

REAL Sustainability Centre, Founded by Safia Minney MBE & Friends, launches on 5th December.

The REAL Sustainability Centre; Regeneration through Education, Action and Leadership, is an information and activation hub launched to cut through the noise around sustainability.

REAL is the brainchild of activist and social entrepreneur, Safia Minney, MBE, founder and former global CEO of pioneering sustainable fashion brand, People Tree. Launched with over 30 years' experience of building a sustainable business and helping build ethical consumerism, authoring nine books, and advising fashion companies, REAL offers practical, inspiring and trusted content on sustainable living and leadership. www.REALSustainability.org

Speaking to both individuals and business leaders, REAL will curate and comment on the best available knowledge on: Activism, Beauty, Energy, Fashion, Food & Drink, Home, Money, Technology, Travel, and Wellbeing.



“From the breakfast table to the boardroom, it is clear that transitioning to a zero carbon society by 2030 will require a huge shift in behaviour from all of us. Everyone I meet wants to know HOW to do this. Along with protesting in the streets, people also want to reduce their carbon footprint at home and at work. CEOs and leaders are citizens too and are increasingly being asked to lead in a totally new way – and bring their whole selves to their leadership position. REAL will help with information and inspiration to promote action for the regeneration that we need so urgently. We cannot give up hope. We have the technology to make the change, we all need to find our role and the will to act NOW!”

Safia Minney
Founder and CEO, MBE, FRSA

REAL has been founded and supported by key thought leaders and institutions including, educator and broadcaster, Caryn Franklin, award-winning editor Judy Cooper, and sustainable fashion commentator and former fashion editor for the Metro newspaper, Bel Jacobs.

“I am supporting Safia and REAL sustainability because we need education, action and good leadership now to address the climate crisis and I cannot think of a better person to drive through this change.”

Bel Jacobs

“This site empowers those of us who want to be part of the solution not the problem. I’m learning a lot from the excellent content already.”

Caryn Franklin

The website’s address is: www.realsustainability.org

Imagery and graphic asset pack: shorturl.at/bdlo2

Contact us:

For Press and interview requests, please email Joey at info@REALsustainability.org

Notes to Editors:

Safia Minney, MBE, is an award-winning social entrepreneur and internationally recognised for the company she founded, People Tree. www.safia-minney.com

WHY Dec 5th?

Today is the UN World Soil Day and International Volunteer Day. We choose Dec 5th to celebrate the power of protesters school children and adults alike that have been the missing ingredient to tell the truth about the climate emergency.

What is REAL?

REAL is an acronym for Regeneration: Education, Action and Leadership.
REAL Sustainability is registered as a CIC, company number 12185208