

## **GreenBuzz Bern Relaunches With Fresh Commitment on Sustainable Finance and European Regulation**

### **Building strong bridges between Bern and Brussels**

Bern, Switzerland - GreenBuzz Bern has relaunched with a new focus on global sustainability. GreenBuzz is a global network of sustainability experts with chapters in Zurich, Bern, Geneva, Amsterdam, and Berlin. They drive sustainability innovation within organizations, businesses, corporations, entrepreneurial start-ups, and more.

GreenBuzz Bern focuses on the two axes of Sustainable Finance and Sustainable Regulation/Risk Management developed at the European Institutions in Brussels. The two areas enable sustainable innovation on a broader scale and are key to business and industry, moving forward on sustainability.

The relaunch of the Bern chapter is being led by two new board members: Juliet Blum and Benita Dreesen. They have extensive experience working with governments, industry and NGOs throughout Europe and beyond bringing greater sustainability during an era of increased environmental concern.

Benita Dreesen has been active in strategic communications and sustainability since the 1990s. She is widely known as an expert consultant, speaker, and writer whose work is used in Europe, Asia, and Africa. She is known for closely following sustainability developments in the EU Parliament and EU Commission. Dreesen holds certifications in sustainability from Columbia University and Stanford University. Most recently she has been leading a European multinational in developing sustainability plans for Africa.

Fellow core team and board member Juliet Blum is a biodiversity and ecosystems expert with a specialization in sustainable finance. She has worked extensively promoting global climate action and environmental sustainability through nature conservation and development cooperation. Blum's ambition lies in shaping the nexus between environment and finance for building sustainability and resilience in both.

Richard Bousfield recently joined the team as an experienced writer and content creator. He has a background in International Relations, History and Sustainability, with an emphasis on the socio-economic implications of sustainable transitions. Richard has recently focused on fossil fuel reform, circular economy thinking and sustainable supply chain management.

Jochem Braakhekke recently joined the team as communications expert. As a graduate in Earth Sciences from ETH Zürich, founder of an environmental NGO and expedition guide in the polar regions, Jochem is devoted to bridge the communication gap between the natural sciences and the general public. He is highly motivated to use his strong interpersonal skills to contribute to the Greenbuzz Mission.

GreenBuzz Bern is currently organizing thematic events, workshops, and informal drinks for sustainability leaders. The next event is scheduled later this year in Autumn. These thematic events allow sustainability professionals from a wide variety of institutions and organizations to work together to move sustainability forward in society, business, and politics.

Learn more about GreenBuzz Bern at [www.greenbuzz.global/bern](http://www.greenbuzz.global/bern).

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