

HealRWorld, Sustainable Brands, Geometry Global & PVBLIC Foundation Unite to Rally Global Businesses and Consumers in Support of the Sustainable Development Goals Adopted at the United Nations Last September

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Celebrities, Entrepreneurs and Philanthropists Agree to be the Faces of the SDGs for the SustainRWorld Day Campaign

NEW YORK, NY (September 8, 2016) – [SustainRWorld Day](#), which launches September 8th at the United Nations, is an initiative intended to rally the private sector to help achieve the Sustainable Development Goals by inspiring a movement to make every day SustainRWorld Day and celebrate our measurable progress each year.

One year after global governments aligned on the Sustainable Development Goals (SDGs) to drive worldwide social and environmental impact, some impact has been made, but much more remains to be accomplished. [HealRWorld](#), together with its partners [Sustainable Brands®](#), [Geometry Global](#) and [PVBLIC Foundation](#), have come together with a shared belief that to truly drive results we must harness the power of businesses as influencers in addition to governments.

This partnership is the genesis of a long-term strategy intended to “make every day SustainRWorld Day” including a campaign and longer-term platform releases intended to shift the current “take, make and waste” consumption paradigms.

The vision launches with a campaign entitled “The 17”, where individual business leaders, influencers, academics and celebrities become the public faces of each of the SDGs proclaiming “I am” and their respective goal.

The campaign not only personalizes the global goals, but puts a stake in the ground for businesses to rally for change. These major influencers will hopefully spur others to do the same, as well as inspire consumers to speak with their most important vote—their dollars. The list of influencers who’ve pledged their commitment to the campaign includes notable names such as:

Ted Danson (actor and activist for the Oceans)
Jostein Solheim (CEO of Ben & Jerry’s Homemade Inc.)
Eileen Fisher (President/Founder, Eileen Fisher)
Naveen Jain (Founder of Moon Express, BlueDot, Intelius & Infospace)
Jigar Shah (clean energy entrepreneur and author)
Sonita Alizadeh (Afghan teen rapper)

“We intend to motivate every business leader, employee, student and consumer to pledge their support to one of the SDGs by visiting [www.sustainworldday.global](#) and taking the pledge. Once pledged, they can tout their commitment via social media via #iam and #oneforall and inspire others to get involved,” says Michele Bongiovanni, CEO and Founder of HealRWorld.

“The campaign will roll out with additional media and social support through PVBLIC Foundation and the ‘One for All’ initiative as each new “17” is announced over the coming year,” says Heidi Schoeneck, the creative lead behind the campaign. The team intends to hold an anniversary event annually globally on this date to measure and celebrate the progress made.

Numerous studies point to the fact that companies that adopt sustainable practices not only positively impact society and the environment, but also outperform their peers on several measures. In fact, a recent study by HealRWorld and the Dun & Bradstreet Corporation found, 63% of global sustainable businesses in HealRWorld’s database had a “low risk” for business discontinuance/failure validating the use of the sustainability factor in predictive models or as a risk segmentation tool.

“Given our research proves that “doing good can mean doing well” for even small and mid-sized businesses, we believe creating a movement to align businesses around the SDGs in both the public and private sectors can greatly contribute to their significant progress over the next 30 years. This was the genesis for SustainRWorld Day and our reaching out to Sustainable Brands, Geometry Global and PVBLIC Foundation to partner given they share this vision,” said Michele Bongiovanni, CEO of HealRWorld.

“Brands are uniquely positioned to align business and society on the path to a flourishing future in both focusing on corporate energy and influencing culture,” states Geoff Trotter, Chief Development Officer at Sustainable Brands. “Their commitment to action is what will take the concept of sustainability out of the field of discourse and into practice inside companies. SustainRWorld Day will be our annual celebration of measured success against the UN SDGs and along our path toward a sustainable future.”

Watch the live video stream of the event at [Huffington Post](#).

Find out more by visiting [SustainRWorldDay.global](#).

About HealRWorld:

HealRWorld™ is a global big data and product platform that aggregates sustainability information (People, Planet, and Profit) and credit data throughout the global business ecosystem with a unique emphasis on small and mid-sized enterprises. Founded in 2012, our mission is to help Heal Our World by catalyzing the growth of sustainable business and consumption globally through knowledge and insights, and help direct spending and investment to the small businesses “doing well by doing good.”

About Geometry Global:

Geometry Global is an award-winning shopper marketing and brand activation agency that changes people’s behavior and drives conversion in 56 markets around the world. Geometry Global is a WPP company (NASDAQ: WPPGY) [www.geometry.com](#)

About Sustainable Brands:

Sustainable Brands® is the premier global community of brand innovators who are shaping the future of commerce worldwide. Since 2006, our mission 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 better future. Digitally published news articles and issues-focused conversation topics, internationally known conferences and regional events, a robust e-learning library and peer-to-peer membership groups all facilitate community learning and engagement throughout the year. Sustainable Brands is a division of Sustainable Life Media, headquartered in San Francisco, CA.

About PVBLIC Foundation:

PVBLIC Foundation is an innovative non-profit media organization that harnesses the power of media to drive social change. An aggregator of media across all platforms, PVBLIC works strategically to pair media space with key non-profits at the local, national and global levels. We utilize existing and emerging technologies to increase issue awareness around important causes and help non-profits amplify their message. At PVBLIC, we believe that media is the new currency.

PVBLIC has amplified the media reach, across every category, of nearly 100 non-profits working at the local, national and global levels.

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