

**FOR IMMEDIATE RELEASE**

**SymbioSus Sustainability Consulting, Inc. President Bryan Sheehan to present as part of New Hampshire Businesses for Social Responsibility's 2011 educational webinar series**

*Will present topic of "Promoting Sustainability – Inside and Out" on February 9, 2011*

**Southborough, MA, January 17, 2010** – SymbioSus Sustainability Consulting, Inc., a sustainability consulting firm focused on helping small to medium-sized organizations increase their profitability and competitive advantage by reducing their environmental impact, announced today that New Hampshire Businesses for Social Responsibility (NHBSR) has selected SymbioSus™ President Bryan Sheehan as a presenter for part of NHBSR's 2011 educational webinar series. NHBSR is a non-profit organization focused on building, educating, and supporting a network of businesses committed to adopting socially and environmentally responsible practices for social, environmental, and business benefit. The NHBSR webinar series consists of 10 webinars throughout the year, on various key sustainability and business social responsibility topics.

SymbioSus President Bryan Sheehan will present on the topic of "Promoting Sustainability – Inside and Out" on February 9, 2011, from noon to 1:00 pm, EST. In this session, he will share and discuss best practices that will help people more successfully communicate the business case for increased sustainability within their organizations, both up and down the communication network. For companies that have implemented actions for increased sustainability at any level, he will also share and discuss the best ways to communicate the results of those sustainability actions to external stakeholders in the most credible and effective way possible, so that the company can obtain the credit it deserves, without being accused of greenwashing. For more information on this webinar or to register, visit <https://www2.gotomeeting.com/register/578036946>

SymbioSus President Bryan Sheehan said, "NHBSR does a terrific job of fostering and supporting the growing community of businesses that want to achieve the multiple benefits of being more sustainable. The educational webinar series is one of the most popular of NHBSR's many valuable programs, and the convenient and cost-effective webinar platform is a great way to share the latest in sustainability with businesses in New Hampshire, New England, and beyond. SymbioSus is pleased and proud to have been selected to share some of our expertise as part of the 2011 webinar series, and we look forward to providing attendees with valuable knowledge that will help them succeed with their sustainability goals."

Molly Hodgson-Smith, Executive Director of NHBSR, said, "It is great to have someone of Bryan's caliber within the NHBSR business community, and we're pleased to provide a platform for him to share his insight and expertise with organizations that are seeking to communicate sustainability benefits and results to internal and external stakeholders. The one hour webinar format has been an excellent way to disseminate valuable CSR and sustainability content in an efficient, affordable and convenient way. It also allows us to hear directly from attendees about the major sustainability challenges they face in their own companies."

For more information on the 2011 NHBSR Webinar Series, including topics, dates, times, and registration information, visit <https://www.nhbsr.org/uploads/pdf/news/NHBSRWebinarSeries2011PressRelease.pdf>

**About SymbioSus Sustainability Consulting, Inc.**

SymbioSus Sustainability Consulting, Inc. is a sustainability consulting firm that helps small to medium-sized businesses increase their profitability and competitive advantage by reducing their environmental impact. SymbioSus helps companies better understand, assess, and measure their environmental impacts, develop and implement plans to reduce negative impacts, risk, resource use, waste and cost, increase resource efficiency, productivity and profits, and measure and communicate the results. SymbioSus works flexibly to address each client's specific needs, whether that is a small, pilot project, a focus in one specific area of sustainability, or a

comprehensive assessment, planning, implementation, and reporting process. To learn more about SymbioSus, visit [www.symbiosus.com](http://www.symbiosus.com)

#### **About the NHBSR and the 2011 NHBSR Webinar Series**

NHBSR is a non-profit organization focused on building, educating, and supporting a network of businesses committed to adopting socially and environmentally responsible practices for social, environmental, and business benefit. NHBSR offers a range of services and programs that help members and non-members in the business community gain knowledge, support, and new contacts and enhanced relationships related to business sustainability. Programs and services include, among others, the annual spring and fall business sustainability conferences for networking, support and education, the Go On Tour meeting series, in which participants can learn from some of the leading sustainability companies in the region and network with each other, its Sustainability Self-Assessment tool, in which companies interested in increasing their sustainability can self-evaluate their readiness and progress and receive guidance and support from experts affiliated with NHBSR, and the educational webinar series. The 2011 webinar series kicked off in January and will continue with a webinar at noon on the second Wednesday of each month except July and August, each covering an important aspect of successfully implementing increased sustainability for business, societal, and environmental benefit.

To learn more about the 2011 NHBSR Webinar Series, including topics dates, times, and registration information, visit <https://www.nhbsr.org/uploads/pdf/news/NHBSRWebinarSeries2011PressRelease.pdf>

To learn more about NHBSR in general, including its other programs and services, membership benefits and registration information, visit [www.nhbsr.org](http://www.nhbsr.org)

#### **For more information, contact:**

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