

Sustainable Brands® Expands Innovation Open Business Competition to London

[Sustainable Brands®](#) recently announced that it is expanding its start-up competition to London, England. Environmental and social-impact entrepreneurs with innovative business ideas are encouraged to apply and compete at the Sustainable Brands Innovation Open (SBIO) in conjunction with the SB London conference taking place on November 18-19 at the Lancaster London.

Sponsored by **Dragon Rouge**, **Triple Pundit** and **YouNoodle**, SBIO attracts world-changing entrepreneurial teams who are working hard to leverage the power of business and brands to solve some of the most pressing environmental and social problems present in today's society. Finalist teams will have the opportunity to pitch their business plans to a group of social and sustainable investors, executives from leading companies, top brand consultancies and over 600 business and brand leaders attending the SB London conference. The winner will receive brand consultancy services from Dragon Rouge, tickets to attend a future SB event in 2014, exhibit space at the conference to promote their product or service, and exposure to members of the Sustainable Brands community.

"We are pleased to be bringing our SB Innovation Open to the UK as part of our Sustainable Brands conference this year," states KoAnn Vikoren Skrzyniarz, founder of Sustainable Brands. "We've been featuring this competition in the US for four years now and have seen high caliber, disruptive business models, products and services that stem from dedicated entrepreneurs who are challenging the status quo in business today. Many of these teams go on to secure investor funding and distribution channels for their products/services that continue to support and contribute to our flourishing future."

Submissions are now being accepted and the deadline for entry is September 22, 2013. Finalists will be selected by a panel of esteemed judges including Fiona Bennie, Head of Sustainability at **Dragon Rouge** and Jo Confino, Executive Editor at **Guardian Sustainable Business**. Further information about the SB Innovation Open, competition rules and selection criteria is available on the [Sustainable Brands London website](#). Information about attending the conference on November 18-19 at the Lancaster London can be found on the [conference website](#). Registration is open and space is limited.

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.

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