

Britetrend

Marketing Strategy
Communication
Sustainability Advisory

BRITRE



Shaping your strategy, telling your story.



We are Britetrend

An international boutique consultancy for businesses that care.

We bring expert guidance and insight to companies that want to put purpose at the heart of what they do, and then help them share their message with the world.

We help purpose-driven businesses join the dots between strategy, sustainability & communications.



[» VISIT OUR WEBSITE](#)

Our services

Marketing & communication

An integrated approach combining online and offline activities to engage internally and externally

REMOTE & DIGITAL

Email campaigns

Websites & landing pages

Digital ads

Social media

Web events & trainings

Video production

FACE 2 FACE

Brochures & stationary

Events

Reports



DISCOVER OUR
MARKETING PROJECTS

Our services

Sustainability



ADVISORY



TRAINING



REPORTING

Sustainability strategy

to help businesses grow, sustainably.

We understand sustainability inside and out. Our deep industry knowledge and extensive sector experience means we're pros in creating meaningful strategic solutions for companies that care about people and the planet.

Through consultancy, training and advice, we help businesses thrive – now and in the future – while creating long-term positive impact for all stakeholders.

The sustainability advisory process



Communicating sustainability

With all sectors, and every audience, we help communicate sustainability efforts in a meaningful and engaging way.

We provide end-to-end-marketing support that includes content strategy, data analysis, reports, social media, copywriting, digital marketing and design. All tailored to unique business needs, and all created by an expert team of talented sustainability specialists.

Whether it's talking to board members, investors, employees or customers, we help businesses get their message across.

Bringing your sustainability story to life



DISCOVER OUR
SUSTAINABILITY PROJECTS

All female team

We speak 11 languages

We live in 7 countries

We represent 5 nationalities



Who we are

As well as far-reaching sustainability knowledge and experience, we also have industry-leading qualifications in sustainability leadership, executive training, business strategy, marketing and communication.

“We are all driven to put sustainability at the heart of what we do.”



Chiara Caligara

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**Founder & Managing
director**

Chiara is a sustainability and strategic marketing specialist.

As well as a Master's degree in Sustainability from Cambridge University, Chiara has an MBA from the Instituto de Empresa, Madrid, and a Master of Science, Genetics and Molecular Biology from UPMC in Paris.

Having worked internationally for some of the world's biggest brands, Chiara established Britetrend in 2016 to support global businesses in developing and implementing marketing, communication and sustainability strategies.

Speaking Italian, English and French, Chiara brings together experts from around the globe to support Britetrend's international client base.

Britetrend is a progressive and diverse consultancy, predominantly led by women and working mothers, with a broad range of industry-leading qualifications and experiences.

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www.britetrend.com

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