

SustainablePublicAffairs

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Client Contact

Willem Vriesendorp

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Key Specialisms

 Chemicals

 Construction & Materials

 Energy

 Industrial Goods & Engineering

 Metals & Mining


 Competition & Antitrust

 Sustainability & Environment

Brussels Office Since

 January 2020

Number of Public Affairs Consultants

 6 consultants, including founder, 1 strategic advisor.

About Sustainable Public Affairs

Firm Description

#SustainablePublicAffairs is the first purpose-driven Public Affairs agency that only takes on cases that have a positive impact on the environment.

We work for sustainable frontrunners and want to make their performance the norm for the rest. We believe in market-led sustainability and advocate for regulatory conditions that support that.

We believe that public affairs should play an active role in getting us to a better tomorrow and is uniquely well positioned to do so. We hope to change EU policy into a more sustainable frontrunner-friendly environment.

Ownership Structure

SPRL with Willem Vriesendorp as only shareholder

International Structure

We work within an international ecosystem of likeminded consultants

Key Strengths

Our pledge to sustainability leads to three key strengths:

- We attract the best consultants, as today's top talent is motivated primarily by working for a purpose.
- We can think transversally across all the different aspects related to sustainability, which leads to better, more creative approaches for our clients
- It gives us (and our clients) credibility and this spills over to our connections with the EU Institutions and relevant stakeholders.

We do not only want to talk the talk though – we like to walk to walk, too. Therefore, we also aim to be completely sustainable in our own operations.

Key Clients

Some of our key clients are:

DSM, LKAB, Corbion, Closing the Loop, ISSOL, AGC, SunEwat.

Please see our advert for testimonials!

Thought Leadership

We are the first purpose-driven Public Affairs agency that only takes on climate-positive cases and this (thought) leadership has been featured in news outlets like Politico and Le Monde. To contribute to better and more transversal, multi-stakeholder thinking around sustainability we also have our own #SustainableBlog. We also take a keen interest in academic thought leadership – an example being our contribution (as only the public affairs agency) to the Concurrences handbook on Competition Law, Climate Change & Environmental Sustainability.

Testimonials and why clients like to work with us

DSM "While looking for an agency that shares our vision, ambition as well as commitment to sustainability we decided to partner with #SustainablePublicAffairs. It turns out that was the right choice!"

Closing the Loop "In our view, #SustainablePublicAffairs' has created the new standard for the PA industry.

LKAB "We believe that working with them also says something about us and our commitment to competitive sustainability!"

Corbion "Public affairs doesn't always have a good ring to it, so when we wanted to hire a public affairs agency, we wanted to be sure it had the same vision on sustainability. That is why we engaged #SustainablePublicAffairs."

ISSOL They are the first to do PA this way and they are leading the sustainability revolution in their own sector: public affairs!"

AGC - SunEwat "It is amazing that just months after starting, they are so influential and successful already, and ... this is just the beginning!"

Because it is always better to let others speak about you, than that you speak about yourself: Please see our advert for the full version of the testimonials!



SustainablePublicAffairs

POLICY-DRIVEN GROWTH FOR SUSTAINABLE BUSINESS CASES

Joost de Kluijver
Founder and Director
CLOSING THE LOOP

“In our view, #SustainablePublicAffairs’ has created the new standard for the PA industry. Not only because of their green mindset. We mostly appreciate their hands-on and pragmatic approach towards creating positive impact in Brussels.”

Sanne Verhoeven
Senior Corporate Communications Manager
CORBION

“Public affairs doesn’t always have a good ring to it, so when we wanted to hire a public affairs agency, we wanted to be sure it had the same vision on sustainability. That is why we engaged #SustainablePublicAffairs, and it turns out that was the right choice! It’s great to see how their expertise and knowledge dovetails into ours, providing us the opportunity to propel the transition towards a more sustainable future together.”

Federico Magalini
Managing Director
SOFIES UK

“We decided to cooperate with #SustainablePublicAffairs because we needed not only a reliable partner supplying us with updated intelligence and information, but someone that shares our values and vision. We do not only need to understand main policy trends, but want to rely on a partner that can anticipate our needs and request. This is only possible when we both know where the sustainability journey will and should bring us!”

Olivier Demeijer
Managing Director
ISSOL

“From the very beginning, #SustainablePublicAffairs came up with numerous imaginative ideas and approaches, and we quickly got to a very clear strategy for photovoltaics, that makes business sense. I particularly admire their approach to accepting new clients, refusing any company, however large or well known, that is not entirely focused on a more sustainable future. They are the first to do PA this way and they are leading the sustainability revolution in their own sector: public affairs. Hopefully very soon #SustainablePublicAffairs will simply become the norm for all lobbying!”

André van Wageningen
Director Public Affairs EU/NL
DSM

“The time to have an impact as public affairs community is now – with the European Green Deal at full speed. In all honesty, for us this also meant we needed support to drive change. While looking for an agency that shares our vision, ambition as well as commitment to sustainability we decided to partner with #SustainablePublicAffairs. It turns out that was the right choice! We can bounce off ideas like we have been working together for years, build on each other’s competences and expertise and create the intimacy needed to make it all work, and propel the transition to a more sustainable future together.”

Bo Krogvig
Vice-President of Strategic Projects
LKAB

“At LKAB we lead the way to fossil-free iron & steel making. We have invested massively in sustainability, like for example in our HYBRIT process. In order to thrive we need EU policy frameworks to make our performance on sustainability the norm for the rest of the industry and we need to convince the Commission not to favor the status-quo. That means we have a lot of convincing advocacy work to do. One of our partners is therefore #SustainablePublicAffairs, as they have the right combination of knowledge on content, creativity and credibility to help us to transform our sustainability leadership into a competitive advantage. We believe that working with them also says something about us and our commitment to competitive sustainability!”

Niels Schreuder
Public Affairs & Communication
AGC GLASS EUROPE

“Knowing the EU public affairs scene quite well, I was surprised by the audacity of Willem Vriesendorp to start a new and independent public affairs consultancy, breaking away from the traditional ones. Instead of accepting any work possible, they carefully judge which causes they will work on. Personally, I appreciate #SustainablePublicAffairs for the ability they’ve shown to bring us in touch with peers and like-minded clients, among which are pioneers and trendsetters in the field of renewable and sustainable energy solutions. It is amazing that just months after starting, they are so influential and successful already, and ... this is just the beginning!”

POSITIVITY • INTEGRITY • TRANSPARENCY

www.sustainablepublicaffairs.com