



United Nations Office for Partnerships

FOR IMMEDIATE RELEASE

Global Conference for Social Change Honoring Leaders of Change

November 18-19, 2010 | New York

New York, September 2010 —The Foundation for Social Change (FSC) and the United Nations Office for Partnerships (UNOP) announce today the **2010 Leaders of Change** to be honored at the **Global Conference for Social Change: Turning Social Responsibility Into Social Action** on November 18-19 in New York.

The Global Conference for Social Change will recognize visionary, inspirational leaders, who through their actions exemplify how leadership, creativity and innovation can engage in initiatives that solve social problems.

The Conference goes beyond traditional corporate responsibility, and demonstrates how taking ‘social action’ is more effective to opening up new markets, using innovative technologies and developing cross-sector partnerships that positively impact social issues.

“This year’s Leaders of Change honorees are an exemplary group of individuals and organizations who represent the strong leadership role needed to address social issues,” said **Amir Dossal, Executive Director of UNOP**. “Corporate engagement is essential to the international community’s efforts to alleviate poverty, ensure clean water, and help underserved populations realize healthy living. We want to recognize the creativity, technology and resources that the private sector brings to our collective efforts in solving social problems.”

2010 Leaders of Change awardees include: **Coca-Cola** (clean water initiative), **Nike** (sustainability & education), **Anvil Knitwear** (sustainability), **Calvert Investments** (social responsible investing), **Grupo Santander Bank Brazil** (ethics and transparency), **Ceres** (climate change), **Interface** (environment) **Dow Chemical** (sustainability), **Groupe Danone** (social business), **Stonyfield Farm** (sustainability), and **Reebok** (human rights).

The deadline for meeting the UN Millennium Development Goals (MDGs) is set for 2015, and the United Nations supports the efforts of the private sector to take a more active role to achieving these Goals.

The format for the Global Conference for Social Change is two-fold: the Leaders of Change each present their case studies of successful engagements – detailing the vision, strategy, implementation, and partners involved – those who benefited and the measurable social impact results; and then afternoon workshops focus on a deeper discussion of specific issues. Attendees to the Conference will be senior business leaders from multinational corporations, foundations and non-profits.

The Leaders of Change will be presented the “Leader of Change” award at an evening presentation following the day Conference program on November 18. Grammy-winner, **Patti Austin**, and feature the “Social Change Artists” – young visual and performing artists involved in social action, will host the Awards Presentation. On November 19, a panel discussion and presentations of corporate responsible programs will be offered.

A committee consisting of representatives from **United Nations, World Economic Forum, Grameen Creative Lab, NYU Stern School of Business**, and the **Foundation for Social Change** chose the Leaders of Change awardees.

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For further information, and to arrange interviews, please contact:

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To register: <http://fscglobal.eventbrite.com>

About the Foundation for Social Change

The Foundation for Social Change mission is to educate executives and business leaders that social innovation – social action – can benefit both their bottom line and address critical social issues. Our educational programs demonstrate how social action outperforms traditional corporate responsibility to deliver triple bottom line returns: Social. Environmental. Financial. We provide a 'road map' and 'toolkit' for how companies can implement a social action strategy as part of their core business. FSC does this through "Center for Social Change Leadership" professional development courses at major universities throughout the world; as well as through events to provide a platform for organizations to exchange ideas, share best practices and showcase successful social action programs.

About the United Nations Office for Partnerships

The United Nations Office for Partnerships serves as a gateway for collaboration between the private sector and foundations, and the United Nations family. It promotes new partnerships and alliances in furtherance of the Millennium Development Goals and provides support to new initiatives of the Secretary-General.

Global Conference for Social Change

November 18-19, 2010

One United Nations Plaza

Millennium UN Plaza Hotel

New York, NY 10017