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## SUSTAINABLE BRANDS 2016 announces Sydney schedule

*Global community leader [Sustainable Brands](#) enters Australian market with launch of inaugural conference in Sydney this June.*

4 April 2016 – In an Australian first, Sustainable Brands, the largest global community of sustainability and brand professionals, has announced a Sydney conference, to be held 27- 29<sup>th</sup> June.

The three day conference, with a theme of HOW NOW will lead an agenda with an intent to educate, inspire and motivate cross-sector industries on how to build, integrate and leverage sustainability into their brands.

The conference will bring together a range of business leaders to lead discussions and discover new opportunities to profitably innovate for sustainability. Those confirmed include **Sally Uren**, Forum for the Future CEO, **Simon Mainwaring**, We Social CEO, **Bert van Son**, Mud Jeans CEO and **Tom Szaky**, TerraCycle CEO.

“2015 saw a ‘sustainability awakening’ for many companies. The challenge that companies are now facing is how best to integrate sustainability within their business, throughout their supply chains, and in a transparent and trusted way to consumers,” says Brylee McFarlane, Sustainable Brands / MCI Australia Project Manager.

“Businesses will learn ‘HOW’ to shift business towards a more flourishing business ‘NOW’. The Sustainable Brands 2016 Sydney Conference, will create an opportunity for businesses to be inspired with breakthrough ideas, tools and technologies, to drive the development of a sustainable framework (HOW) to enable stronger and more resilient business growth, identify new markets and deliver a competitive advantage (NOW)”.

“Sustainable Brands is bringing the challenging, innovative and sometimes provocative global thought leaders and practitioners who will challenge audiences and open business leader’s eyes to current trends and sustainability in practice from around the globe. Breakout sessions will offer the ‘deep dive’ and be investigative and engaging, unpicking specific business issues, while during the studio workshops, ideas will be turned into actions,” said McFarlane.

NSW Minister for Trade, Tourism and Major Events Stuart Ayres said, "Sydney is a city of innovation and we're proud this great partnership with the Sustainable Brands conference will bring thought leaders and business leaders here to engage on effective sustainability practices. The NSW Government is supporting the conference through our tourism and major events agency Destination NSW and I encourage all business to attend and consider integrating the learnings into their own strategies as they plan for future growth."

Sustainable Brands is collaborating with pre-eminent Australian sustainability organisations; Banksia Foundation and Sustainable Business Australia.

Sustainable Business Australia CEO, Andrew Petersen said: 'Sustainability continues to evolve as a corporate value, business imperative, and brand promise. It is a fact that the investment community is waking up to the value to consumer brands of managing environmental and social issues effectively'.

'Emerging evidence supports this: in 2015, a Morgan Stanley analyst raised the price target on some mainstream apparel players like Nike based on their sustainability performance.'

'And in our increasingly transparent world, the risk of not tackling sustainability is extremely high for business. MCI is to be applauded for bringing this global sustainability platform to Sydney, a global city,' said Petersen.

Grazyna Van Egmond, CEO, The Banksia Foundation said: 'For over 26 years the Banksia Sustainability Awards have been recognising and rewarding Australia's governments, business, NGO, and academic communities who have been ensuring that their brand's values supersede time, so that each generation drives the values and accomplishments of its predecessors, further and forward. What the Sustainable Brands Conference will do is help us learn about best practices, groundbreaking trends, and provide even more inspiration'

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## Notes to editors:

<http://events.sustainablebrands.com/sb16syd/>

### About the speakers

#### **Sally Uren**, Forum for the Future CEO

As Chief Executive of leading sustainability non-profit Forum for the Future, Sally has overall responsibility for delivering Forum's mission to create a sustainable future. This involves working with leading global businesses, including Unilever and Kingfisher, both in one to one partnerships, and also as part of multi-stakeholder collaborations to address system-wide challenges.

As well as leading the organisation, Sally also oversees a number of projects, including [Net Positive](#) (challenging businesses to put back more into society, environment and the global economy than they take out), [Cotton 2040](#) (aiming to mainstream sustainable cotton) and [Tea 2030](#) (delivering a sustainable tea value chain). She serves on advisory boards for Kingfisher plc, Kimberly Clark and the C+A Foundation amongst others, and chairs Forum's US Advisory Board.

Sustainable Brands 2016 Sydney will be Sally's first appearance in Australia in a professional capacity.

#### **Simon Mainwaring**, We Social CEO

Simon Mainwaring is the founder of We First, a leading brand consultancy that provides purpose-driven strategy, content, and training that empowers companies to lead business, shape culture, and better our world. We First consulting shows companies how to define, frame and share the story of their good work in ways that build their brand reputation, customer community, and social impact. We First training includes keynote speeches, corporate workshops, and an annual Brand Leadership Summit

that shows how companies combine purposeful storytelling and social technologies to inspire their employees and customers to build their business and positive impact with them.

Simon is a member of the Executive Committee of Sustainable Brands, the Steering Committee of the Business Alliance for the Future, and a Fellow of the Royal Society of Arts in London and the World Business Academy in the U.S. He contributes to The Guardian, Forbes, and Huffington Post on branding and social technology.

**Bert van Son, Mud Jeans CEO**

Bert van Son is founder and CEO of MUD Jeans, a fast growing sustainable jeans company from the Netherlands. The company allows customers to shop guilt free and do good for the environment, while looking fashionable and modern. As a 23 year old he moved to China his 30 years experience in the fashion industry has made Bert van Son see the impact fast fashion has on the environment and made him believe that there is an alternative way. In 2012 he started the idea "Lease A Jeans", a concept that makes it possible for customers to use jeans and give them back after use. From ownership to performance. Allowing customers to regularly renew their wardrobe, while MUD Jeans makes sure the materials will be recycled after use. Bert van Son will talk about the challenges in today's (fast) fashion industry and how he and his team try to implement the circle economy in the fashion industry.

**Tom Szaky, TerraCycle CEO**

Tom Szaky is founder and CEO of TerraCycle Inc., a leader in eco-capitalism and upcycling. In 2001, Tom left Princeton University as a freshman to launch a worm-poop-based fertilizer company. In 2007, the company expanded to start collecting difficult-to-recycle consumer packaging. Today the company collects more than 50 different waste streams in 20 countries. Born in Budapest, Hungary, his family emigrated to Holland and then to Toronto.

**About Sustainable Brands**

Sustainable Brands is home for the global community of business innovators who are shaping the future of commerce world-wide. Since 2006, our goal has been to inspire, engage and equip today's business and brand leaders to prosper for the near and long term by leading the way to a sustainably abundant future. We do so by offering news and views from thought and practice leaders, live and on-line events, peer-to-peer learning groups, a robust resource library, a solutions provider directory and more -- all designed to help brand, sustainability and design innovation professionals, social entrepreneurs and the eco-system of value network partners who support them, discover, co-create and successfully execute on new opportunities to profitably innovate for sustainability.

**About the Banksia Foundation**

The Foundation is not-for-profit organisation dedicated to working with industry and community to focus attention on the recognition of excellence in sustainability. For over 25 years the Banksia Sustainability Awards program have rewarded Australian individuals, communities, businesses and government for their innovation, achievement and commitment to sustainability. The 2015 Banksia Sustainability Awards comprise of 13 category Awards and 4 specialist Awards, including the Richard Pratt, Visy CEO Award, the winners of which will be announced at a grand function following the SBA CEO Forum Lunch.

**About SBA**

Established in Australia in 1991, SBA ([www.sba.asn.au](http://www.sba.asn.au)) the longest operating Australian Business NGO galvanizing Australian business to be world leaders in sustainable development, not just by embracing its values and the triple bottom line approach that it drives within AND across a company, but by also realizing its commercial value for shareholders, investors and consumers through the products, technologies and services that it brings to the national and global marketplace. SBA's members include leading Australian businesses and enterprises, from all sectors, who share a commitment to economic, environmental and social development. SBA represents around 50 member companies, public sector enterprises and institutions, BINGOs and community organisations, which in turn represent 100,000+ Australian employees.

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