

# Group co-founded by Dragons' Den star Steven Bartlett invests in agency focused on stopping greenwashing in advertising and media

A communications group co-founded by Dragons' Den star Steven Bartlett has invested in a creative agency focused on stopping greenwashing in the advertising and media industries.

Flight Story, which has offices in London and Manchester, has backed Poole-based Nuevo. The financial terms of the deal have not been disclosed.

Nuevo's clients include Canada Goose, Extreme-E, EY and Ordnance Survey and was founded by Jax Davey. Flight Story said the deal will allow Nuevo to scale up.

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Mr Bartlett said: "We are backing Nuevo today, for a better world tomorrow. By investing in Nuevo, we are investing in both the planet as well as the future of the marketing and advertising industry, where we will work together as we look to reverse the industry's contribution to climate change."

Oliver Yonchev, CEO and co-founder of Flight Story, added: "After meeting Jax and hearing his story, I was filled with a deep sense of obligation to act. Backing Nuevo is one step in the right direction for Flight Story.

"What they're doing to create a better advertising industry is remarkable. Rarely do you meet a team with true purpose at its

core. Their ambitions to create a better world, are truly lived.”

Mr Davey, who serves as Nuevo’s CEO, said: “For years the ad industry has helped brands tell their incredible stories of innovation and commitment in this space, it’s now time to tell ours.

“With Flight Story’s support, we look forward to continuing to offer existing and new clients a solution that allows them to make positive change through accurate data and proven frameworks.”

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