

QUIERO ANNOUNCES THE COMPLETE PROGRAM OF SUSTAINABLE BRANDS® MADRID, WHICH WILL BRING TOGETHER MORE THAN 30 GLOBAL LEADING VOICES IN SUSTAINABILITY

- Under the theme 'Redesigning the Good Life: Brands Serving Humanity', the event will take place from 8th to 9th October, with the institutional support of the Madrid City Council, the sponsorship of Coca-Cola, JMT, NH Hotel Group, Northern Design and REE, and with the prestigious ESIC as the academic partner.
- Speakers of the stature of Jeffrey Franks, director of the European Office of the IMF; Philip Kotler, father of modern marketing; Lisa Pike Sheehy, Vice President of Environmental Activism of Patagonia; Cyrus Wadia, Vice President of Sustainable Business and Innovation at Nike; or Julie Droulers, Director of Marketing and Corporate Responsibility for The Body Shop. And the event will be closed by Jordi Sevilla, President of REE, and Helena Herrero, president of HP for Spain and Portugal.
- Tickets are discounted for SMEs and entrepreneurs with fewer than five employees, the unemployed, students, academics and NGOs.

Madrid, 27th September 2018. [Quiero](#), a Brand and Business Consultancy specialising in sustainability, and organizer of Sustainable Brands® Madrid for the fourth consecutive year, presents the complete program of this year's international event that will take place on the 8th and 9th October, at CentroCentro, an artistic and cultural production space located in the Palacio de Cibeles in the very centre of Madrid, which will feature the participation of more than 30 world leaders in sustainability. Individuals and companies who are revolutionizing the way of doing business.

Under the theme '*Redesigning the Good Life: Brands Serving Humanity*', the meeting-point will analyse the keys to generating profitable business models that place the person and sustainable development at the very core of business. Directed by **Sandra Pina**, Partner and Managing Director of Quiero and Director of Sustainable Brands® Madrid 2018, the event counts on the institutional support of the Madrid City Council, with the sponsorship of Coca-Cola, JMT, NH Hotel Group, Northern Design and REE, and with ESIC Business & Marketing School as an academic partner.

The more than 30 speakers will share their experiences, failures and successes to redesign the concept of the good life, understood as being the aspiration for common well-being. Among the speakers are Jeffrey Franks, director of the European Bureau of the IMF; **Philip Kotler**, father of modern marketing; **Lisa Pike Sheehy**, Vice President of Environmental Activism of Patagonia; **Cyrus Wadia**, Vice President of Sustainable Business and Innovation at Nike; **Joanna Yarrow**, Director of Sustainability and Healthy Life of Ikea; **Pelayo Bezanilla**, Director of Communications

and Public Affairs of Coca-Cola Iberia; **Timo Schmidt-Eisenhart**, President of Timberland EMEA, or **Julie Droulers**, Director of Marketing and Corporate Responsibility for The Body Shop.

Companies and organizations from all over the world will be represented at this meeting-point through sessions such as those of **Lisa Hogg**, Director of Marketing EMEA of TOMS; **Laura Palmeiro**, Director Sustainability Integration of Danone; **Bibi Bleekemolen**, Founder and Manager of Corporate Communications at Fairphone; the **Venerable Dr. Phra Shakyavongvisuddhi**, Vice Chancellor of Foreign Affairs of the Mahamaku Buddhist University; **Sue Garrard**, former Executive Vice President of Sustainable Business and Communication at Unilever; **Thomas Kolster**, known as Mr. Goodvertising; **Sirikul Laukaikul**, Brand Strategist and Sustainability Advisor for The Brandbeing Consultant Co.; **David Grayson**, Emeritus Professor of Corporate Responsibility at the Cranfield School of Management in the United Kingdom; **Ynzo Van Zanten**, choco-evangelist of Tony's Chocolonely; **Daniel Truran**, Ambassador of B Lab Europe; **Marianella Cervi**, Director of Sustainability and Responsibility of Timberland EMEA; **Thomas Becker**, energy specialist; **Richard Roberts**, Director of Disruptive Innovation at Volans; **Charles Wookey**, CEO of Blueprint for a Better Business; and the National Geographic magazine.

On a Spain level, the presence of **Alfonso Fernández**, Marketing and Communications Director of Samsung Electronics stands out; **Xavier Farriols**, Managing Director of Electrical Business of Factor Energy; **Javier Rovira**, Director of Innovation and Strategic Knowledge at ESIC Business & Marketing School; **Susana Hidalgo**, Founder of Refugees Welcome Spain and member of the Refugees Welcome International team; **Antonio Espinosa de los Monteros**, Co-founder and CEO of Auara; o **Ángel Alloza**, CEO of Corporate Excellence.

The two-day event will be closed with a conversation between the President of REE, Jordi Sevilla, the President of HP for Spain and Portugal, Helena Herrero, and Sandra Pina, partner at Quiero and Director of Sustainable Brands® Madrid 2018.

PROGRAM

On the first day, Monday, 8th October, and under the premise of how brands are putting themselves at the service of humanity, the interventions will revolve around four major blocks:

- Economy: Redefining the purpose of the economy.
- Exemplary leadership: Business at the service of society.
- Branding of the brand: Corporate activism.
- The Human Factor: People at the heart of innovation.

Day two, Tuesday 9th October will analyse how to build business models in which the person is at the centre of any business decision and how to develop products and services that improve the day-to-day of individuals. In addition, workshops will be conducted that will use the co-creation methodology to approach these objectives: "How to become an activist brand" and "The emergence of new organizational forms".

TICKETS

The price to attend all the conferences of Sustainable Brands® Madrid 2018 is 350 euros, with a special rate of 250 euros for SMEs or entrepreneurs with fewer than five employees, unemployed, students, academics and NGOs. Tickets can be purchased at:

<http://sustainablebrandsmadrid.com/sb18/registration/>

COLLABORATORS

Different national and international organizations have confirmed their collaboration in the fourth edition of Sustainable Brands® Madrid 2018, such as A Blue Print for Better Business, the Marketing Association of Spain, B Corp Spain and Europe, Carbon Trust, Corporate Excellence, DIRSE, Economy of the Common Good, Forética, Impact Hub Madrid, Las ConSentidas and Ouishare. Likewise, the collaborating media of this edition are Atresmedia, Ciclosfera, Ciudad Sostenible, Corporate Knights, Corresponsables, Responsible Journal, El Independiente, Direct Marketing and The Holmes Report.

ComBoca Comunicación, Cota Garate, Silo Creativo and Ticketea close the list of collaborators of Sustainable Brands® Madrid 2018.

About Sustainable Brands®

[Sustainable Brands®](#) was born in 2006 with the mission of inspiring, involving and equipping brands and innovative companies to guarantee their profitability and also a better future. Sustainable Brands® is the global reference community formed by professionals and companies that are innovating around the role of business and brands in society. A reflection on the role of brands in the definition of a just and sustainable future. Currently, meetings are held in San Diego, Vancouver, Boston, Rio de Janeiro, Buenos Aires, Copenhagen, Istanbul, Cape Town, Bangkok, Kuala Lumpur, Tokyo and Sydney.

About Quiero.

[Quiero](#) is a consultancy that works in the business, sustainability and brand equation. Quiero only participates in projects that put the person, society and the environment at their core. Quiero is the partner of Sustainable Brands in Spain, and since 2015, it organises Sustainable Brands® events, the first two editions were held in Barcelona and the third and fourth in Madrid. Its objective is to incorporate companies, administrations and citizens in the same conversation. "Sustainability makes us better: Companies richer and loved, healthier and fuller people and plural societies, fair and beautiful."

Follow Sustainable Brands Madrid

Web: www.sustainablebrandsmadrid.com/

Tickets: <http://sustainablebrandsmadrid.com/sb18/registration/>

Hashtag: # SBMadrid18

Facebook: fb.com/SustainableBrandsMadrid

Twitter: [@SustainBrandsEs](https://twitter.com/SustainBrandsEs)

LinkedIn: [Sustainable Brands Madrid](https://www.linkedin.com/company/sustainable-brands-madrid)

Press contacts

Pablo Martín pablo@comboca.es

Tel: 678937446

Nuria Rabadán nuria@comboca.es

Tel: 674719154