

THERE'S
A NEW
PODCAST
COMING IN
AUTUMN 2023!



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ABOUT THE PODCAST

The **Green & Global Podcast** is setting out to explore how today's **climate-focused** organizations are going global, how established global brands are going **green**, and how marketing & communications can **accelerate the transition** to a more circular, sustainable, decarbonized world economy.

The climate crisis is global; our **solutions** need to be as well. For the sake of our planet, we need to deploy **impactful** technologies across languages, cultures and borders – and we need to do so urgently. But how can organizations de-risk their **international expansion** and succeed on a **global scale**?

Join veteran podcaster & marketing strategist Kathrin Bussmann as she talks with seasoned leaders in the **Cleantech & Sustainability** space. Learn how they expanded their operations **internationally** and what valuable lessons they learned along the way. The show's mission: to help global-minded, climate-focused organizations scale their solutions **around the world** and thereby maximise their **impact**.

ABOUT THE PODCASTER

Kathrin Bussmann, Ph.D., is the head of **Verbaccino Inc.**, a strategic marketing & communications consultancy for tech companies expanding internationally. She has been podcasting **since 2016**, and has independently produced and hosted **239 episodes** of [The Worldly Marketer Podcast](#), including a [Green & Global collection](#). In the process, she has interviewed hundreds of internationally-recognized **thought leaders** in the global business and localization space. The show won the **Think Global Awards 2019 Community Award**, and has become a favourite resource on international and global marketing topics, with about **90,000 unique downloads** so far, across more than **130 countries**.

As a professional, as a citizen and as a parent, Kathrin is on a **mission** to educate herself and others on how we can best tackle the global **climate crisis**. In 2021, she repositioned her consultancy to focus on helping global-minded **Cleantech companies**. Now, she is rebranding and **relaunching her podcast** accordingly, and is looking for like-minded sponsors to partner with her. You can find out more about Kathrin and her work by visiting the [Verbaccino website](#) and [LinkedIn](#).

ABOUT THE TARGET AUDIENCE

The Green & Global Podcast is targeting a very niche, very valuable audience for the right sponsor: global-minded **executives in the Cleantech & Sustainability space**. These listeners are decision makers within their organizations, and they are leading their team's international growth strategy. They are looking for **educational content** on international expansion and global business best practices, so that they can make well-informed decisions and de-risk their company's **global growth** efforts. By tuning in to The Green & Global Podcast, these listeners are already receptive to hearing from service providers, whose solutions can empower them to achieve their **international business goals**.

ABOUT THE SPONSORSHIP OPPORTUNITY

The **Green & Global Podcast** is looking for sponsors whose mission and values are **aligned** with its target audience. Kathrin will take care of producing **custom audio ads**, ensuring their final approval by sponsors, and building the ads into **sponsored episodes**. Sponsors can submit first-draft ad copy, and may request changes to the ad copy during their sponsorship. There are **three levels of sponsorship**:

Level 1: mid-roll ad. This is the main sponsor slot, near the half-way mark of the episode, where Kathrin talks about the sponsoring company and its value proposition for a duration of about 60 seconds.

Level 2: pre-roll + mid-roll. Same as Level 1, plus a 15-second sponsor mention at the beginning of the episode.

Level 3: pre-roll + mid-roll + post-roll. Same as Level 2, plus a 15-second sponsor mention at the end of the episode.

At any level, sponsorship covers a block of **four consecutive podcast episodes** (minimum), and fees are **payable 100% up front**. To ensure the continuity of an ad campaign, the renewal of the sponsorship for subsequent blocks of episodes can (and should) be negotiated in advance. Incumbent sponsors will be given the **first right to renew** their sponsorship. In order to make ads as effective as possible, there is a maximum of **two sponsors per episode**, and concurrent sponsors will not be direct competitors.

Published podcast episodes will be **available for free download or streaming** via most popular podcast platforms, incl. Apple Podcasts, Google Podcasts and Spotify, and via the [Verbaccino website](#).

Interested in reaching a valuable and growing audience of global-minded Cleantech & Sustainability leaders?

Email Kathrin or schedule a call for more information about sponsoring **The Green & Global Podcast**.

