

PRESS RELEASE

POSITIVE LUXURY ACCELERATES THE JOURNEY TO SUSTAINABILITY FOR SMALL BUSINESSES

POSITIVE LUXURY START-UP ACCELERATOR PROGRAMME

PRESS RELEASE: 4TH JANUARY

4th January – Positive Luxury announced today the launch of their accelerator programme for start-ups, to support them on their journey to sustainability.

Sustainability is more than just a moral imperative, it's a competitive advantage. That's why, starting 4th January 2022, Positive Luxury is looking to partner with start-up and micro businesses in the first 5 years of their life to support them on their sustainability journey. By guiding them towards Butterfly Mark certification and offering advice on how to scale their business successfully and sustainably, they can help shape the luxury industry into something that's kinder to people and nature.

Diana Verde Nieto says "It is imperative that we work with start-up's at the beginning of their business journey, helping to support and educate sustainable processes from early on, producing great products from the very root".

Positive Luxury helps support the process through the following:

One-to-one support, guidance and coaching from their team of luxury, sustainability, and business experts

Online forums and regular check-in meetings - PR & marketing support through Positive Luxury's channels

Access to Positive Luxury's world-leading knowledge programme

Networking opportunities across the Positive Luxury community

Who they are looking for:

Start-ups & micro brands, retailers, or suppliers who operate in any one of the luxury verticals (fashion & accessories, beauty & fragrance, jewellery & watches, living, premium drinks, travel & leisure) to which Positive Luxury provides its services.

The organisation will have with annual turnover of under £1million (\$1,331,865/ €1,187,005), be in the start-up phase and trading for less than 5 years or not yet fully launched - As part of the application process, a company must be able to articulate a business plan that demonstrates a clear, healthy focus on both purpose and profit and supply evidence, both quantitative and qualitative, that demonstrates tangible efforts across the four pillars of our ESG+ (environmental, social, governance, innovation) assessment framework.

When are Admissions open:

Admissions Period: Jan-Mar 2022

Admissions Open: 4 January 2022

Admissions Deadline: 28 February 2022

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Selection and Notification: w/c 14 March 2022

Positive Luxury's origin lies in the chance meeting of Sir David Attenborough and co-founder Diana Verde Nieto, his inspiring story of the Large Blue Butterfly which died out in the British Isles in 1979 and the dedication of the scientist who successfully reintroduced it by unravelling the intricate web of interdependencies necessary for its survival.

Identifying the luxury industry as one that could drive enormous positive change, Diana and serial entrepreneur Karen Hanton founded Positive Luxury and the Butterfly Mark certification in 2011. Since its inception, Positive Luxury's mission has been to shape a sustainable future for luxury by redefining the business model and rebuilding consumer trust.

To find out more about how you start your journey on the Accelerator programme visit:
<https://www.positiveluxury.com/start-up/>

ABOUT POSITIVE LUXURY

Since 2011 Positive Luxury has been accelerating organisations' adaptation to the new climate economy. Our ESG+ products and services enable companies to manage risk, embed innovation and credibly foster consumer trust. Organisations that we certify receive the Butterfly Mark, a globally respected trust mark – independently verified evidence that they meet the highest standard of sustainability best practices across all four pillars of our framework.

ESG+ ASSESSMENT

Our proprietary ESG+ (Environmental, Social, Governance, and Innovation) assessment framework is the only one designed for the specific social, environmental and material risks of the luxury industry.

THE BUTTERFLY MARK

The Butterfly Mark certification is an independent trust mark awarded to luxury brands, retailers and suppliers that evidence tangible action to making a positive impact on nature and society. It has been created in consultation with the Positive Luxury Sustainability Council of over 22 leading global organisations and is rigorous, independent, and in line with the latest international standards and best practices.

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