



BSR

Report

2015





# Welcome to the BSR Report 2015.

This short publication is intended to provide a snapshot of our profile, our performance, and our impacts. It is supplemented by significantly more information on our website, including our theory of change, project case studies, and more detailed financial results.

We are publishing this report to provide stakeholders with important insights into who BSR is, the extent of our global footprint, and how we assess our performance.

We are also publishing this report because we believe the discipline of transparency inspires improved performance.



# Employees

In 2015, BSR employed a total of 134 staff across all of our eight offices. Below, we have noted the ethnic diversity data of our U.S.-based staff in 2015, as well as the gender diversity of our full global staff based on their cohort level.

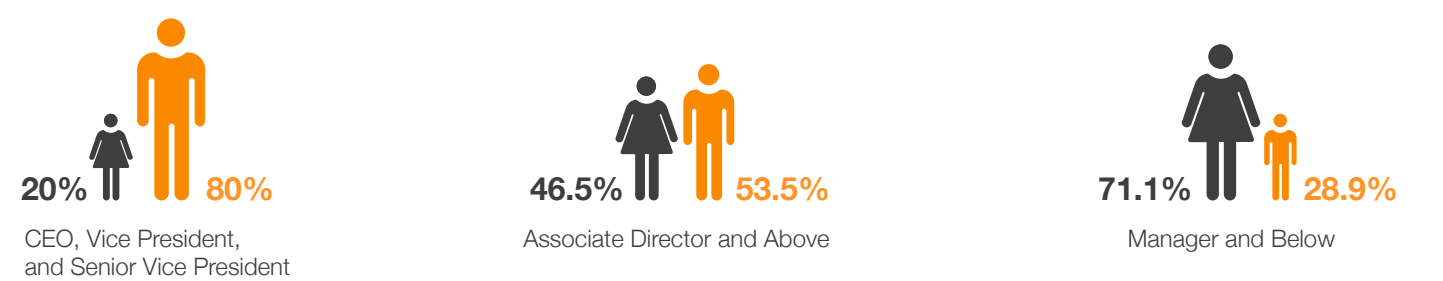
## Employee Numbers by Location

\*This data refers to the total number of staff who were employed by BSR at any point throughout 2015.



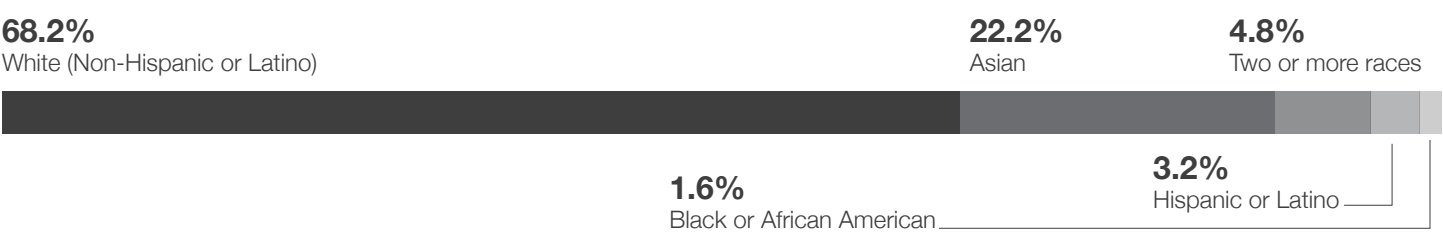
## Global Gender Diversity

\*This data refers to the total number of staff who were employed by BSR at any point throughout 2015.



## U.S. Ethnic Diversity Data

\*This data comes from BSR's EEO-1 report filed in Fall 2015.

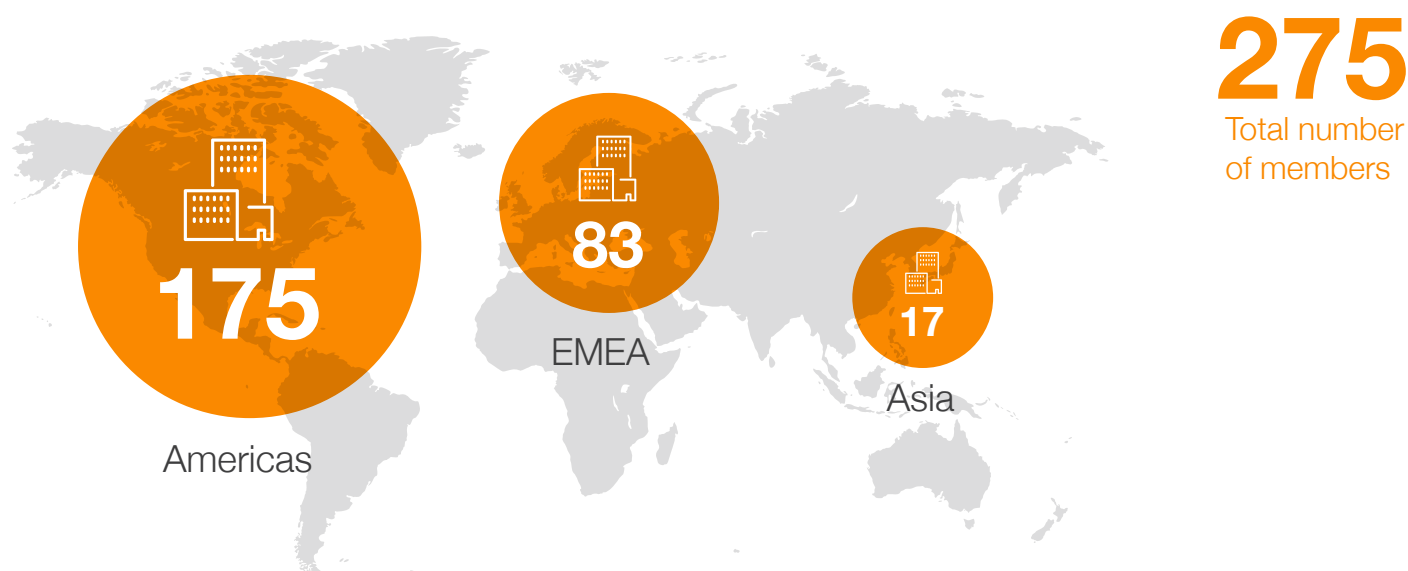


# Membership

BSR gives businesses access to a powerful global network of member companies, thought leaders, peers, and stakeholders—all focused on creating viable sustainability solutions. Throughout 2015, BSR had 275 member companies participate in our network, representing more than 10 industries. More than 60 percent of these companies joined from the Americas, 30 percent from the EMEA region, and 6 percent from the Asia region.

\*These numbers include members who left during or after 2015.

## Number of BSR Members by Region



## Number of BSR Members by Industry

Consumer Products	67	Heavy Manufacturing	12
Energy and Extractives	25	Power and Utilities	10
Financial Services	39	Transportation	10
Food, Beverage, and Agriculture	33	Travel and Tourism	5
Healthcare	23	Professional Services	2
Information and Communications Technology	49		

# Outcomes and Impacts

To evaluate progress toward BSR's mission of working with business to create a just and sustainable world, it is important that we assess our work from the perspective of impacts and outcomes. Impacts are the changes we want to see in the world, and outcomes are new approaches by organizations that create impacts.

## How It Works

BSR staff are tasked with undertaking an impacts and outcomes assessment at the completion of every BSR project. These reviews assess factors such as whether the outcome represents a significant step toward achievement of our mission, or how many people, organizations, and companies are affected by the outcome. We learn lessons about our theory of change and insights that help us design more impactful projects in the future.

Our goal is for an impacts and outcomes assessment to be undertaken for 95 percent of BSR projects. During 2015—the second year of applying this process—we fell short of that goal, with reviews completed 57 percent of the time.

## Percentage of 2015 Projects Reviewed for Outcomes and Impacts

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**57%**  
117 out of 205

This number includes projects funded by grants, in addition to our consulting work.

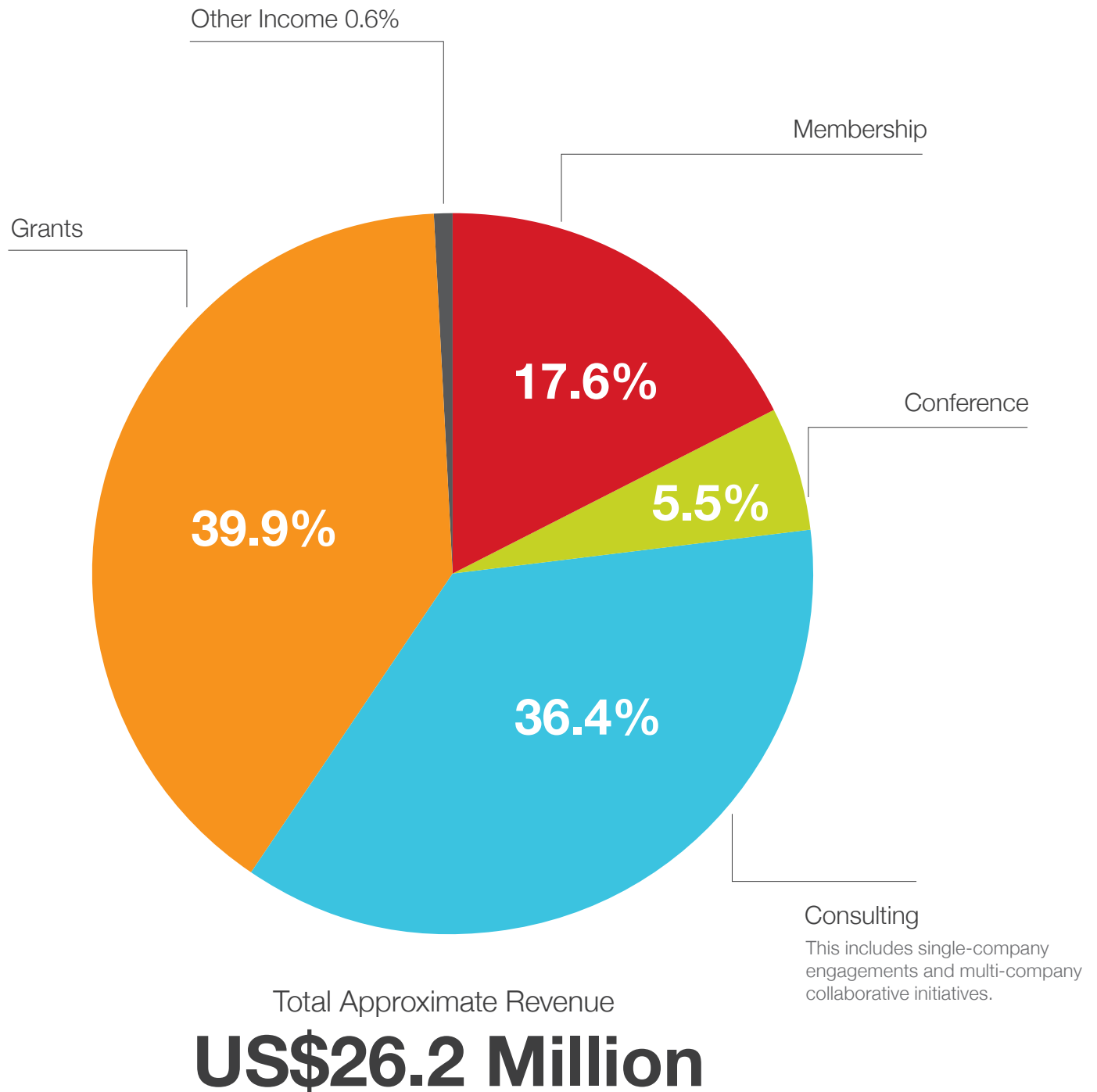
## 2015 Case Studies

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Case studies of the outcomes and impacts arising from a wide range of BSR projects are available [online](#).

# Global Revenue by Type



More detailed financial data available [here](#).



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 America, BSR develops sustainable business strategies and solutions through consulting, research, and cross-sector collaboration. Visit [www.bsr.org](http://www.bsr.org) for more information about BSR's 25 years of leadership in sustainability.

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