

# In partnership with green**futures**

*Green Futures* works with change-makers in business and industry, shaping ideas and sharing solutions that will transform our world.

Become a *Green Futures* partner to:

- share your success stories and opinions with decision-makers and opinion-formers in the UK, US and across the world
- join a network of sustainability leaders convened by Forum for the Future, offering expert insights and news from the frontline of innovation
- enjoy intelligence on tap through a hotline to our editorial team and advisors
- benefit from free and discounted advertisements
- receive 60 complimentary subscriptions, for distribution within your organisation and to key contacts
- contribute essential funding to bring the leading magazine on sustainable futures to a wide and influential audience
- discuss world-changing innovations at events in London, New York and Mumbai
- shape the debate over an annual dinner hosted by Jonathon Porritt.

***I love Green Futures,  
it's my favourite magazine.***

Paul Robinson, Partner,  
New Era Consulting

***Green Futures features  
an inspiringly never-  
ending supply of  
sustainability innovations.***

Charles Simmonds,  
News Director, BBC Newsroom



# Inside greenfutures

**Founded by Jonathon Porritt in 1996, Green Futures is aimed squarely at a business and professional audience. Our focus throughout is on solutions for a sustainable future.**

## Inspiring content

We cover a wide range of subjects, including:

- clean energy
- business breakthroughs
- smart cities
- financing sustainability
- leapfrog technologies
- food, water and resource security.

## Exclusive interviews

Green Futures regularly runs exclusive interviews with key business and policy leaders, including:

- Paul Polman, CEO, Unilever
- Terry Leahy, former CEO, Tesco
- Ian Cheshire, CEO, Kingfisher
- David Cameron, UK Prime Minister
- Lester Brown, America's leading green guru
- Jeffrey Hollender, US business visionary

## Key issues unpacked

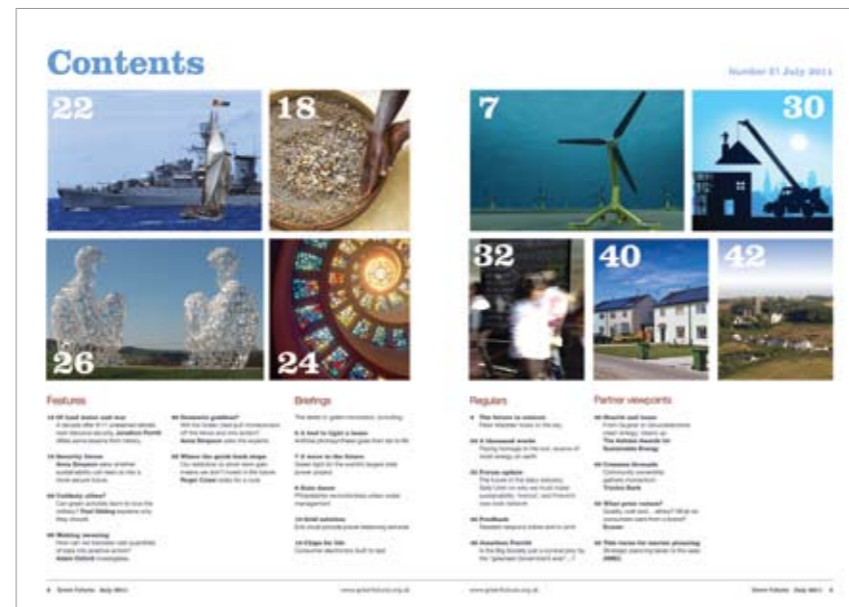
Green Futures tackles cutting edge topics, such as:

- Water footprinting: stories from the leading practitioners
- Security and sustainability: two sides of the same coin
- Venture capital: where the smart money is headed
- Brands and behaviour change: a new wave of green consumption?
- Low carbon leapfrogs: why Africa and Asia could steal a march.

## Worldwide readership

Our features, interviews and news stories are regularly syndicated by *The Guardian* and other global outlets including *Grist and Good Magazine* (US), *Sustainability Tomorrow* (India), *ECOmy* (China) and *Ideia Sustentavel* (Brazil).

Green Futures articles are reproduced widely on websites including CNN, Reuters and Fox News.



# Being a greenfutures partner

**Join Green Futures as a partner and place yourself at the heart of the debate on sustainability.**

## Benefits include:

**Partner viewpoint pages**  
A unique opportunity for you to present an initiative, programme or corporate view within the pages of *Green Futures* and on our website, with expert advice from our editorial team on how best to tell your story

**Complimentary subscriptions**  
Up to 60 complimentary subscriptions to *Green Futures* for your staff, customers or stakeholders

**Expert insight on tap**  
Regular contact with experts on communications and sustainability at *Green Futures* and Forum for the Future

**Network events**  
Invitations to high-profile events for business leaders organised by Forum for the Future, plus an exclusive dinner for *Green Futures* partners hosted by Jonathon Porritt

**Advertising**  
A complimentary full-page advertisement, and a 40% discount on further advertising

**Online profile page**  
A page on our recently redesigned website to highlight your organisation to our readers, complete with profile, logo and links



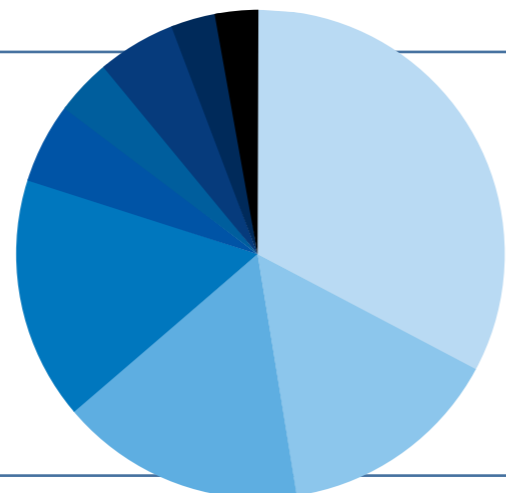
*It was great to see our piece got picked up by Guardian Sustainable Business. It's an interesting issue and relevant to many green brands.*

Effi Vandevoorde, International Communications Manager, Ecover

## Readers by job function\*

- Chief Exec, chairman, MD, board member, Vice Chancellor
- Other
- Sustainability, environment, corporate responsibility
- MPs, peers, local councillors
- Marketing, communications, PR
- Education, academia
- Media
- Information, research
- Corporate strategy, finance, risk

\* % of total readers with known job titles.



# Profile your work in green**futures**

## Special editions

Our acclaimed special editions offer detailed insights into a range of crucial sustainability issues, such as renewable energy; the future of food; the debate over geoengineering; and the positive case for carbon offsets. Sponsor a special edition to help us shape the content, profile your work and be a keynote speaker at our launch event.

## Special features

Change the way people view an issue central to your sustainability strategy. Develop your ideas over up to eight pages of *Green Futures*, with stunning photos and compelling case studies developed by our editorial team.

## Sponsored distribution

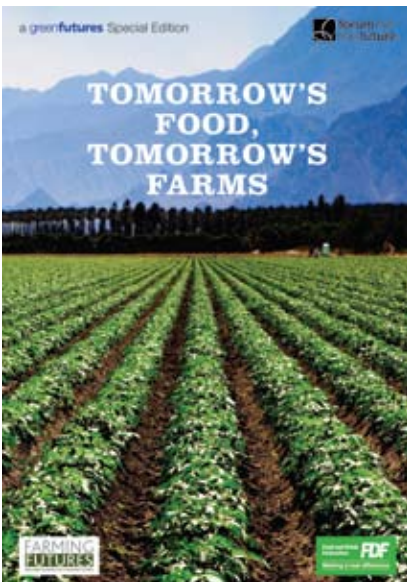
Send *Green Futures* to the audience of your choice, with a branded and personalised cover letter from Jonathon Porritt or Martin Wright, reminding them of your commitment to a sustainable future.

## Customise *Green Futures*

Publish our content on your website or in your magazine, or collaborate with us to create a *Green Futures* issue for the audience of your choice, with a wrap-around cover and specially adapted content.

**Green Futures is the only magazine I really want to read.**

Eileen Donnelly,  
Group Sustainability Manager, Virgin



Published by  
**forum for  
the future**

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