

## Press Release

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### **NH Businesses for Social Responsibility Keynote: The Future of Profit is Purpose**

**Concord, New Hampshire** – New Hampshire Businesses for Social Responsibility's Spring Conference keynote, Simon Mainwaring, CEO of We First an international brand leadership consultancy, presented the business case for purposeful storytelling. Mainwaring detailed how changes in our culture, marketing and consumerism require businesses and organizations to clearly understand and communicate their purpose. Those who do, demonstrate a clear advantage in generating a profit.

NHBSR's conference, *A Story Worth Sharing, the Chapters of Your Sustainability Journey* explored the latest in sustainability through a story lens. From the keynote address, to panels of sustainability leaders representing all sized businesses, attendees gained actionable ideas through storytelling and shared experience.

Mainwaring's message resonates with NHBSR's Just One Thing campaign, the driver for the conference theme, which encourages businesses and organizations to share simple stories of sustainability efforts that have had impact within their communities, workplaces or for the environment. NHBSR believes that storytelling inspires others and drives progress in sustainability. Mainwaring agrees. His message pointed out how purposeful storytelling get stakeholders involved in the conversation and that's key in a social media savvy world.

Governor Maggie Hassan presented NHBSR's prestigious Cornerstone Award to Post Landfill Action Network (PLAN). NHBSR recognized PLAN for demonstrating passion and entrepreneurial spirit in building networks of student leaders and corporate partners in New Hampshire and around the country to eliminate waste on college campuses. NHBSR believes this young leaders will drive change in the business world. Governor Hassan also presented a new award, Partnerships for Innovation, to Casella Waste and Hypertherm for their collaboration to create new opportunities for hard-to-recycle byproducts throughout the Upper Valley.

"The NHBSR conference environment is filled with energy. We always search for incredible speakers and inspiring content, but the real value is found in the amazing network of business professionals that attend. Sustainability leaders connect with businesses just starting on their sustainability journey and encourage them with stories of challenges met with success." shared Michelle Veasey, NHBSR's Executive Director.

Simon Mainwaring agreed saying "The NHBSR Annual conference is a leadership event in the truest sense as it brings together small and large business leaders that are holding themselves to ever higher standards and sharing their vital insights with each other. Insightful, fun, and inspirational, it's a must attend event to position your company for accelerated growth and impact."

NHBSR encourages all businesses and organizations interested in corporate social responsibility to join them at an event to learn more about how they can positively impact New Hampshire. For more information, visit [www.nhbsr.org](http://www.nhbsr.org). All are invited to share Just One Thing stories at [www.nhbsr.org/jot](http://www.nhbsr.org/jot)

Photos attached ...



Simon Mainwaring, CEO, We First keynoting NHBSR's Spring Conference



Cornerstone Award Presentation, (L-R) Governor Maggie Hassan, Hayley Harmon and Alex Fried, Post Landfill Action Network, Michelle Veasey, NHBSR and Taryn Fisher, Antioch University of New England.

## ABOUT NHBSR

New Hampshire Businesses for Social Responsibility is a member-based non-profit organization that fosters socially and environmentally responsible business in New Hampshire, realizing that people, principles and profits must be linked. More information on NHBSR can be found at [nhbsr.org](http://nhbsr.org).