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Sustainable Growth Coalition Announces New Name and Logo

Corporate sustainability leadership group emphasizes regional and global impact in mission to advance circular economy

Minneapolis, Minn.—Today, the [Sustainable Growth Coalition](#), a business-led leadership group fostering cross-sector collaboration to advance a thriving, resilient circular economy announced its new name and brand.

Previously known as the Minnesota Sustainable Growth Coalition and now known as the Sustainable Growth Coalition, this change was made to emphasize that its nearly 30 members have a significant regional and global impact on sustainability, circularity, communities and the economy. The work is centered in fostering cross-sector collaboration to create a circular economy, drive solutions to complex, global challenges, and advance innovative solutions that enable positive transformation to create an economy where all energy is renewable, waste is eliminated, natural resources and water are protected and preserved, and people are valued.

The new logo represents the circular economy, the interconnectedness of all systems, the dynamic relationships of our member collaborative, and the power of connection.

“The Sustainable Growth Coalition is excited to share its new name, reflective of our leadership organization driving the business case for circularity, sustainability and equity. Our work is more important than ever as we collaborate across sectors and industries to test new approaches and advance solutions to our world’s most pressing problems including climate change, overcoming an international pandemic, addressing systemic racism and building a more resilient, circular economy,” said Amy Fredregill, Managing Director of the Coalition. “While our members are headquartered in Minnesota, they are driving regional and global change through a systems approach.”

Significant milestones were achieved this year. First, the Coalition adopted [Transmission Guiding Principles](#) to foster transformational change around our energy grid and decarbonization, better supporting organizations with significant clean energy goals that exceed state and federal policy. Working with regional grid planners, the Coalition is providing

feedback on the needs of the future grid and is collaborating with other stakeholders to raise awareness about the need for grid capacity to keep our region strong.

Next, the Coalition's [Circularity Guiding Principles](#) advanced this year. These principles center on rebuilding a stronger, more resilient economy as we look to recover from the pandemic and center equity and community inclusion into sustainability efforts. The Coalition is advancing social, racial and economic equity by cultivating conversations across differences.

Finally, a new [case study on Utility/Customer Collaboration](#) was published this year regarding improved carbon-reporting processes for utilities and their sizable, cross-state corporate customers on renewable energy.

The [Sustainable Growth Coalition website](#) shares guiding principles, focus area content, and the charter and vision. Exciting new offerings including a webinar highlighting more member case studies are coming in the next few weeks. Follow the Sustainable Growth Coalition in the [e-newsletter](#), on [LinkedIn](#) and on [Twitter](#).

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The **Sustainable Growth Coalition** is building a vision and completing steps to achieve a circular economy by developing energy, materials and water projects and initiatives. The Coalition is a program area of Environmental Initiative whose mission is to catalyze collaboration across perspectives, power and systems for social equity and environmental health. Members of the Sustainable Growth Coalition include nearly thirty businesses and organizations: 3M, Ackberg, Andersen Corporation, Antea Group, Aveda, Barr Engineering, Best Buy, Blue Cross and Blue Shield of Minnesota, Ecolab, Ever-Green Energy, Geronimo Energy, Greater MSP, Great Plains Institute, Great River Energy, HealthPartners, HGA, Metropolitan Airports Commission, Metropolitan Council, Minnesota Department of Administration, Mortenson, Organix Solutions, Target, Tennant Company, University of Minnesota, Uponor, Wenck, and Xcel Energy.