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Greenpeace Sweden's program manager to join business community

2050 has recruited Annika Jacobson, Greenpeace Sweden's program manager. Annika will be working with companies that want to become more sustainable.

Annika Jacobson has extensive experience from the NGO and political sector of encouraging transformation, influencing politics and business to step up the environmental challenge, and building engagement for sustainability issues. She is now joining the business community to help companies move forward on their sustainability journey.

- The role of business in the transition towards a more sustainable society is becoming increasingly interesting. We need the innovation and drive of the business community in order to reach the goals set up in Paris and the 17 SDGs agreed upon by the member states of the UN. I'm looking forward to contributing with my experiences and knowledge in this context, says Annika Jacobson.

Annika Jacobson will join 2050 on January 16, 2017.

- We can see a big demand for strategic advisors. Annika's knowledge and perspective will provide a valuable addition in this growing field. Combined with the business development experience we already provide for our clients, we can contribute to a sustainability strategy that makes the world a better place and at the same time strengthen the profitability of companies, says Markus Ekelund, CEO 2050.

Annika Jacobson's main responsibilities will be communication and PR, but also market intelligence and sustainability strategy. Prior to her role at Greenpeace Annika Jacobson worked as acting secretary general and campaign manager at ActionAid.

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