



**ACTION
COLLABORATIVE**
*on Business Engagement in
Building Healthy Communities*

WEBINAR

HEALTHY BUSINESS COALITION: PROGRAM METRICS & CASE STUDY

WHEN

April 4, 2019; 12pm EST

Healthy business is a management approach that seeks to create value and optimize performance by improving the health and well-being of employees, consumers, and communities. To help companies evaluate health initiatives and foster collective action, BSR endeavored to translate public health metrics for the private sector. BSR will present the framework that helps businesses measure their varied impacts on population health and includes an inventory of priority health metrics informed by public health expertise and tailored for business adoption.

A Healthy Business Coalition member company (i.e., employer) will share with the audience the experience developing, implementing, and evaluating a community health program. This case study will serve as a real-world example of a company going through this transformation and highlight areas of collaboration.

JOIN THE WEBINAR

Join from PC, Mac, Linux, iOS or Android: <https://nasem.zoom.us/j/500232847>

Or iPhone one-tap :

US: +16465588656,,500232847# or +16699006833,,500232847#

Or Telephone:

Dial(for higher quality, dial a number based on your current location) :

US: +1 646 558 8656 or +1 669 900 6833 or 888 475 4499 (Toll Free) or 877 853 5257 (Toll Free)

Meeting ID: 500 232 847

ABOUT THE COLLABORATIVE

Mission: To catalyze and facilitate private sector partnerships and actions of business, health, community, and public sectors to work together to enhance the lives of workers and communities by improving the nation's health and wealth.

Questions? Please contact Alina Baciu, abaciu@nas.edu

SPEAKERS

Laura Gitman, MBA
COO, BSR and/or
Emma Grande, MBA,
Manager, BSR, and
*Corporate leader to be
confirmed*

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WITH YOUR
NETWORKS**

SPEAKER BIOS

Laura Gitman is Chief Operating Officer at BSR (Business for Social Responsibility). Laura has also been a leader in BSR's organizational growth and impact. She launched BSR's financial services practice and New York office, and she is currently the Chief Operating Officer, leveraging her strengths in strategy, organizational change, and people management.

Laura works with leading global companies to develop and enhance their sustainability strategies to maximize value for business and society. She is sought after to facilitate senior-level strategy workshops and multistakeholder collaborations. She has published reports on environmental, social, and governance trends among investors as well as sustainability integration and leadership. From 2006 to 2010, she facilitated the Electronic Industry Citizenship Coalition, growing the initiative from 15 to more than 50 companies.

Laura previously worked for Deloitte Consulting, where she acquired extensive strategy experience advising multinational financial services companies. She also worked on several community and economic development projects in Latin America.

Laura holds an M.B.A. from Stanford University and a B.S. in Industrial and Labor Relations from Cornell University. She is an adjunct professor in the Bard M.B.A. in Sustainability program and a member of the UN Global Compact Expert Network.

Emma Grande is Manager at BSR. Emma manages relationships with consumer sectors member companies by developing sustainable business strategies and solutions. She also manages the Healthy Business Coalition, helping corporate leaders improve the health and well-being of employees, customers, and communities while delivering business value.

Prior to joining BSR, Emma was responsible for business development and project management as a program manager at Solidaridad, an international nonprofit organization that specializes in capacity-building and training of farmers and workers. At Solidaridad, Emma was the North America lead for the cotton, textiles, and coffee supply chains, as well as the lead for the cross-sector gender and sustainable landscapes initiatives. She also previously worked for the Skoll Foundation in programs.

Emma holds an M.B.A. in Sustainable Management from Presidio Graduate School and a B.A. in International Studies from Vassar College

Corporate Leader TBA