

SustainablePublicAffairs

Office Address

Norrskén House, Rue du Commerce 72, Brussels, 1040

Email Address

willem@sustainablepublicaffairs.com

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

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.

About #Sustainable

Firm Description

If sustainability cannot sustain, it is not sustainable!

At #SustainablePublicAffairs, we believe sustainability is about balance – achieving longevity through activities and innovations that are built to last. True sustainability requires a threefold approach: it must be competitive (economic angle), resource-efficient (environmental angle), and resilient (societal foundations).

The European Union is uniquely positioned to bring these elements together, creating a foundation for long-term prosperity in the broadest sense of the word.

However, achieving market-led sustainability means empowering the most innovative entrepreneurs to thrive. To do this, the EU must allow the best-in-class – the ones who consistently do more with less – to set the benchmark for others. Much like a bell curve in academia, these sustainability frontrunners should shape the standards for the entire market.

We are a First-of-a-Kind Public Affairs Agency dedicated exclusively to helping the EU's market-makers turn exceptional sustainability performance into the norm. By ensuring that those who outperform EU environmental norms can reduce their green premium and leverage their leadership as a competitive advantage, we aim to drive systemic change. When we succeed, innovators thrive, the market strengthens, and the environment benefits. It's a win-win-win. Let's shape a sustainable future – together.

We exclusively work for clients on cases where they already outperform environmental norms. We then help make their performance the norm for the rest of the market. That way we make the environment better – while fostering policy-driven growth for our clients. It is important to enable regulators to opt for market-driven sustainability

– as sustainability is unsustainable if it is not a business case! The Draghi report on EU competitiveness underpins this in a big way!

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 Brussels – 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.



SustainablePublicAffairs

POLICY-DRIVEN GROWTH FOR SUSTAINABLE BUSINESS CASES

Alessandro Lazzarini

EU Affairs Lead

FASTNED

“Fastned is a frontrunner in cleantech and transport decarbonisation, so when we looked at ways to strengthen our advocacy efforts in Brussels, #SustainablePublicAffairs immediately felt like a natural match, and we were right! #SustainablePublicAffairs combines solid policy expertise with a clear understanding of the sustainability and clean industrial innovation agenda. They know how to help clients be part of the conversations that matter, and they bring valuable connections across industry, institutions, and civil society. Most importantly, I have the pleasure of working with a team of talented, motivated, and genuinely engaged professionals. From the very beginning, they quickly understood our priorities and were well prepared to help us advance them in a thoughtful and effective way.”

Suzanne Foti

Vice President Public Affairs

SYZYGY PLASMONICS

“#SustainablePublicAffairs has been an exceptional partner. They move with remarkable speed, securing high level engagements in an exceptionally short time while maintaining strong strategic alignment. Their true differentiator is a clear understanding of the challenges facing growth stage companies. They recognise the need to align policy engagement with commercial and financing milestones, and they translate that insight into targeted, effective action. This combination of pace, judgement and practical understanding delivers meaningful outcomes and creates real value.”

Rebecca Pryce-Åklundh

Public Affairs Manager

ENERGY EFFICIENCY MOVEMENT

“At the Energy Efficiency Movement, we often navigate complex challenges and evolving priorities in our efforts to accelerate the impact and progress of energy efficiency. Even within a relatively short collaboration, #SustainablePublicAffairs quickly demonstrated an impressive ability to understand our needs, adapt to changing circumstances, and provide valuable support in a dynamic and flexible manner.”

Anna Lóránt

Senior EU Policy Manager

ENVIRONMENTAL DEFENSE FUND

“At Environmental Defense Fund we firmly believe that effective, on-the-ground solutions can only be built on robust evidence and strong partnerships across experts, policy makers, civil society and private companies. In #SustainablePublicAffairs we have found a true ally that not only shares our commitment to creating a better world for everyone but is also deeply aligned with our approach. Their team always brings unique insights and great energy to our conversations, fostering the trust we need to move forward together.”

Andrea Voigt

**Vice President Global Public & Industry Affairs
Sustainability and Communications**

DANFOSS

“Working with #SustainablePublicAffairs was a real pleasure. Together, we successfully set up a roundtable on sustainable data centers that brought together the right stakeholders and was perfectly aligned with our priorities. The collaboration was smooth, the understanding was strong, and the approach was highly effective. We would happily work together again anytime.”

Samuel Flückiger

Policy & EU Affairs Director

HYDNUM STEEL

“When looking for a partner to establish a presence in Brussels and engage in EU affairs, #SustainablePublicAffairs quickly stood out as the partner of choice. Like us, sustainability is not just part of their work but embedded in their DNA, and our mission and values are fully aligned. Beyond their expertise, they are also just great people to work with that won't shy of going the extra mile to deliver impact. We certainly recommend them to any company wanting to disrupt the status quo and make sustainability the norm.”

Martin Wolf

Senior Engagement Manager

SPARK CLIMATE SOLUTIONS

“#SustainablePublicAffairs brings exceptional strategic insight and energy to our collaboration. From the start, we felt a deep alignment on ensuring that promising sustainability research areas, like warming-induced emissions and methane removal, receive the spotlight and resources they deserve. They've enabled this mission by providing connections to the relevant Brussels decision-makers and sharpening our perspective on the EU policy priorities to create moments that matter most.”

Carlota de Paula Coelho

Director Policy

B LAB

“Working with #SustainablePublicAffairs has never felt like working with an external consultancy, they've genuinely felt like part of our team. Beyond their deep policy expertise, there's a strong intellectual and personal alignment around the kind of economy and policy landscape we want to help build. At B Lab, there's a real responsibility in choosing public affairs partners that reflect the values and integrity of the community we represent, and #SustainablePublicAffairs has consistently embodied that. They are knowledgeable, proactive, entrepreneurial, and exceptionally strategic. But what I value most is that they simply “get it” without needing lengthy explanations. That combination of trust, shared purpose, and effectiveness is rare in Brussels.”

POSITIVITY • INTEGRITY • TRANSPARENCY

www.sustainablepublicaffairs.com