

# SustainablePublicAffairs

## Office Address

Norrskén House, Rue du Commerce 72, Brussels, 1040

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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

### 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 and #DiversityCharter 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 Norrskén House – 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 values:

Our first value is positivity. We work with positive energy, and always in favour of the cases we advocate for. We try never to emit negative energy and will never act against others, nor do we speak badly about competitors.

Integrity is standing up for what you believe in. As professionals, we only work for societal outcomes that we would want to see as private citizens as well. It means also that we recognize that while many sustainability gains will come from the cases we advocate for, it is always more sustainable to just consume, and subsequently produce, less.

Autonomy means that we do cases because we want to change the legislative framework. That is our purpose, and we are guided by that. Our clients are our partners to help get there / and not the other way around. We provided our own input to the EU 2040 targets and will always act in accordance with those objectives.

### Key Clients

Examples of our clients / projects are: Sustainable Banking Coalition, Environmental Defence Fund, Sympower, Topsoe, Ecocem, Upfield, Innargi, LKAB, Resortecs, Corbion, IBMA, 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

**Mathilde Chareyron**  
**Head of Public & Regulatory Affairs**  
**SYMPOWER**

"Our collaboration with #SustainablePublicAffairs has already delivered an impact. As a frontrunner in the demand-side flexibility field, Sympower is working to accelerate the energy transition—and it's clear that the #SustainablePublicAffairs team shares this mission. Their expertise, strong Brussels network, and creative, outside-the-box approach are helping us raise awareness of the critical role flexibility can play in decarbonising Europe's energy system, and amplify our voice. We're very pleased with the partnership and excited about what we can achieve together."

**Daniel Goldberg**  
**Deputy co-CEO**  
**NORRSKEN FOUNDATION**

"It's been great to work with #SustainablePublicAffairs on the launch of Norrsken House Brussels, to build a platform for spotlighting the founders and funders who help make the EU a leader on both sustainability and innovation. They're an exceptional partner: creative, quick-on-the-ball and extremely well-connected!"

**Victoria Chartier**  
**Corporate Affairs Manager**  
**ECOVADIS**

"As a purpose-driven company, we decided to partner with #SustainablePublicAffairs to support us in aligning our values & mission with our public affairs strategy. The team challenges us to advocate effectively for our policy demands while ensuring that we keep our values in check. The team's expertise, political know-how and creative approach gives us confidence to navigate a politically volatile and challenging environment."

**Karin Boman Röding**  
**Head of Public Affairs and Strategic Communications**  
**STOCKHOLM EXERGI**

"We worked with #SustainablePublicAffairs during a critical phase of our project—preparing for our first-of-a-kind, large-scale plant to deliver permanent carbon removals in Europe (800 000 tonnes a year once operational!) where policy and regulatory certainty were key. #SustainablePublicAffairs played an important role in helping us navigate a complex and fast-evolving regulatory landscape. From the start, it was clear that there was strong mission alignment between our project and #SustainablePublicAffairs' approach—both committed to driving sustainable industrial transformation with impact and integrity. They are friendly, fun, and very professional. We greatly appreciate their continued support and would recommend them to anyone operating at the intersection of innovation, industrial and climate policy."

**Andréa Ganovelli**  
**CEO**  
**GREEN-GOT**

"We have been working with #SustainablePublicAffairs to redirect the billions of euros still supporting the fossil fuel industry towards the ecological transition. Through the Sustainable Banking Coalition, and thanks to their policy expertise and EU network, we have been able to show there is an alternative for finance in Europe with truly sustainable solutions. This is a powerful lever for systemic change at the European level, and it would not be possible without the dedication of the #SustainablePublicAffairs team."

**Xavier Sol**  
**Sustainable Finance Director**  
**T&E**

"#SustainablePublicAffairs brings a strong combination of policy expertise and strategic thinking. They are a reliable partner for navigating complex EU economic files. Their ability to align stakeholder positions while maintaining strategic focus was critical to our work on channeling resources for the decarbonisation of the transport sector. I fully recommend their team to any civil society organisation seeking to strengthen its impact in Brussels."

**Robert E. Jones**  
**President**  
**CELLULAR AGRICULTURE EUROPE**

"We are a collection of companies bringing products to market that can be perceived as disruptive and thereby polarising to some powerful interest groups. In #SustainablePublicAffairs we got a team with in-depth agri-food experience, credibility and trust with key stakeholders, strategic and timely advice, and tangible results in a short amount of time. As a bonus, the DNA of the company is rooted on a moral compass that is a rarity in Brussels."

**Aurélié Beauvais**  
**Managing Director**  
**EUROHEAT & POWER**

"Euroheat & Power needed a sparring partner to raise awareness of the importance of heating and cooling decarbonisation and shed light on the benefits of community-based solutions such as state of the art district heating and cooling systems. I worked with many consultancies in Brussels, but #SustainablePublicAffairs is truly unique. It is a very human, agile team, focused on efficiency and results, and with real added value in terms of information, network, and strategy. Working with them is a very rewarding journey, and I would recommend it with my eyes closed."

**POSITIVITY • INTEGRITY • TRANSPARENCY**

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