

Trustbrand Press release

Press information Gothenburg 2018-06-04: The Gothenburg based technology company, Trustbrand has been nominated to the World innovation forum 2018. Trustbrand is challenging the UN, Swedish companies on the Swedish stock market and the financial market.

Trustbrand has its headquarter, in Gothenburg, Sweden and has recently been nominated as Start Up of the Year at the World Innovation Forum in Zurich, 12-14 June, 2018.

Hans Sinclair Sachs, Founder of Trustbrand says, "The timing is perfect, in the light of companies business activities getting more and more transparent, it is essential for companies to act with integrity and deliver trustworthy communication.

World Innovation Forum invites the World's leading thinkers, entrepreneurs, innovators and startups, with a purpose to tackle big global challenges and sustainability issues.

Trustbrand has been nominated this year as one of the leading startups to attend the prestigious event that took place in Zürich 12-14 of June.

"We are incredibly proud to be acknowledged by this organisation and this is very timely for us as we have restructured our business and taken on board new investors", says Hans Sinclair Sachs, Founder and Chairman. It is a sign of good timing, in a world where everything leaks and everyone speaks (TM:?)

We are going from Wikileaks to Brandleaks. Not only are governments scrutinized, now the time has come for global companies and brands to be thoroughly investigated. Recent examples are Facebook and Google. Are they dedicated to deliver true or false communication? The way they choose to communicate is crucial for their future existence.

Hans Sinclair Sachs points out that companies will be investigated thoroughly, especially in regards to their critical sustainability agendas that are in close relation to trustworthiness and business ethics. The companies are rarely as trustworthy as they claim they are.

Trustbrand is raising several important questions: Do companies have a clear and focussed process for delivering on their promises, agreements and laws? Are they honest and transparent in their communication? Today sustainability risks and brand risks are growing faster than ever, so it is a necessity.

Trustbrand is following the ten principles of UN's sustainability framework, Global Compact and it's four fields; human rights, employment rights, environmental and corruption.

These fields are the foundation of the Trustbrand financial indices that we are now launching.

Trustbrand is the first company in the world that follows up on the companies who have signed the Global compact and ensures that these corporate brands are putting these principles into action, both in their code of conduct and when dealing with media communication. The UN surprisingly doesn't do this.

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