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## Just in! New Metrics '17 Program Highlights | Prices Increase Soon

1 message

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Tue, Aug 1, 2017 at 7:31 AM

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### First Look: New Metrics '17 Program Highlights

Smart businesses are creating and valuing entirely new forms of positive environmental and social impact by quantifying previously-ignored costs and risks. Define your brand's success in the new economy at [New Metrics '17](#) through 3 days of must-see plenaries, engaging conference sessions and networking opportunities. Featured speakers will be covering critical topics, from finding the ROI of sustainability and how to balance corporate and investor perceptions and demands, to measuring and managing brand reputation and how to leverage new breakthrough analytical tools. [Register today](#) and save — **prices increase this Friday, August 4th!**

- **BASF, The Crown Estate, Tech for Good, Sustainability Advantage, and BSI** will present a promising set of breakthrough new tools created for measuring and communicating the whole-system economic value of sustainability programs.
- **BLab and Danone** will lead an engaging discussion on the movement that multibillion dollar brands are joining to expand their credentials around sustainability, purpose and accountability with the evolution of

Benefit Corporations, the B Corp Movement and BLab's Multinationals and Public Markets Working Group.

- **Future-Fit Foundation** and **The MultiCapital Scorecard** will discuss the critically-important practices of science-based and context-based goal-setting and share the latest case studies from their two tools that have achieved the most traction to date.
- **HIP Investor**, **stok**, **Sustrana** and **RPG** will present on how to educate, empower and engage your employees in their 401(k), and how to align the 401(k) choices in question with a company's mission and sustainability goals.

[VIEW ALL PROGRAM HIGHLIGHTS](#)

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