Survey_11_02_10.pdf).)

BSR will also provide real-time Conference coverage using the online platform [Storify](#) to bring the event alive based on news stories, blog posts, tweets, photos, and videos. This will allow followers to track the latest sustainable business trends being discussed at one of the leading global conferences on corporate responsibility. Stories will be posted at <http://blog.bsr.org>, and Twitter updates will be available via the hashtag #BSR11.

### **STATE OF SUSTAINABLE BUSINESS SURVEY PRESS BRIEFING**

**WHEN:** Wednesday, November 2, 2011  
11:15 a.m.-12:15 p.m. PDT

**WHO:** [Aron Cramer](#), President and CEO, BSR  
[Chris Coulter](#), Senior Vice President, GlobeScan

**WHERE:** BSR Conference 2011  
Hyatt Regency Embarcadero, Regency B (Street Level)  
5 Embarcadero Center  
San Francisco, CA 94111

## **REAL-TIME CONFERENCE COVERAGE**

**WHEN:** November 1-4, 2011

**WHERE:** <http://blog.bsr.org> or #BSR11

Media may request a complimentary press pass to attend the BSR Conference 2011 from Communications Manager Eva Diemel at [edienel@bsr.org](mailto: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](http://www.bsr.org) for more information.