

# SustainablePublicAffairs

## Office Address

#SustainableHub – Avenue des Arts 56, Brussels, 1000

## Email Address

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## Telephone Number

+32 (0)470 121 648

## Client Contact

Willem Vriesendorp

## Website Address

sustainablepublicaffairs.com

## Brussels Office Since

 2020

## Number of Public Affairs Consultants

 25

## Key Specialisms

-  Agriculture & Agribusiness
-  Banking, Insurance and Financial Services
-  Construction & Materials
-  Energy
-  Food and Drink
-  Metals & Mining
-  Sustainability & Environment
-  Transport

## About #Sustainable Public Affairs

### Firm Description

#SustainablePublicAffairs is a first of-its-kind public affairs agency that only conducts business that has a positive impact on the environment.

It assists companies and organisations that go beyond current environmental standards and that want to raise those standards to gain a competitive advantage and capitalise on their sustainability lead.

It helps such “sustainable frontrunners” make their practices the market norm through EU policy, and only lobbies for cases that have climate positive impact.

Its mission is to foster policy-driven growth for sustainable business cases.

These are more than just words: #SustainablePublicAffairs is the first EU public affairs agency to have its positive impact on society and the environment certified by B Corp.

Check our #SustainableCharter on the website for more information.

We support sustainable frontrunners in the following areas: Agri-food, Sustainable finance, Sustainable Transport, Energy Storage, Carbon Direct Removals, Industry De-fossilisation, Sustainable Build Environments and Circular Economy.

With our clients and other mission-aligned actors we sit and work together to raise the bar on EU climate and environmental policy out of #SustainableHub – also known as the Permanent Representation of Sustainability to the EU.

### Ownership Structure

SPRL with Willem Vriesendorp as only shareholder.

### Key Strengths

#SustainablePublicAffairs' unique approach is based on three key pillars:

**Quality:** #SustainablePublicAffairs attracts the best consultants, as today's top talent is motivated primarily by working for a purpose.

**Impact:** #SustainablePublicAffairs focusses on sustainability across the piece and only works on cases where it can have a significant positive impact. This helps transversal thinking across different aspects related to sustainability, leading to better, more creative approaches for clients – and hence more positive impact.

**Authenticity:** Choosing to work with #SustainablePublicAffairs demonstrates a clear intention of its clients: they want to “walk the talk” on sustainability and avoid conflicts of interest. This integrity helps them build trusted connections with EU Institutions and other relevant stakeholders and comply with CSRD and other due diligence – and green public procurement requirements.

### Key Clients

Some of our key clients are: European Vegetarian Union, Carbon Gap, Form Energy, Ecocem, Upfield, Tesla, Innargi, LKAB, SSAB (HYBRIT), NIAGA, Corbion, Meatable, IBMA, Clariter, etc. etc.

### Testimonials and why clients like to work with us

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

All other clients are willing to give positive testimonials upon request.



# SustainablePublicAffairs

POLICY-DRIVEN GROWTH FOR SUSTAINABLE BUSINESS CASES

**Marilyn Waite**  
**Managing Director**  
**CLIMATE FINANCE FUND**

“The Climate Finance Fund helps to mobilize capital for climate solutions across China, the European Union, and the United States. We decided to cooperate with #SustainablePublicAffairs to get foothold in the European Union as they know the European arena while at the same time sharing our commitment to drive change through supporting innovative finance and the systemic decarbonization of capital. #SustainablePublicAffairs has successfully assisted us with establishing an EU stakeholder network, as well as raising the profile of our work in Brussels. We look forward to continuing our cooperation on the Justice, Equity, Diversity and Inclusion lens in climate finance, thereby creating a positive impact for people and planet.”

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**Jasper Munier**  
**Business Development Manager**  
**CLARITER**

“As a global cleantech company, introducing a proprietary recycling technology that end the life of plastic transforming it into high quality green petrochemicals, Clariter is an unconventional player in the recycling and petrochemical sectors. That is why we attracted #SustainablePublicAffairs, they bring us the right team to be our ambassadors to EU policymaking. #SustainablePublicAffairs provide us their insight and expertise and help us act proactively. They navigate the corridors of Brussels on our behalf, helping us to stay in step with EU policies, and helping EU policies stay in step with us.”

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**Isabelle Pinzauti Babrzyński**  
**Senior Advocacy and Outreach Manager**  
**INTERNATIONAL BIOCONTROL**  
**MANUFACTURERS' ASSOCIATION**

“As IBMA, the International Biocontrol Manufacturers' Association, we are delighted to work with the consultants of #SustainablePublicAffairs. They combine extended advocacy and European institutions knowledge, shared values and know-how in supporting an association like ours, both from a professional and human point of view.”

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**Joel H. Moser**  
**CEO**  
**FIRST AMMONIA**

“Establishing a new market for green ammonia is no easy feat. #SustainablePublicAffairs has been integral to our efforts by outlining policies with the EU Commission and various renewable organizations which will help support and build clean energy facilities like ours. Their knowledge, expertise and involvement with driving policies that support the energy transition have been essential, as we position ourselves as a global leader in the green hydrogen to ammonia industry. We are pleased to consider #SustainablePublicAffairs an extension of our European team.”

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**Brenda Bates**  
**Head of Brand and Corporate Communications**  
**ECOCEM**

“We have only been working with #SustainablePublicAffairs for a short time and already we are seeing the benefits of our partnership. The team is expert, enthusiastic and very well networked in Brussels. They are proving effective at supporting our effort to build relationships and raise awareness of the availability of low carbon cement, and the contribution it can make to accelerating CO<sub>2</sub> reduction in an industry traditionally seen as hard to abate. Importantly their focus on working with frontrunners for sustainability means that our missions and goals are aligned.”

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**Glenn Morley**  
**CEO**  
**CARBON GAP**

“From the first meeting, we knew we had found a partner who understood what we are trying to achieve within Carbon Removals. #SustainablePublicAffairs not only brings an insightful understanding of the EU public affairs but backs it up with a strong team of passionate professionals who have helped us since day 1. Our collaboration has been a leading factor in the initial set up of our policy platform in Brussels.”

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**Asbjørn Haugstrup**  
**Chief Communication & Public Affairs Officer**  
**INNARGI**

“Since the beginning of this year, we have been working together with #SustainablePublicAffairs on advocating for geothermal district heating and building a network and raise awareness among key Brussels stakeholders. We are on the mission to decarbonize heat by bringing geothermal heating as a service to millions of homes with district heating companies. It is a pleasure working with the team from #SustainablePublicAffairs – they are very knowledgeable and proactive delivering high-quality work and counselling. I would not hesitate to recommend #SustainablePublicAffairs to other cleantech frontrunners.”

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**Lucia Hortelano**  
**EU Policy Manager**  
**PROVEG INTERNATIONAL**

“At ProVeg International we work to transform the global food system by promoting more plant-based diets. For that reason, it was very important for us to find a consultancy that prioritizes sustainability as its core business. Their consultants are highly skilled professionals who have a wealth of experience in their respective fields. They were able to provide us with valuable strategic insights and advice, helping to elevate our profile whilst making informed decisions. The whole AGRI/FOOD team has demonstrated a remarkable level of knowledge and adaptability in meeting our NGO needs, would absolutely recommend cooperation and work with #SustainablePublicAffairs.”

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**POSITIVITY • INTEGRITY • TRANSPARENCY**

[www.sustainablepublicaffairs.com](http://www.sustainablepublicaffairs.com)