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About BSR

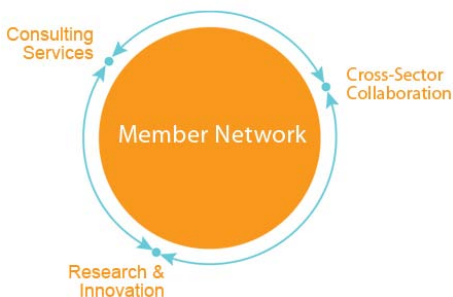
Our mission is clear: We work with business to create a just and sustainable world.

www.bsr.org

Leading the Way

BSR works with its global network of nearly 300 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.

How We Work



How Does BSR Help Companies Succeed in a Changing World?

We see new possibilities.

BSR shows companies how to create opportunities from global challenges, derive value from sustainability, and maintain competitive advantage while benefiting the world.

We keep good company.

When your company joins BSR, you'll gain access to a powerful network of companies, as well as our other partners—all focused on creating viable sustainability solutions.

We take solutions to scale.

BSR leads member companies in working groups and grant-supported initiatives that enable collective action, resulting in comprehensive, lasting solutions that make a global impact.

We deliver results.

For nearly two decades, BSR has been working in boardrooms, communities, and factories in more than 70 countries to achieve results that go beyond traditional business outcomes.

BSR Industry Focus

Consumer Products
 Energy
 Financial Services
 Food, Beverage, and Agriculture
 Health Care
 Information and Communications Technology
 Media and Entertainment
 Mining
 Transportation and Logistics
 Travel and Tourism

Talk with a BSR Expert

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About BSR



Our Services

BSR provides the following services, adapting them to the needs of each industry:



Our Impact

- » In preparation for **Visa's** IPO, we advised the company on how to build a corporate responsibility strategy aligned with its business.
- » BSR helped Germany-based software and services provider **SAP** create its first two sustainability reports, as well as a human rights approach that fits the company's business model, and innovative online tools for stakeholder engagement.
- » BSR worked with agricultural processor **ADM** to make its supply chain for soy, palm oil, and corn more sustainable.
- » Funded by the **David and Lucile Packard Foundation**, BSR's HERproject unites **Levi's, HP, Timberland**, and other companies in improving female factory workers' health—boosting productivity, lowering turnover, and reducing absenteeism.
- » For **Shell**, BSR engaged communities in the United States to advance the company's wind energy projects.
- » We helped **China Mobile**, the world's largest telecommunications operator, develop several corporate responsibility reports—and become the first mainland Chinese company listed on the Dow Jones Sustainability Index.

BSR Conference

We bring together over 1,200 participants from nearly 50 countries at the annual BSR Conference—ranked by Forbes.com as one of the top 12 executive gatherings for 2009.

Research

Because anticipating the future means moving beyond business as usual, BSR combines research, trend-spotting, and insights to help companies develop resilient business strategies. Our deep industry knowledge is married with technical expertise in the core areas critical to the future of business: the environment, economic development, human rights, and governance and accountability.

Membership Benefits

- » Connect with BSR staff around the world with relevant industry and issue expertise.
- » Access member-only webinars, events, and in-depth publications on sustainability issues.
- » Engage with your peers through BSR's member company network.

For details visit

www.bsr.org/member-benefits

BSR Members Include

Alcatel-Lucent
Aramex International
AREVA Group
AstraZeneca PLC
The Boeing Company
Cisco Systems Inc.
The Coca-Cola Company
Duke Energy
Ford Motor Company
General Electric Company
Google, Inc.
IBM Corporation
IKEA Services AB
Kraft Foods Inc.
Levi Strauss & Co.
Li & Fung Limited
MasterCard Worldwide
Marks and Spencer, plc
McDonald's Corporation
Microsoft Corporation
Nike, Inc.
Panasonic Corporation
Pfizer Inc.
Royal Dutch Shell
SAP AG
Sodexo
Sony Corporation
Starbucks Coffee Company
Wal-Mart Stores, Inc.
The Walt Disney Company

See the full list at

www.bsr.org/member-list