



World Business Council for
Sustainable Development

ATTACHMENT A

Fortune Magazine Special Report

As you know, the World Business Council for Sustainable Development works to advocate the business case for sustainable development by highlighting the work of our member companies.

This year, for the third time, the WBCSD is collaborating with FORTUNE magazine to publish a special report on the sustainable development revolution and the need to reshape our world by moving to a low-carbon economy.

Our goal is to show examples of how business' involvement in the global challenges generates solutions and drives progress. Importantly, in the run-up to the international climate negotiations in Copenhagen in December, it will give us the chance to demonstrate that business is leading the way.

This year's special report will be published in FORTUNE in its September 28 issue, just ahead of our Council Meeting in Washington. It will provide an opportunity to put the spotlight on policies, tools and actions that contribute to safeguarding the planet's future.

We are asking you to help make that special advertising feature possible by supporting it with an advertisement or its equivalent of underwritten text. Each page of support in this special report will generate an additional page of text in which to explain the business case for sustainable development to FORTUNE's four million readers.

A representative of FORTUNE magazine will be contacting you shortly. We urge you to consider this opportunity. It will reflect well on your company and contribute to mainstreaming the concept of sustainable development.
