



# Purpose-led Communications



# LET'S GET IT ON.

If you're dying to have sex, use a condom. Condoms help prevent the spread of AIDS.

To you. And your lover. To know more about condoms and AIDS,  
call the Madison AIDS Support Network at 255-1711.

AIDS. It stops with you.



See It, Buy It! **Richard D. Smith** *Editor*  
 Thinking About Funding Service **John J. ...**  
 Publications, Inc. **Richard D. Smith** *Editor*  
 Savings, Money Moves **John J. ...**  
 Most For Little People **John J. ...**  
 Plans Can Make **John J. ...**  
 Stocks **John J. ...**

**NASDAQ SMALL-CAP ISSUES**

**AMERICA'S GLOBAL POLICY  
 COULD EXPLODE IN OUR FACE.**

The United States isn't just a part of the 1990s economic globalization in the Third World. And it should govern.

But our Administration allows foreign debt  
 American interests, health, safety, and economic growth.

And it allows, without any progress, that our governmentally controlled economic development  
 and its well-being to be completely undermined.

The United States is under a New Order. It's time to take action for its security and

**Business Partnership for Peace**

12345 Main Street, P.O. Box 12345  
 City, State, ZIP

Cover: **John J. ...**  
 High Tech: **John J. ...**  
 International: **John J. ...**  
 King: **John J. ...**  
 King: **John J. ...**  
 King: **John J. ...**  
 King: **John J. ...**





# SKIP LUNCH TODAY AND START A BUSINESS, INSTEAD.



For less than what's commonly spent on one business lunch, your membership in Business Partnership for Peace will provide the start-up capital for a new entrepreneurial business in the Third World. Such microenterprise loans are just a part of our commitment to securing a peaceful and economically and environmentally secure world. A world that does not spend \$2,000,000 a minute on weapons and warfare. A world where 115,000 acres of rainforest aren't destroyed with each passing day.

As a member of Business Partnership for Peace, your business becomes a force for changing the world. A force that includes the company of internationally known businesses like Ben & Jerry's, Patagonia, South & Hawken and The Body Shop, as well as regional and local businesses throughout the country. To get a better taste of our menu for change, call or write today.

#### I'M READY TO ORDER

Please send me a free Business Action Kit.

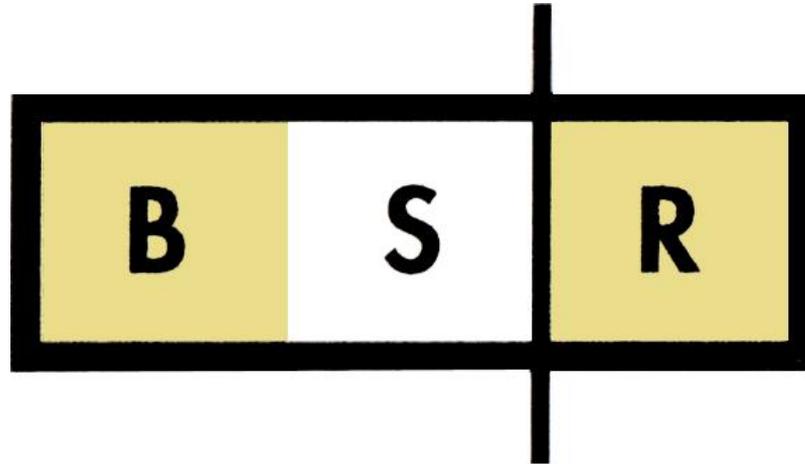
Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Mail to:

**Business Partnership for Peace** 

12016, State Street, P.O. Box 838A, Ithaca, NY 14851  
Or call 607-273-1908, FAX 607-277-4034

Good for Business

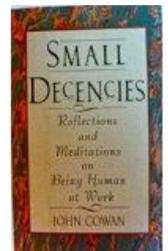
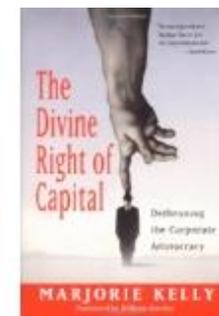
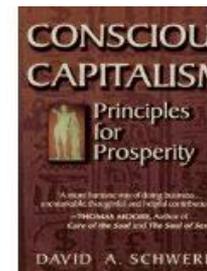
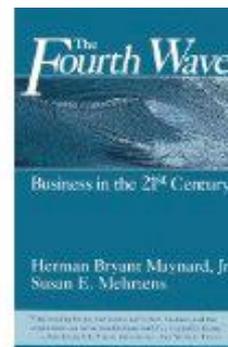
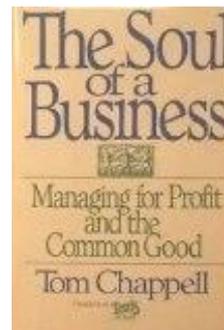
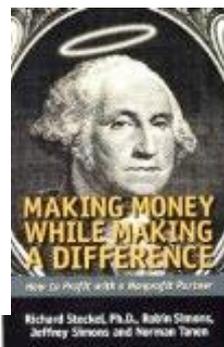
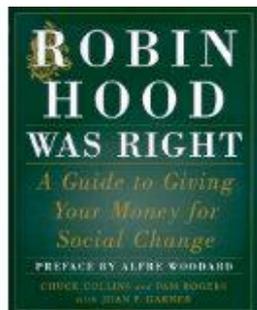
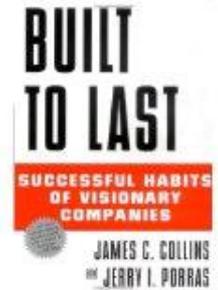
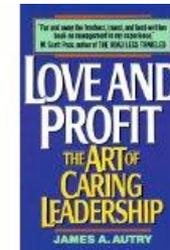
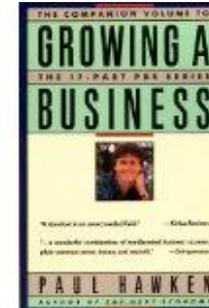
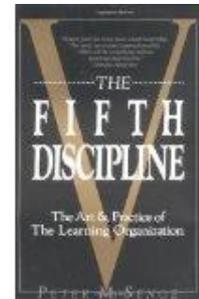
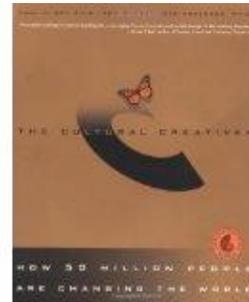
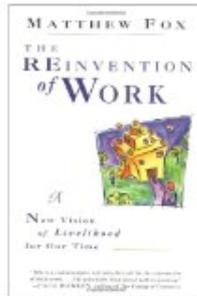
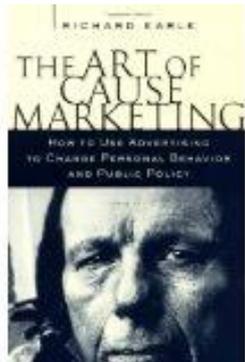
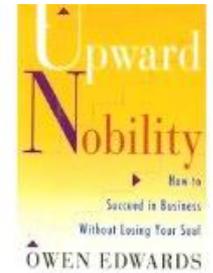
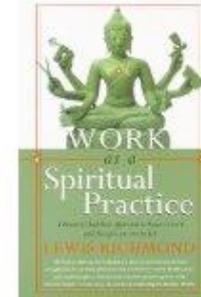
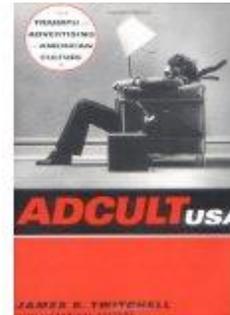
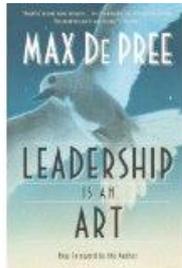
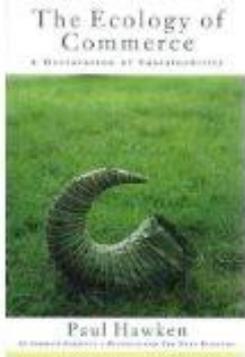




**BUSINESS** *in the*

**COMMUNITY**







**81%** of consumers switch to your brand and purchase your products because they believe in your cause

**42%** of consumers willing to pay even 10% more for your products because they believe in you

**86%** of public have a more positive image of a company if they see it is doing something to make the world a better place

**89%** of marketing directors believe business should be involved in addressing social issues of the day



**88%** of public who believe during economic downturns it is even more important for companies to continue to support a cause

**86%** of institutional investors across Europe who believe social and environmental risk management will have a positive impact on long-term market value

**34%** increase in employee pride in your company

**20%** increase in employee loyalty



Good for Business



tobacco fields

Learn more about all areas, comprehensive advertising, and more resources for business owners of tobacco. Visit [www.tobaccoindustry.com](http://www.tobaccoindustry.com) for more information. © 2011 American Tobacco Association



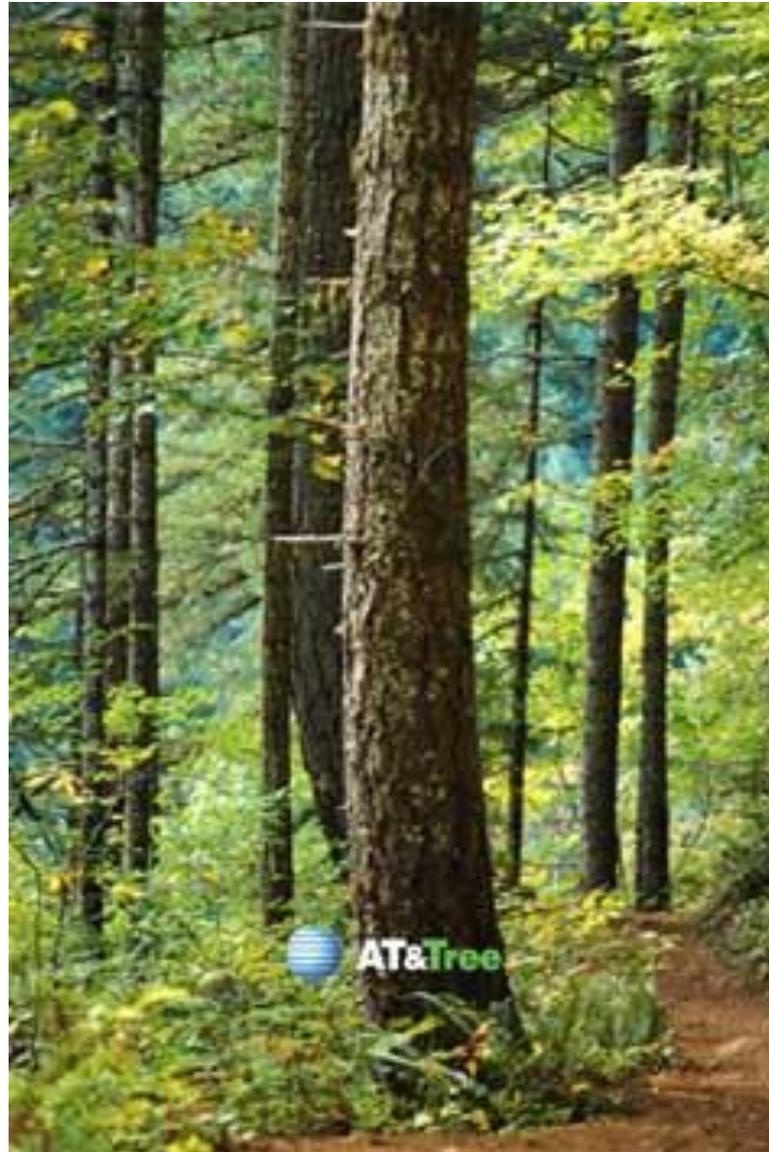
Too many dads avoid ei  
to not involve si otin thier  
childien's lives. It hurts  
aotic ti all oi fotu swhen  
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olht ecies to ri for in ther  
caring and loving parents.  
Teaching oath eodh  
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Good for Business



# Cause-Marketing meets the Ad Council



Good for Business



- Fortune magazine ranked No. 1 among U.S. companies for Quality Management
- It's rated the most innovative company in America, for six years in a row
- #2 Employee talent
- One of most admired companies in the U.S
- One of the Best Companies to work for
- Green awards, including the Corporate Conscience Award for Environmental Stewardship from the Council on Economic Priorities



Good for Business



Good for Business



Purpose is bigger than ambition or greed. Purpose is bigger than tactics. Tactics represent the ‘how’, the means by which leaders pursue their goals. Purpose is bigger than strategy. At best strategy is short-term Purpose, a step by step path toward optimal results. Enron had strategy – indeed it had many strategies. But strategies are about means; they cannot be an end in themselves. An end is a reason. Enron, WorldCom, AIG, (add more here) lacked a reason – they lacked Purpose.

*Nikkos Mourkogiannis*



If we want to know what a business is, we have to start with purpose.

*Peter Drucker, Practice of Management (1954)*



# Brand Canyon



A business isn't a brand to be built,  
but a cause to be believed in.<sup>TM</sup>



# Why Axis



# *Cause*forCreative

COMMUNICATIONS BLUEPRINT



*One*

## **Our True Cause**

Why do we exist? Why do we do what we do? What would happen if we didn't exist?

*Two*

## **Customer & Citizen**

Whom are our audiences? Who is our primary audience? What do we know about them?

*Three*

## **Competitive & Collaborative Climate**

Who is our competition? What stands in the way of our success? Who and what can help us succeed?

*Four*

## **Core Benefit**

What is the one primary benefit only we can promise and provide to our primary audience?

*Five*

## **Core Word**

What is the most important word in our answer to Question Four?

*Six*

## **Convince & Confirm**

Why should our audience believe us? What facts and credibility and validation do we provide?



*Six*

## Convince & Confirm

Why should our audience believe us? What facts and credibility and validation do we provide?

*Seven*

## Call to Action

What should our audience do when they experience our message? What are we trying to achieve?

*Eight*

## Character & Complexion

What is our personality? What is our voice? What is the DNA of our story?

*Nine*

## Components

What tools do we need to tell our story? Are we creating an ad, web site, logo or complete campaign?

*Ten*

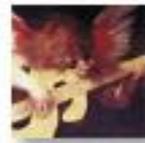
## Commitment

Are you ready and willing to stay true to your cause and this communications blueprint?

*Bonus*

## Culture & Compass

Unearthing, capturing and communicating your cause profoundly impacts your organization and its strategies



Never Hurts To Listen



It's always pays to listen— especially to the young people in our life. When we truly listen to our children – when we really hear their fears and hopes – things get better – for them, for you and for all of us. We at BT encourage you hear more about the benefits of listening and to get a free 'Have You Heard?' guide by calling 0800000000 or visiting [www.seenandheard.org](http://www.seenandheard.org). Children should be seen and heard.



seen and heard

We're getting back in touch with our youth



Consectetur adipisicing elit, sed diam dnoium eiusmod tempore incidunt ut labore it dolore magna aliquam erat volupaq lagboris nisu ut alitaiip ex ea commodo consequaaf, Duis autem bel eum Idolor in reprehente illum dolore eu fugiat entend dolorib asperiore repellat. Hanc ego cum tene sentintiam, quid est cur ne ad eam non possingaccommodare nost ros qwuao ce et nebevol, olestias asseccpotetes memorize ad augendas. Hanc ego cum tebe delectus au aut prefer, Lorem ispum dolor sit amet, consectetur adipisicing elit, sed diam dnoium eiusmod tempore incidunt ut labore it dolore magna aliquam erat volupaq lagboris nisu ut alitaiip ex ea commodo consequaaf.

It's time to hear young people



I have a right to be heard

RAISE your voice

Young people have a right to be heard. What they have to say must be honored and respected. It starts with listening. Are you?

More connections. More possibilities. BT A better world.

"Sit down, shut up and just listen to me for once."



Have you ever listened to yourself talk to children? It can be a little scary. To them and how they'll turn out as adults. Make sure your children's voice grows strong, confident and healthy. To hear how you can better listen and hear call 0808 myvoice or visit [myvoice.org](http://myvoice.org).



More connections. More possibilities. BT A better world.

Good for Business



**BT**  
**Television**  
**Children's Voice**  
**Parents Listen Segment 'Busy Signal'**

ES: CU of little girl's face

Cut to CU of Mother's mouth

Cut back to CU of disappointed little girl's face

Cut to closeup of little boy's mouth

Cut to CU of Father's mouth

Cut to closeup of second little girl's face

Cut to CU of Mother's mouth

Cut to closeup of second little boy's face

Cut to CU of Dad's mouth

Cut to closeup of older girl's face

Cut to CU of Dad's mouth

Cut to closeup of older boy's face

Cut to CU of Mother's Mouth

Dissolve:  
CHILDREN'S VOICE Logo

Dissolve to:  
BT Logo  
More connections. More possibilities. A better world.

GIRL: Mummy, want to draw with me?

SFX: (Phone 'busy signal' coming out of Mum's mouth)

BOY: Daddy, want to play a little catch

SFX: (Phone 'busy signal' coming out of Dad's mouth)

GIRL: Mom, guess what happened at school today

SFX: (Phone 'busy signal' coming out of Mother's mouth)

BOY: Dad, I think I might be in trouble.

SFX: (Phone 'busy signal' coming out of Dad's mouth)

VOICE: It's a busy, busy world we live in.

GIRL: Dad, I think I might be pregnant

SFX: (Phone 'busy signal' coming out of Dad's mouth)

BOY: Mom, today I thought about killing myself

SFX: (Phone 'busy signal' coming out of Mom's mouth)

VOICE: But if you think it's too busy to listen to our kids,  
You think wrong.



responsiblenergy

## solar searching?



Considering solar energy for your home? We'll point you in the right direction. Besides being user-friendly and reliable, solar energy delivers clean power for our planet and reduced energy bills—for new and remodeled homes alike.

For help with site assessments, cash-rewards and qualified contractors, check out [focusenergy.com](http://focusenergy.com) or call a 800-262-2072.



## The power of working together



at [mge.com](http://mge.com)



## power tomorrow

be more energy efficient today

responsiblenergy



## clip. and save

There are simple ways we can all save energy this summer: hanging your laundry outside to dry is one way it saves up to 33 cents per gas dryer load and 32 cents per electric dryer load – without even cutting out a coupon! If you use your dryer, run it during the cooler parts of the day. For more interesting warm weather energy and cost-saving tips, hang out online at [mge.com/summer](http://mge.com/summer).




responsiblenergy

about mge

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in this section:

- Rate Schedule
- Rate
- Rate and Charges
- Rate and Cost
- The New Connection
- Service Alerts
- Outages
- Related Site
- Home Office
- Community

MGE takes responsibility for our incredible community and its energy. If you're energized by the thought of building this responsibility, take a look at job opportunities at MGE.

Current openings:

- Engineer II - Generation and Transmission Planning
- Reliability Compliance Coordinator
- Internal Audit Intern
- Administrative Support, Scheduler II
- IT Project Portfolio Manager
- More

Applicant login

Username:

Password:

MGE will do a background check on all final candidates.

Home Office | My Home | My Business | My Account



turn back!





Also Lending an Ear

UW Credit

It's great to hear that you can trust us for smart and attractive loans, car and college loans. But doing with our competitors lending more, you'll appreciate the fact that we see you as people, and not just a transaction. It's our humanity, our passion, our pride, which sets us apart and makes us the one you'll choose above all others.

Your best interest always comes first.

800.425.4889 • www.uwcredit.com

Credit to the Human Race

UW Credit Union

Your best interest always comes first.

Principled Principal

UW Credit Union

Your best interest always comes first.



Accounting. Agriculture. Arts advocacy. Biotechnology.  
Cardiovascular. Child advocacy. Climate change. Human capital.  
Dairy. Data. Commercial developers. Economic development.  
Energy conservation. Energy renewable. Fair Trade. Fashion.  
Packaged foods. Finance-Banks. Finance-Credit Unions. Film.  
Government. International leadership. Information technology.  
Human rights. Hospitality. Hospitals. Healthcare insurance.  
Higher education. Environmental stewardship. Medical  
research. Micro-lending. Music. Organic processing. Public  
education. Remodeling/Restoration. Social justice.  
Sustainability. Telecommunications. Tourism. Utilities.  
Veterinary medicine. Water. Women's health.



Enjoy technology. **Healthy food that fuels.** Create premium care at the most affordable price. **Ensure everyone in the state experiences the arts.** Preserve and protect the Great Lakes. **We make innovation happen.** Improve quality of early childhood education. **Create a better world through better communications.** Ensure a bright future for Wisconsin's dairy industry. **Experiencing artwork is essential to our individual and collective humanity.** Protect clean water and clean air for today and tomorrow. **Meet your emotional and intellectual needs.** Solve business problems with technology and integrity. **Create a sense of community internally and externally.** Effect change by electing women to high public national office. **Advance economic justice.**



Fulfill the honor to serve. To personally help. Turn rural passion into civic action. To be held responsible for the community and its energy. Providing year round recreation and enrichment opportunities to all. Eliminate fear from the practice of medicine. Help us share ourselves for the good of all. Unlock the truth. Protect the nation's environment by making state activist groups successful. Relationships that result in more than balancing the books. Raise awareness of sustainable wood and forest products. Improve the quality and reduce the quantity of urban runoff. Advance animal and human health with compassion and science. Ensure the choice for home care is a worthy choice. Change lives by promoting children's mental health.



Connect people and ideas for a better state. Create the context for courageous business conversations. **Inspire sustainable action.** Preserve and protect the environment of the interior west. **Create a school where children find joy in learning.** Make sure every child lives in a just and nurturing family and community. **Alleviate poverty.** Ensure healthiest lives possible. **Create places where people interact.** Ensure our discoveries improve the human condition. **Create a global community of hospitality leaders who change the world.** Relentlessly provide home and community for every child in the state. **Heal divisiveness through individual action.** Transform our community one person at a time. **Advance the art of music and transform individuals and communities.**



Take change personally. Profoundly impact the health of Lake Michigan. Make higher education accessible to all. Protect the places that make Wisconsin special. Make business the most powerful force for environmental good. Improve patient care through intense and innovative educational experiences. Recognize, reward and nurture great leadership. Changing lives through savings. Reduce greenhouse gas emissions now. Cultivate organic opportunities. Enjoy and excel. Changing lives by creating the road to economic success. Humanity counts most. Together, we can transform lives. Inclusive opportunity. Lead by creating real solutions to the biggest problem of our time. Solve the world's energy problems.



# WARF

Wisconsin Alumni Research Foundation  
Case Study

## OBJECTIVES:

Align and engage WARF culture  
around clear, compelling purpose

Improve campus community's understanding  
and appreciation of WARF's purpose

Build positive, enduring relationships  
with key campus stakeholders

Build positive, enduring relationships  
with commercialization partners

## OUR PURPOSE:

We help steward the cycle of research, discovery, commercialization and investment for the University.

## BENEFIT STATEMENT:

We are your proven leader in technology commercialization and endowment management with many resources to invest in University discoveries and success.

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We are your proven leader in technology commercialization and endowment management with many resources to **invest** in University discoveries and success.

## OUR KEY AUDIENCES:

Campus Investigators

University Administration

General Faculty/Staff

Commercialization Partners

WARF Board

WARF Employees



We help  
steward the cycle  
of research, discovery,  
commercialization and  
investment for the  
University.

A large red circle is centered on a white background. Inside the circle, the text "We help steward the cycle of research, discovery, commercialization and investment for the University." is written in a white serif font, arranged in six lines.

We help  
steward the cycle  
of **research**, discovery,  
commercialization and  
investment for the  
University.

## **Research:**

We invest in helping university researchers conduct their investigations, explorations, examinations, and inquiries. The investment is both financial and through the provision of support across a variety of avenues.

## Research examples include:

- WARF's annual grant that supports the Fall Research Competition, faculty recruitment and retention, graduate and faculty fellowships, matching grants which are often used to support research grant proposals that require an outside funding match, administrative support that services the research function at the university
- Support for the construction of research facilities
- Support for equipment used within labs
- Royalty sharing with departments
- Annual disbursements from Royalty and Donor-directed funds to departments to use as they see fit to support their departments
- Provide input to material transfer agreements as new research programs are being initiated
- Provide input into sponsored research agreements

A large, solid red circle is centered on a white background. Inside the circle, the text "We help steward the cycle of research, discovery, commercialization and investment for the University." is written in a white, serif font. The text is arranged in six lines, centered horizontally within the circle.

We help  
steward the cycle  
of research, **discovery**,  
commercialization and  
investment for the  
University.

## **Discovery:**

We invest in helping campus investigators who approach WARF with their discoveries through our expertise and proven leadership in patenting. The work of protecting a discovery adds value to each innovation, helping validate the importance of the discovery by outside processes and procedures.

## **Discovery** examples include:

- Add value to discoveries through successfully navigating the patent process and achieving the protection it can provide
- Navigate the patent process in partnership with campus investigators
- Manage the patent portfolio through time
- Involved in helping shape patent law at the national level as it affects universities
- Affiliate with like institutions to further the intellectual property industry through organizations such as AUTM
- Outreach on campus to educate on the importance of intellectual property protection and associated benefits to the university

We help  
steward the cycle  
of research, discovery,  
commercialization and  
investment for the  
University.

- Carl Gulbrandsen
- Lisa Murray
- Mindy Dawson
- Jon Cook
- Michael Cenci
- Maliyakal John
- Jeffrey Spreen
- Chris Haugen
- Randy Gregory
- Mandy Checkai
- Melodie Stranberg Aas
- David Stilwell
- Kristin Murray
- Debbie Edge
- Ben Dobie
- Gail Trummer
- Dave Trummer
- Lysa Thoeny
- Jessica Olson
- Kenneth Lutz
- Bonita Lewis
- Christine Julson
- Steve Mixtacki
- Rebecca Fay
- Sally Younger
- Jennifer Sereno
- Chris Najdowski
- Janet Kelly
- Devon Cournoyer
- Kathleen Voit
- Travis Tangen
- Ann Feist
- Adam Erdmann
- Shauna Baranczyk
- Becky Balistreri
- Laura Heisler
- Lynne Thomas
- Amber Kelsey
- Maureen Miner
- Angela Kujak
- Staci Howe Skoglund
- Kristi Sullivan
- Justin Anderson
- Paulanne Chelf
- Brian Frushour
- Leah Haman
- Amy Kruse
- Katie Rice
- Victoria Sutton
- Will Temby
- Jessica Wartenweiler
- Beth Werner
- Stephanie Whitehorse
- Leigh Cagan
- Emily Bauer
- Jeanine Burmania
- Andy DeTienne
- Rafael Diaz
- Zach Ellis
- Jennifer Gottwald
- Holly Krizek
- Richard Schifreen
- Mark Staudt
- Mark Stoveken
- Sandie Sumnicht
- Chris Thomas
- Juli Baumgartner
- Jan Burch
- Susan Langbehn
- Tammy Torbleau
- Carrie Thome
- Ryan Abrams
- Craig Heim
- Alain Hung
- Jon Mecoli
- Luann Soule
- Michael Falk
- Stephanie Adamany
- Jodie Armstrong
- Howard Bremer



We are  
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Carl Gulbrandsen  
Lisa Murray  
Kristi Sullivan  
Mindy Dawson  
Justin Anderson  
Jon Cook  
Paulanne Chelf  
Michael Cenci  
Brian Frushour  
Maliyakal John  
Leah Haman  
Jeffrey Spreen  
Amy Kruse  
Chris Haugen  
Katie Rice  
Randy Gregory  
Victoria Sutton  
Mandy Checkai  
Will Temby  
Melodie Stranberg Aas  
Jessica Wartenweiler  
David Stilwell  
Beth Werner  
Kristin Murray  
Stephanie Whitehorse  
Debbie Edge  
Leigh Cagan  
Ben Dobie  
Emily Bauer  
Gail Trummer  
Jeanine Burmania  
Dave Trummer  
Andy DeTienne  
Lysa Thoeny  
Rafael Diaz  
Jessica Olson  
Zach Ellis  
Kenneth Lutz  
Jennifer Gottwald  
Bonita Lewis  
Holly Krizek  
Christine Julson  
Richard Schifreen  
Steve Mixtacki  
Mark Staudt  
Rebecca Fay  
Mark Stoveken  
Sally Younger  
Sandie Sumnicht  
Jennifer Sereno  
Chris Thomas  
Chris Najdowski  
Juli Baumgartner  
Janet Kelly  
Jan Burch  
Devon Cournoyer  
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Kathleen Voit  
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commercialization and  
endowment management  
with many resources to  
invest in University  
discoveries and  
success.

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We show and impart that we  
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through leadership in  
**technology commercialization,**

careful stewardship of the  
**WARF endowment,**

by **investing our many resources**  
in your discovery and success.



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Making a  
Difference





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for the **Researcher**



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for the **University**



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for the **World**



Investing  
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funding over **57,000** research projects



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granting **\$1.24 billion** to fund research, programs and initiatives



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by licensing over **1,600 technologies**



Investing  
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by stewarding a **\$2.5 billion endowment**



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in **biomedicine**



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in clean energy



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in entrepreneurship



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in treating chronic **kidney disease**



Investing  
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Making a  
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in treating **osteoporosis**



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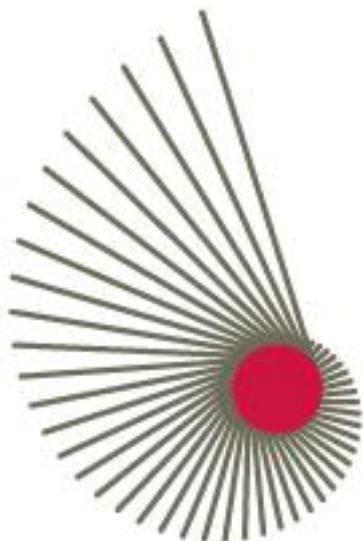
in producing **renewable energy from biomass**

## Condensed Statement:

Established 88 years ago, the independent non-profit Wisconsin Alumni Research Foundation, WARF, is your proven leader in technology commercialization and endowment management with many resources to invest in University discoveries and success. WARF's leadership in technology commercialization has resulted in the processing of over 6,300 discoveries from University inventors and over 2,300 patents on those discoveries, including more than 1,600 licensing agreements with companies all over the world. With leadership in technology commercialization comes leadership in endowment management. WARF's \$2.5 billion endowment is managed to make a difference in helping to expand the margin of excellence for the University today and into the future. With the combination of investment management, donor-directed contributions and licensing revenues, WARF grants to the University total \$1.4 billion (\$700 million over the last 15 years). These grants have funded more than 57,000 research projects and partially or fully paid for the construction of nearly every research facility on campus, a total of some 52 projects, including the Wisconsin Institutes for Discovery. Recipient of the National Medal of Technology, the nation's highest award for technological achievement, WARF looks forward to the possibility of investing in helping your research make a difference.

# Visual Identity





WARF

Wisconsin Alumni Research Foundation

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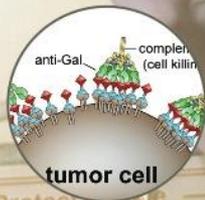


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# He can't stand still in treating osteoporosis.



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# Imagine products safe for her *and* the planet.



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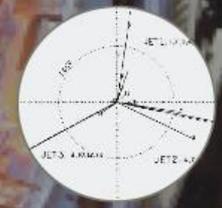
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She is discovering  
the glue that holds  
it all together.

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**WARE**  
Wisconsin Alumni Research Association

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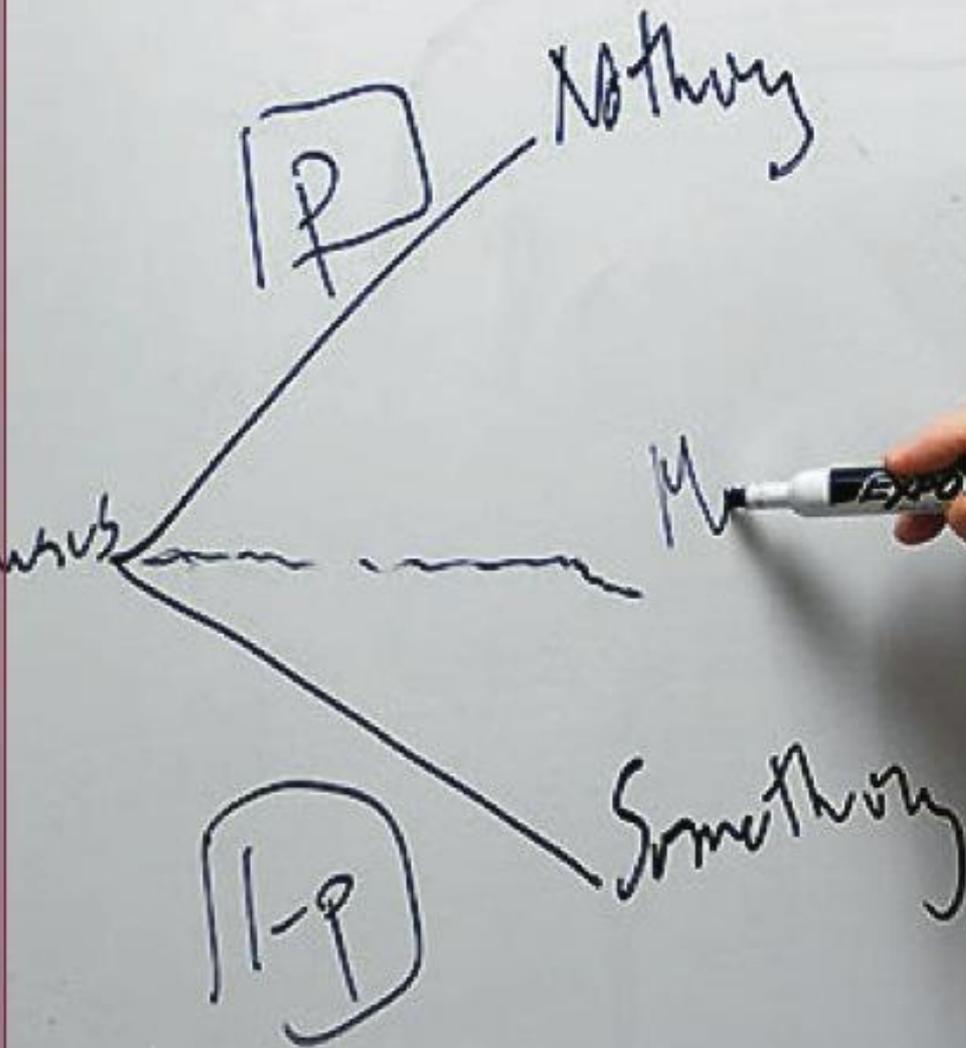
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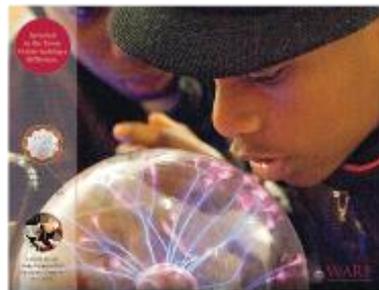
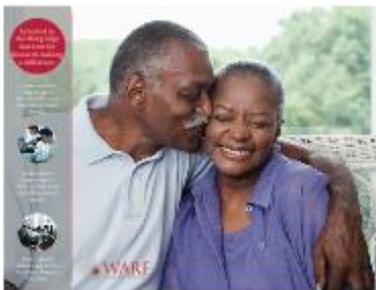
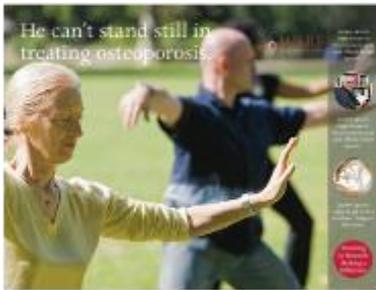
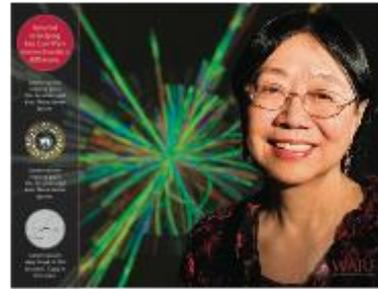
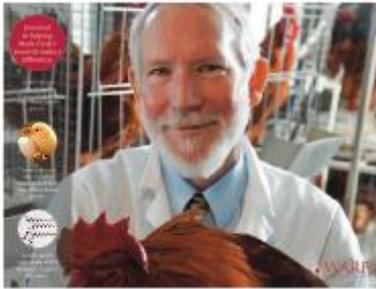


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Angela Kujak

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Zach Ellis

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Lynne Thomas

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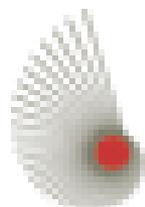
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Carl Gulbrandsen



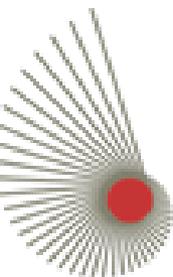
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How does GFB keep on purpose?



**14%** of American workers believe their company's management is ethical and honest.

**10%** of employees trust management to make the right decision in times of uncertainty.

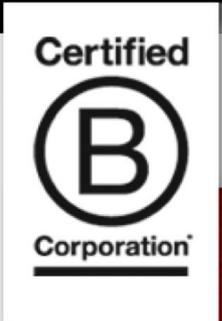
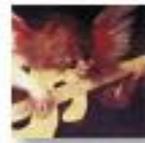
**12%** believe their employer actually cares and listens to them

**7%** feel that the actions of management are consistent with what they say they will do.

The report cites "poor communication, lack of perceived caring, inconsistent behavior and perceptions of favoritism" as the greatest factors to the lack of trust.

**14%** employees said their company's values line up with their personal values.

And when it comes to customers and citizens, a recent Chicago Booth/Kellogg survey reported that **26%** of Americans trust the country's financial system. Big corporations fared the worst in the survey, with just **13%** of Americans saying they trust these major businesses.



- What are B Corps?
- Become a B Corp
- B Corp Community
- B the Change
- News &

**B Corps use the power of business to solve social and environmental problems.**

**A Better way to do Business**

**Find a B C**

Type in a keyword such as company name, location, sector or industry

**Search**

**MEASURE WHAT MATTERS**

A free and Confidential Tool to Compare Your Company's

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**We envision a new sector of the economy** which harnesses the power of private enterprise to create public benefit. This sector is comprised of a new type of corporation —the B Corporation — which is purpose-driven, and creates benefit for all stakeholders, not just shareholders. As members of this emerging sector and as entrepreneurs and investors in B Corporations,

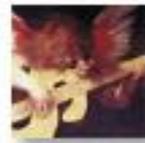
**We hold these truths to be self-evident:**

That we must be the change we seek in the world.

That all business ought to be conducted as if people and place mattered.

That, through their products, practices, and profits, businesses should aspire to do no harm and benefit all.

To do so, requires that we act with the understanding that we are each dependent upon another and thus responsible for each other and future generations.



Founding B Corps

B Corp Calendar

B Corp Jobs Board

Community Partners

Global Partners



**Madison, WI**  
**United States**  
**goodforbusiness.com**

### About Good for Business

Entering their second decade, Good for Business was founded upon an unrelenting passion to create world-improving communications. They believe communications to be the most powerful force in the world today and they want to do their part to make it a force for good.

### What makes us a better company?

## B Impact Report

**Certified since: January 2010**

| Summary:               | Company Score | Median Score* |
|------------------------|---------------|---------------|
| Governance             | 15            | 10            |
| Workers                | 34            | 22            |
| Community              | 54            | 32            |
| Environment            | 15            | 9             |
| <b>Overall B Score</b> | <b>116</b>    | <b>80</b>     |

80 out of 200 is eligible for certification  
 \*Of all businesses that have completed the **B Impact Assessment**  
 \*Median scores will not add up to overall

Follow

**MEASURE WHAT MATTERS**

Free and Confidential tool to Compare Your company's Impact.

Take the B Impact Assessment

Find a B Corp



*In discharging his or her duties, and in determining what is in the best interests of the corporation (the "Company") a Directors shall not be required to regard any interest, or the interests of any particular group affected by such action, as a dominant or controlling interest or factor. **He or she shall give due consideration to the following factors, including, but not limited to, the long-term prospects and interests of the Company and its members, and the social, economic, legal, or other effects of any action on the current and retired employees, the suppliers and customers of the Company or its subsidiaries, and the communities and society in which the Company or its subsidiaries operate, (collectively, with the members, the "Stakeholders" ), together with the short-term, as well as long-term, interests of its members and the effect of the Company's operations (and its subsidiaries' operations) on the environment and the economy of the state, the region and the nation.** Nothing in this Article, express or implied, is intended to create or shall create or grant any right in or for any person or any cause of action by or for any person. Notwithstanding the foregoing, any managing member is entitled to rely upon the definition of "best interests" as set forth above in enforcing his or her rights hereunder and under state law, and such reliance shall not, absent another breach, be construed as a breach of a managing member's fiduciary duty of care, even in the context of a Change in Control Transaction where, as a result of weighing other Stakeholders' interests, a managing member determines to accept an offer, between two competing offers, with a lower price per unit.*



**Certified**



**Corporation'**



*July 26, 2010*



**f**activist

informing, inspiring communications



## How many children died today from hunger?



activist

**fact:** 18,000 children die every day from hunger - 6 times the deaths from the horrifying attack on the World Trade Center. Since 2001 over 50 million children died

from malnutrition and hunger. Some 850 million people will go to bed tonight with an empty stomach and thousands won't ever wake up. Turn this food

for thought into real action at [actionagainsthunger.org](http://actionagainsthunger.org).

informing, inspiring communications  
[www.factivist.info](http://www.factivist.info)

## Now can I get 41% more pay?



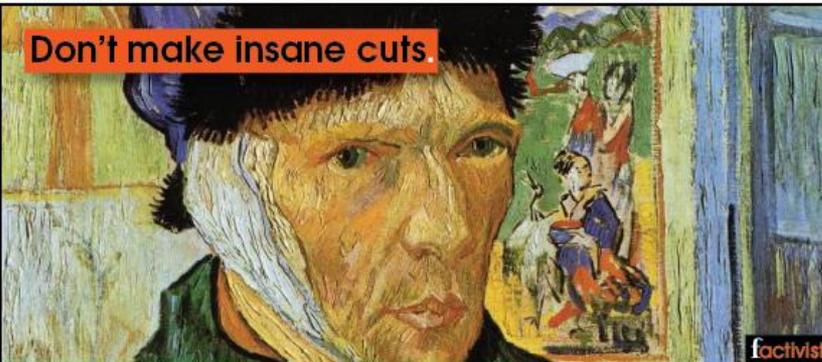
**fact:** A woman's pay continues to be less than a man's—and the disparities are greatest for women of color. For every \$1 paid to a man, African-American

women get just 69¢ and Latina women 59¢. Equal pay would be a sure-fire way to alleviate poverty, resulting in a \$319 billion gain in the United States for women and

their families. Face the inequality head-on by taking action at [nwlc.org/fairpay](http://nwlc.org/fairpay).

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[www.factivist.info](http://www.factivist.info)

## Don't make insane cuts.



activist

**fact:** The economic impact of non-profit arts and culture organizations and their audiences in the state of Wisconsin adds up to more than \$418,000,000. You heard right —

over \$418,000,000. Make sure we don't go and do something crazy and make cuts in this creative revenue engine. You can take action now at [artswisconsin.org](http://artswisconsin.org).

*This message is created by activist. We present key issues in ways that inform and inspire action and citizenship. To support our work, email [jim@factivist.info](mailto:jim@factivist.info) or call 608-695-7254.*

## Brush with death.



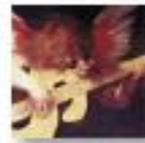
activist

**fact:** Last year coal fired power plants generated 140 million tons of coal ash, a leftover sludge that contains toxins like arsenic, mercury and lead. As coal ash

is dumped or seeps into our water, land and atmosphere, it's pollution increases the risk of cancer 2000 times! It's also added to products like carpeting

and toothpaste. You have the power to do something. Speak up at [beyondcoal.org](http://beyondcoal.org).

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**One can power a laptop 5 hours.**

**activist**

**act** A laptop computer can be powered for 5 hours from the energy saved by recycling just one aluminum can. 100,000 aluminum cans are recycled every minute in the U.S. alone. But, 350,000 cans are produced every minute. This points to the need to recycle, and reduce and reuse. To see what you can do, here's a good place to start: [epa.gov/climatechange/wycd](http://epa.gov/climatechange/wycd).

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[factivistblog.com](http://factivistblog.com)



**#X&%!**

**activist**

**act** Nearly 80% of Wall Street workers got bonuses in 2008, a year that most of the world found financially unbearable. And get this — 46% of those employees were actually *not* satisfied with their bonuses. And (#X&%!), Goldman Sachs gave 2009/10 bonuses of \$140 and \$111 billion (averaging \$500–700,000 per employee). Take the bull by the horns at [ourfinancialsecurity.org](http://ourfinancialsecurity.org).

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[www.factivist.info](http://www.factivist.info)



**Meth lab.**

**activist**

**act** A survey of hydraulic fracturing sites revealed drilling operations releasing plumes of methane up to a 1000 times the rate the EPA expected. A heat trapping greenhouse gas, methane is about 30 times more powerful than carbon dioxide. Add escaping methane to the 280 billion gallons of toxic wastewater fracking produces annually, the rapid increase in earthquake tremors and the transporting and hauling safety issues and you can see its time for intervention. To stop this faulty experiment called fracking, take action at ([Organization to be determined](#)).

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\*Study published in Proceedings of National Academy of Sciences. Samples collected by Purdue University's Airborne Laboratory for Atmospheric Research.



**Wine frack.**

**activist**

**act** Fracking produced 280 billion gallons of toxic wastewater in 2012. That water could have filled up 1.4 trillion wine bottles. While most industrial uses of water return it to the water cycle for further use, fracking converts clean water into toxic wastewater, much of which must be permanently disposed of. Toxic wastewater often contains cancer-causing and even radioactive material. Once brought to the surface, this toxic waste poses hazards for drinking water, air quality and public safety. We can't afford to waste another drop on fracking. Take action at ([Organization Site](#)).

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\*Data extracted from The Environment America Research and Policy Center report: "Fracking by the Numbers" and from Duke University's Division of Earth and Ocean Sciences report.



message and purpose





## *One - Purpose*

Why do we exist? Why do we do what we do?

## *Two - Principles*

What are the core values and principles we will work by to construct an enduring purpose?

## *Three - People*

What customers, citizens, culture and/or communities do we need to connect with to achieve our purpose? Who are our primary audiences?

## *Four - Promise*

What is the core benefit only we can promise to our key audience? What is our distinct value proposition?

Within this statement, what is the single, most important word that captures our promise?

## *Five - Proof:*

Why should people believe and trust us? What are the support points that validate our promise?



### *Six - Possibilities, Problems and Partners, Pitfalls*

What are the competitive and collaborative climates? What are the emotional, psychological, political and economic obstacles in the way of success? Who and what can help us succeed?

### *Seven - Prompt*

What is our call to action? What do we want our audience to do when they hear our message?

### *Eight - Personality*

What is our voice, style & personality? What does our purpose look, taste, smell, feel and sound like?

### *Nine - Provisions*

What tools do we need to go forth and tell our story? A campaign? Logo? Web site? Internal messaging?

### *Ten - Persevere, Proceed, Prosper*

Do you promise to follow the directions of your MAP and not stray from the course?



HILLARY INSTITUTE

**PURPOSE:**

Great leadership  
improves the human  
condition.

**PRINCIPLES:**

Vision & courage;  
Dynamic & driven;  
Inspiring & impactful;  
International



**PEOPLE:**

Visionary Leaders;  
Funders;  
All of Humanity

**PROMISE:**

You can recognize, reward and nurture  
the kind of leadership that improves  
the human condition.



Jeremy Leggett  
2009 Laureate



Peggy Liu  
2010 Laureate



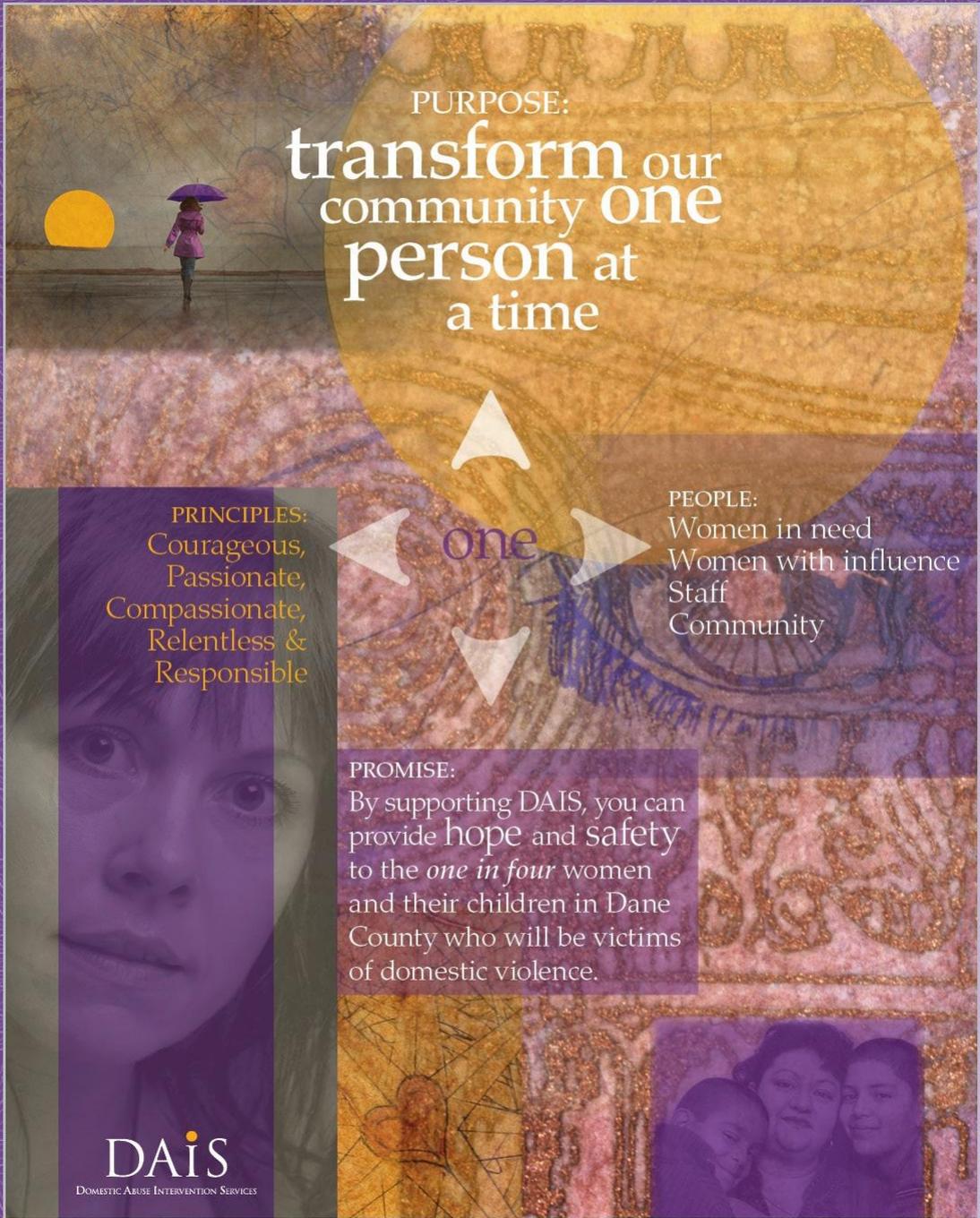
Sir Edmund Hillary



Aimée Christensen  
2011 Laureate



President Anote Tong of Kiribati  
2012 Laureate



PURPOSE:

transform our  
community **one**  
person at  
a time



**one**



PEOPLE:

Women in need  
Women with influence  
Staff  
Community

PRINCIPLES:

Courageous,  
Passionate,  
Compassionate,  
Relentless &  
Responsible

PROMISE:

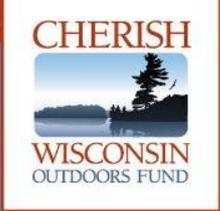
By supporting DAIS, you can  
provide **hope** and **safety**  
to the *one in four* women  
and their children in Dane  
County who will be victims  
of domestic violence.



**DAIS**

DOMESTIC ABUSE INTERVENTION SERVICES

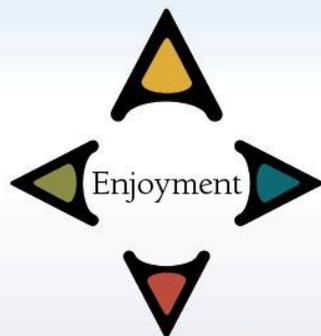




PURPOSE:

Forever  
ensuring the care of  
our State's public lands  
and waters.

PRINCIPLES:  
Caring,  
Traditional,  
Inclusive,  
Full of life



PEOPLE:

Those who hunt, fish, hike, bike  
and photograph our great outdoors,  
conservation partners, foundations  
& corporations, all Wisconsin citizens

PROMISE:

You can ensure  
your future enjoyment  
of Wisconsin's land  
and waters, now.



PURPOSE:  
Do meaningful  
change work  
with people  
we love

PRINCIPLES:  
Genuine and sincere  
Meaningful  
Don't take ourselves seriously,  
but take our  
work seriously

PEOPLE:  
Staff  
Clients, today  
and yesterday

PROMISE:  
We take change  
personally.



personally

**PURPOSE:**  
advance  
**economic**  
justice

**PRINCIPLES:**  
Thought leader,  
Customer-entric,  
Authentic,  
Informed



**PEOPLE:**  
**Credit Union Leaders**  
Credit Union Boards  
CUNA people

**PROMISE:**  
Investing in  
CUNA  
is investing in  
**you.**



# WARF

Wisconsin Alumni Research Foundation

**PURPOSE:**

We help steward the cycle of research, discovery, commercialization and investment for the University.

**PRINCIPLES:**

Stewardship; Trust;  
The positive impact of scientific research;  
The positive impact of the University



**PEOPLE:**

Campus investigators;  
University Administration;  
Commercialization partners; WARF employees

**PROMISE:**

We are your proven leader in technology commercialization and endowment management with many resources to invest in your discoveries and success.



Profit is a fuel for  
achieving purpose.



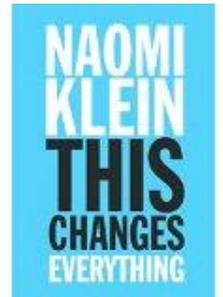
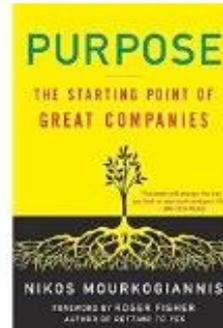
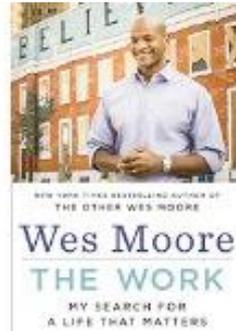
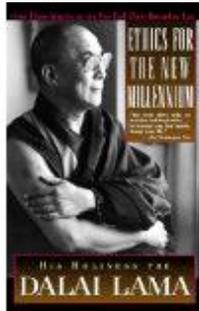
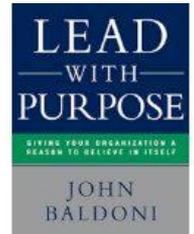
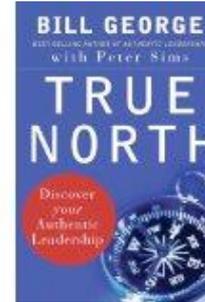
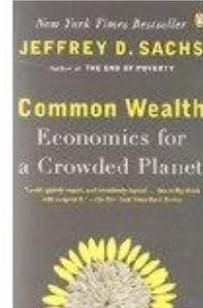
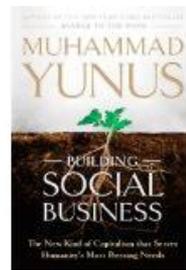
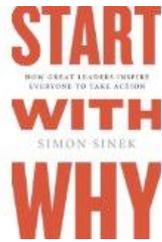
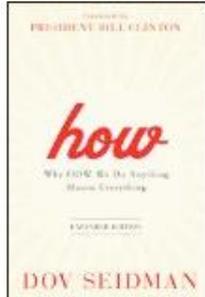
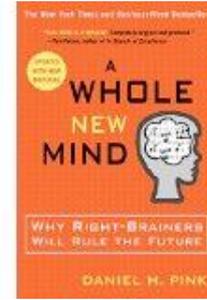
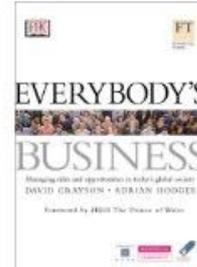
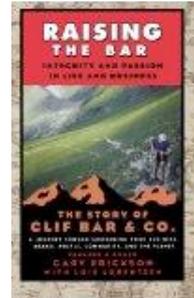
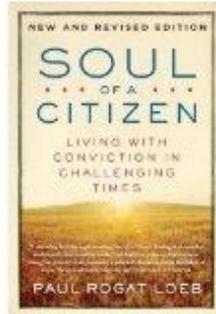
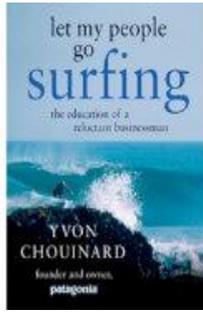
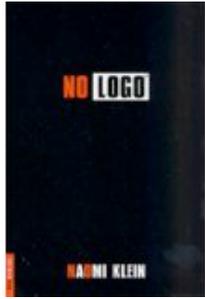
Noble Purpose does  
not have an exit  
strategy

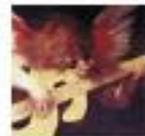


It's not making the  
business case for  
sustainability.



It's making the  
sustainable case for  
business





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**1,229** B Corporations **38** Countries **121** Industries **1** Unifying Goal

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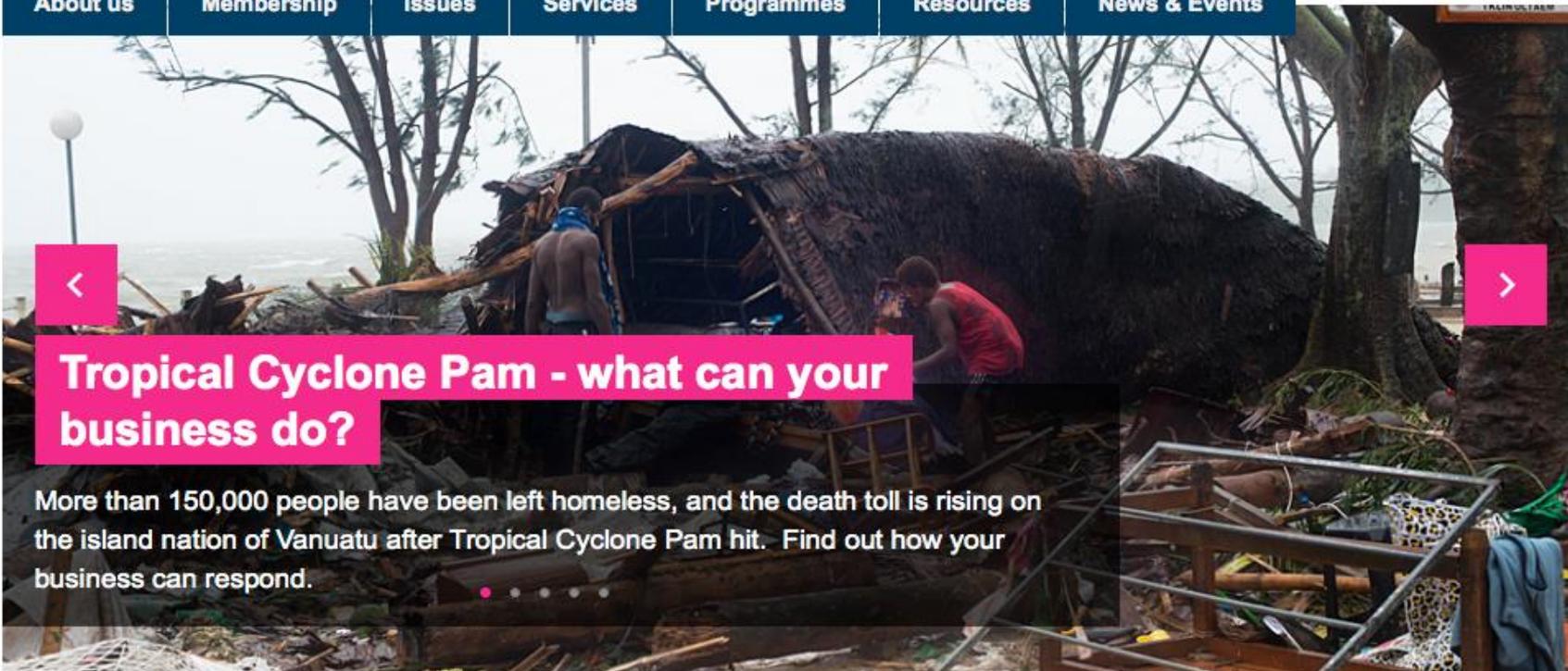
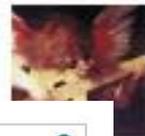
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Take the B Impact Assessment

A free and Confidential Tool to Compare Your Company's Impact.





## Tropical Cyclone Pam - what can your business do?

More than 150,000 people have been left homeless, and the death toll is rising on the island nation of Vanuatu after Tropical Cyclone Pam hit. Find out how your business can respond.



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## Hong Kong Cleantech Companies Showcase in San Francisco

Hong Kong Science and Technology Parks Corporation ("HKSTP") is showcasing Hong Kong's sustainable innovations to the world by leading a delegation of cleantech companies at an event this week in San...

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Sustainable Brands is home for the global community of business innovators who are shaping the future of commerce world wide. Since 2006, our goal has been to inspire, engage and equip today's business and brand leaders to prosper for the near and long term by leading the way to a sustainably abundant future. We do so by offering [news and views](#) from thought and practice leaders, [live and on-line events](#), [peer-to-peer learning groups](#), a robust [resource library](#), a [solutions provider directory](#) and more -- all designed to help brand, sustainability and design innovation professionals, social entrepreneurs and the eco-system of value network partners who support them, discover, co-create and successfully execute on new opportunities to profitably innovate for sustainability.

#### FEATURED EVENT

### SB '15 San Diego - New Speakers Announced!

This week, we are pleased to announce the addition of new speakers to the SB'15 San Diego program including Adam Mott



TOP STORIES



**Building Inspiring Brands to Drive Positive Change: IBM, Target, Keds, Unilever**



**Fuel Economy for New Trucks Can Increase 40%: New Study**



**The Role of Women in Disaster Risk Reduction**

FROM THE EDITOR

**S.E.C. Steps Up Enforcement to Demand Accountability**

Since the 2008 economic meltdown, we've gotten used to the litany of settlements between the Securities and Exchange Commission and companies accused of misconduct, in which many millions of dollars are paid out in fines without any admission of wrongdoing by the alleged offenders. In 2013, the SEC announced that it would start demanding an admission of culpability, especially in cases where the misconduct was intentional or if a defendant obstructed an investigation. The goal was to add accountability to the process. Since then, the agency has procured admissions in 18 cases involving 19 companies and 10 individuals, according to *The New York Times*. The message is clear: regulatory institutions can now require that poor governance in business owns up to its failed responsibility. Contrast these examples with the many hundreds of companies that are working hard, voluntarily, to implement more transparency into their

THE CSR MINUTE



John Howell  
Editorial Director 3BL Media

Green Bond Investments to Get Updated Guidelines

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COMPANY NEWS

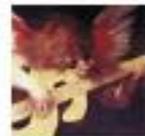
**Collaborating to Conserve Caribou**

Mar 18, 2015 8:10 AM ET

**Mars Chocolate France 'Green Steam' Project to Reduce CO2 Emissions Recognized at Prestigious Business School Awards**

Mar 18, 2015 8:00 AM ET

**Getting Your Employees Ready for Spring**



Good for Business

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WHY ARE WE HERE?



Good for Business



[jim@goodforbusiness.com](mailto:jim@goodforbusiness.com)

@goodforbusiness



Thank you!