



Bombardier Launches "YouCity," Interactive Urban Innovation Contest; Innovation Center for US Dairy Gives Inaugural Sustainability Awards - CSR Minute for March 15, 2012

SUMMARY

The CSR Minute is your daily video digest of the most relevant Corporate Social Responsibility news of the day. Our team of 3BL Media correspondents tracks the global world of corporate social responsibility to bring you coverage of the most important announcements, initiatives, issues, trends, ideas, and breaking news.

PRESS RELEASE

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Bombardier has launched "You City," an interactive innovation contest. The competition is open to students and professionals with a vision for the future of urban mobility. Participants are invited to choose one of three work streams, focused on engineering, business, or urban planning, and to apply their proposals to one of three types of cities: mature markets, BRIC countries (Brazil, Russia, India, and China) or new emerging markets. The winning concepts will be evaluated by experts at Bombardier, and voted for by You City's online community as well as on social media.

The Innovation Center for U.S. Dairy has announced the winners of the inaugural **U.S. Dairy Sustainability Awards**, a program to recognize dairy farms, dairy companies, and collaborative partnerships for efforts that advance the sustainability of the dairy industry. An independent panel of judges representing the dairy supply chain, as well as representatives of government, media, and business organizations, selected this year's winners, based on their program's or project's results as measured by economic, environmental and social responsibility aspects. Among the winners were Blue spruce Farm, Holsum Dairies, and Werkhoven Dairy.

For more information on these and other stories, go to thecsrminute.com

Video source: [Bombardier Launches "YouCity," Interactive Urban Innovation Contest; Innovation Center for US Dairy Gives Inaugural Sustainability Awards](#)

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