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**The world’s first cloud-based agency launches \*UP for Good – a new initiative for the development of sustainable brands**

*FOR IMMEDIATE RELEASE, 17 October, 2012, Princeton, NJ*--- \*UP There, Everywhere (\*UP), the world's first cloud-based agency, has assembled an international team to develop strong brands built on sustainable values and socially responsible behavior. The \*UP for Good team includes pioneers, leaders and communicators with collectively more than 400 years of experience creating corporate social responsibility (CSR) and sustainability programs, and building global opinions for companies, organizations and non-profit operations around the world.

"With some of the world’s founding environmental committee members, the team has both the professional experience and the personal conviction required to build authentic brands,” said Julian Stubbs, co-founder and brand strategist within \*UP. “We're all hugely enthusiastic about this specialist service, which is highly relevant to the world’s needs right now.”

“We’re not interested in green-washing,” said Bjorn von Euler, one of the originators of the Stockholm Water Foundation, ITT’s first Director of Corp. Philanthropy and \*UP for Good team leader.“\*UP for Good is focused on building brands that contribute to a positive change, and which are anchored in the organization's actual behavior in terms of environmental and societal issues. We only take on clients that truly want to make a difference."

For the last twenty years, beginning with the major environmental conference in Rio de Janeiro in 1992, several \*UP for Good members have been working directly with the *World Business Council for Sustainable Development (WBCSD*), the *UN Compact* and the *Global Reporting Initiative (GRI)*. \*UP members have also worked with both leading global companies and non-profit organizations to develop and communicate internal and external CSR and develop opinion-building programs.

\*UP for Good aims to help organizations build brands and develop good reputations through authenticity and communicating truly sustainable behavior around relevant societal and environmental issues. The services the new group provides to its clients include:

* Integration of business, brand and sustainability strategies
* Development of authentic brands, communication and PR on a sustainable basis
* Internal and external opinion building

**About \*UP There, Everywhere**  
 \*UP There, Everywhere (www.upthereeverywhere.com) is the world's first global cloud-based agency. The business is organized as an exclusive international community and includes a spectrum of digital, creative and other services within brand development and marketing. \*UP isn’t a traditional advertising or web agency, but a community of like-minded professionals who know each other well and who collaborate smoothly across all boundaries and time zones. It’s a new way of working. \*UP assembles customized local and international teams who deliver strategic brand development, communication, PR and digital media services for clients across the globe. \*UP is growing rapidly and today has more than 100 members and partners in Sweden, Finland, the United Kingdom, the Netherlands, Switzerland, Italy, Spain, the USA and China.

For more information, visit:

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