
SUSTAIN
LANS
DIA

CEO FORUM

2024 EDITION OVERVIEW



OVERVIEW

- 1 Why SUSTENLANDIA CEO Forum?
- 2 Speakers & Topics
- 3 Event Highlights
- 4 Audience & Community Impact

- 5 Who Made It Happen
- 6 Our Partners





Why **SUSTENLANDIA** CEO Forum?





SUSTENLANDIA CEO Forum was born out of a need to challenge the existing sustainability narratives in the Romanian business landscape. As leaders, it is our responsibility to transform the way today's economy works. To do so, we need action-oriented inspiration, pragmatic empowerment and a fresh vision for the future.

Facing a triple planetary crisis-climate change, biodiversity loss, and pollution – demands action-oriented strategies and pragmatic empowerment to ensure economic and social resilience. As companies move from business-as-usual toward sustainability, embracing ESG principles and committed leadership becomes essential to achieving long-term success.





DRAGOȘ TUȚĂ MIHAYLOV

FOUNDER & PRESIDENT SUSTAINABILITY EMBASSY IN ROMANIA

“

The presence of local business leaders at the **SUSTENLANDIA CEO FORUM** was crucial for driving the necessary changes toward a sustainable economy. We were truly honored to welcome **John Elkington** and **Wayne Visser**, two **globally renowned figures in the field of sustainability**. This was an unique opportunity to learn directly from **sustainability pioneers** and engage with other local leaders in meaningful discussions about the challenges and solutions for **accelerating the shift from business as usual to sustainable business practices**.

Unfortunately, sustainability remains a priority for only a minority within the local business community. We hope our event served as a catalyst—a much-needed spark—to help us realize that **sustainability is here to stay** and that it is the responsibility of corporate leaders **to drive the positive change our society urgently needs**.

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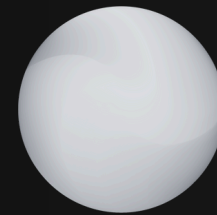


SPEAKERS & TOPICS



Driving Sustainable Leadership: Global Vision & Local Impact

Global Sustainability Pioneers for the First Time in Romania

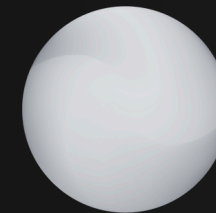


John Elkington - The Godfather of Sustainability and creator of The Triple Bottom Line concept

Wayne Visser - Cambridge pre-academic and best-selling author

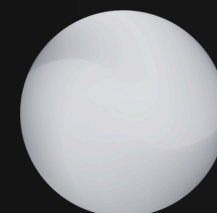
Charly Cox - Co-Founder Climate Change Coaches (certified B Corp) & author

Top Executives Leading Key Industries in Romania



- **Influential CEOs and C-suite leaders** from strategic sectors of the Romanian economy.
- **Visionary entrepreneurs and decision-makers** driving innovation in sustainability.

Addressing Critical Challenges for Business Leaders



- Top challenges, harsh realities, and inconvenient truths every business leader must confront.
- Actionable insights for navigating the transition from business as usual to sustainable business models.

SPEAKERS

JOHN ELKINGTON

- Named the **'Godfather of Sustainability'**
- World authority on corporate responsibility and regenerative capitalism
- Bestselling author, co-author of **+20 books** and creator of the **'Tripple Bottom Line'** concept -- the most renowned concept in sustainable business management
- Founding Partner and Chief Pollinator of Volans
- Globally recognized **speaker, professor and advisor** in +70 boards and advisory boards



SPEAKERS

WAYNE VISSER

- Globally recognized “**pracademic**”, **poet** and **possibilist** on the impact of business on nature and society
- **Top 100 influencers on CSR** and sustainable business
- **Top 100 thought-leader** in trustworthy business
- **Top 10 most influential faculty thinkers** on issues of responsible business in social media
- **Top 100 sustainability leader**
- Author of **44 books**



SPEAKERS

CHARLY COX

- Award-winning climate change coach
- Founder of **Climate Change Coaches** - a company that accelerates the green transition through coaching and training
- Co-author of the **first book on climate change coaching**
- Director on the **Board of Oxfordshire Business First**
- Entrepreneur in Residence at Oxford Brookes University
- Fellow of the **Royal Society of Arts**



Local Speakers



VALER HANCAȘ

CORPORATE AFFAIRS AND
COMMUNICATION DIRECTOR,
KAUFLAND ROMÂNIA & MOLDOVA



ADELA JANSSEN

BOARD & ADVISORY BOARD
MEMBER, ASSOCIATED PROFESSOR
BUCHAREST BUSINESS SCHOOL,
ANGEL INVESTOR



ȘTEFAN BUCIUC

CEO BCR SOCIAL FINANCE
&
HEAD OF SOCIAL BANKING BCR



NICHOLAS RICHARD

BOARD MEMBER OF FOREIGN
INVESTORS COUNCIL (FIC)
&
CEO ENGIE ROMANIA



EVENT HIGHLIGHTS



Key Insights & Highlights



JOHN ELKINGTON
ON BEING FUTURE PROOF

- **Core Principles:** Advocated for Responsibility, Resilience, and Regeneration as the foundation of future sustainability efforts.
- **Regeneration Focus:** Emphasized the need for businesses to integrate regenerative practices into operations and supply chains.
- **Green Innovations:** Mentioned solar, wind energy, and battery storage as transformative "green swans" driving positive change.
- **Future Perspective:** Warned of rapid changes in the next 15 years and urged companies to prepare through green innovation.
- **Leadership Role:** Urged business leaders to embrace responsibility and catalyze systemic sustainable transformation, despite opposition to ESG standards.



Key Insights & Highlights



WAYNE VISSER
*ON RETHINKING SYSTEMS
FOR A THRIVING FUTURE*

- **Systemic Approach:** Companies must transition from resource degradation to continuous restoration, emphasizing regeneration through innovation and adaptability.
- **Transformative Technologies:** Highlighted ten key technologies driving change, including solar energy, electric vehicles, green hydrogen, and artificial intelligence.
- **Resilience in Business:** Resilience should be integrated across all aspects of business operations, from supply chains to innovation.
- **Call to Action:** Sustainability is no longer optional but a critical investment for long-term economic and social benefits.



Key Insights & Highlights



CHARLY COX
*ON PIONEERING PROGRESS
AND DRIVING CHANGE
TOGETHER*

- **Core Principles:** Embracing regenerative principles may feel gradual, but their impact is transformative.
- **Regeneration Focus:** Each country can play a vital role in the economy of the future.
- **Green Innovations:** These innovations are essential pillars of the future economy. Companies should switch from a short-term mindset to a focus on the long-term life of the company.
- **Leadership Role:** Encouraged leaders to ask themselves “What do they want their legacy to be?” and to make sure that it reflects courage, accountability and forward-thinking innovation.



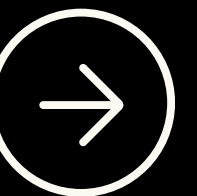
Key Insights & Highlights from a Local Perspective



VALER HANCAȘ

CORPORATE AFFAIRS AND
COMMUNICATION DIRECTOR,
KAUFLAND ROMÂNIA & MOLDOVA

Emphasized the importance of **local leadership**, asserting that Romanian leaders should not underestimate their potential compared to international markets. They must fully **embrace their responsibilities** and **maximize their impact** within their areas of influence.



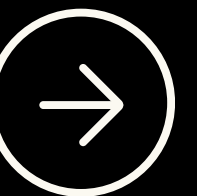
Key Insights & Highlights from a Local Perspective



ADELA JANSEN

BOARD & ADVISORY BOARD
MEMBER, ASSOCIATED PROFESSOR
BUCHAREST BUSINESS SCHOOL,
ANGEL INVESTOR

Spoke about **governance as a competitive advantage**, essential for a sound sustainability transition. She emphasized the need for **appropriate structures, systems, and procedures** at both executive and board levels.



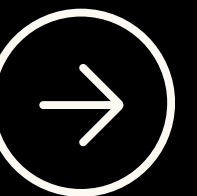
Key Insights & Highlights from a Local Perspective



ȘTEFAN BUCIUC

CEO, BCR SOCIAL FINANCE & HEAD
OF SOCIAL BANKING, BCR

Highlighted the importance of **building a culture of collaboration**, which is still underdeveloped in Romania. He emphasized that leaders should set examples for their teams, engage with society, and remain connected to their surrounding communities.



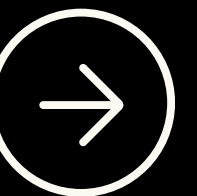
Key Insights & Highlights from a Local Perspective



NICOLAS RICHARD

BOARD MEMBER, FOREIGN
INVESTORS COUNCIL & CEO, ENGIE
ROMANIA

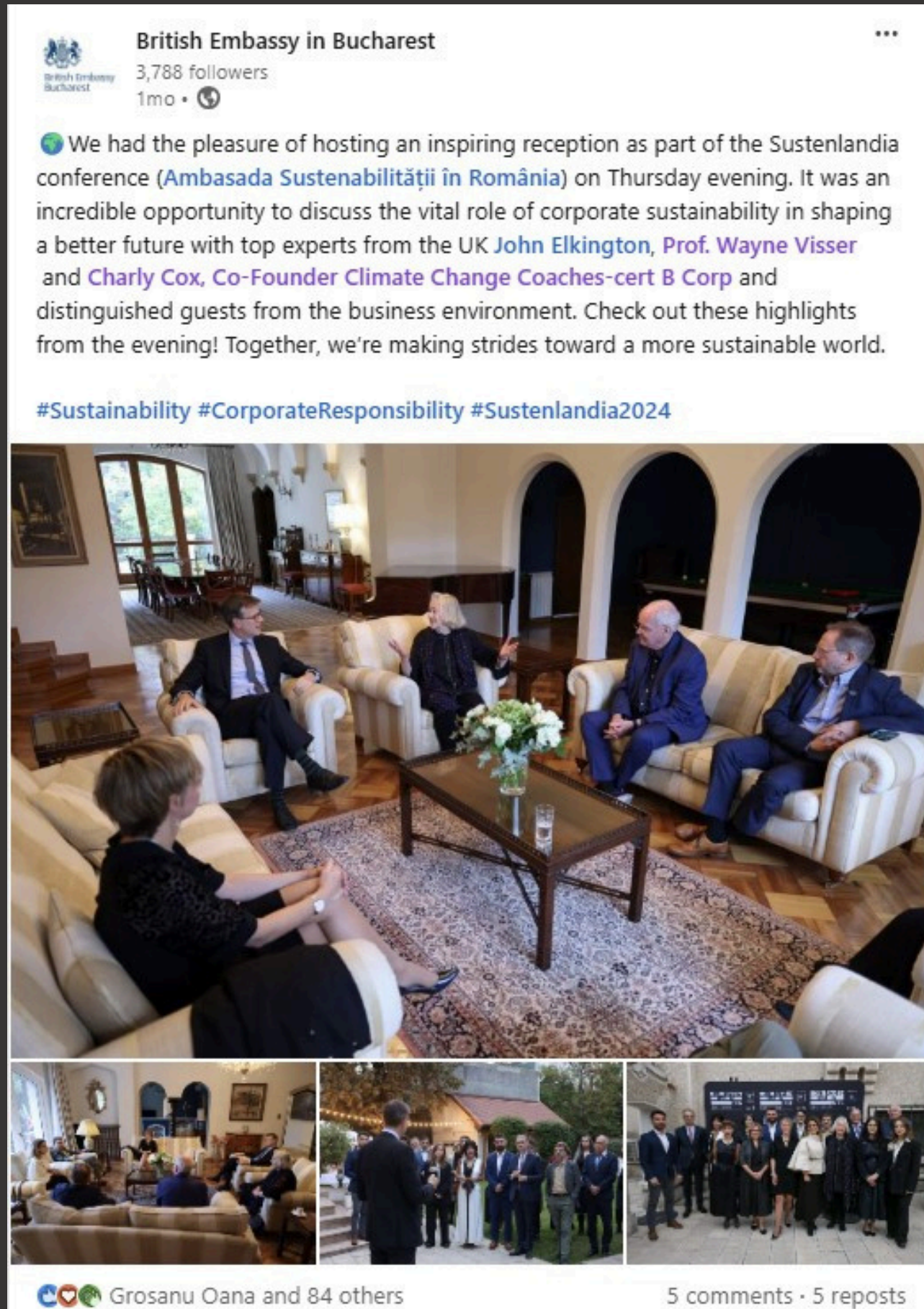
Discussed energy sector challenges, stressing that **the future of energy must be green**, resilient, and accessible. ENGIE aims for **Net Zero by 2045**, with a focus on providing competitively priced energy while ensuring universal access to this vital resource.



Key Insights & Highlights



Reception hosted by the British Embassy in Bucharest



“

We had the pleasure of hosting an inspiring reception as part of the SUSTENLANDIA CEO FORUM, organized by Ambasada Sustenabilității în România on Thursday evening. It was an incredible opportunity to discuss the vital role of corporate sustainability in shaping a better future with top experts from the UK, John Elkington, Wayne Visser and Charly Cox, together with distinguished guests from the business environment.

Together, we're making strides toward a more sustainable world.

”

Giles Portman, British Ambassador to Romania





AUDIENCE & COMMUNITY IMPACT



SUSTENLANDIA CEO FORUM IN NUMBERS

+200

Attendees (live and online)

+50

Media appearances

+10

DOOH Spots

+ 490k

DOOH Reach

+ 20k

Social Media Reach &
Impressions

+ 30

Business communities,
associations and schools
(local and international)





TEASING & REVEAL

DOOH CAMPAIGN (July - October)

1.02 M

Media appearances on 89
screens in Bucharest

4.15 M

DOOH impressions

**+10k
reach**

Online channels (ours +
partners)

PR Blitz

250 wine bottles branded
with Sustenlandia reached
CEOs in Romania





THE CONCEPT

For SUSTENLANDIA CEO Forum 2024, we've embraced an unconventional and thought-provoking approach to communicating the campaign. Instead of the typical corporate messaging, we've chosen to deliver powerful, heartfelt messages from an unexpected source—**today's children**, who represent the leaders of tomorrow. These voices speak directly to current business leaders, challenging them to consider the long-term impact of their decisions.

This campaign is not just a call to action—it's a reflection of the very values we strive to protect for generations to come.





*In 15 years from now,
I would work for you
only if you lead
a responsible company*

OCTOBER 9, 2024

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*In 15 years from now,
I might buy your
products or choose
your direct competitor!*

OCTOBER 9, 2024

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powered by
Kaufland BCR



*In 15 years from now,
I might want your
company in
my community
or out of it!*

OCTOBER 9, 2024

SUSTEIN
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CEO FORUM

powered by
Kaufland BCR



*In 15 years from now,
I might recommend
your brand
or protest against it.*

OCTOBER 9, 2024

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Kaufland BCR



WHO ATTENDED?

- Chief Sustainability Officers & Sustainability Managers
- Entrepreneurs & Decision makers from visionary SMEs from Romania
- C-Suite Representatives from major companies in Romania
- High-level representatives from the most relevant business associations & schools in Romania
- Passionates about the sustainability field



AUDIENCE & COMMUNITY IMPACT

doing business.ro

HOME LINKLEADERS BUSINESS & DRIVE EVENIMENTE MAJOR COMPANIES DESPRE NOI CONTACT

STIRIINTERVIURI

LEADER INSIGHTS Cauta aici...

BUSINESS DIGEST

ARTICOLESTIRIHR-ul in 2025: Ce va ramane la fel si ce se va schimba

Find out more on [sustenlandia.com](#)

Wayne Visser

Guest Speaker
Top 100 influencer in CSR and sustainable business

John Elkington

Guest Speaker
The Godfather of sustainability, a world authority on corporate responsibility and regenerative capitalism

Charly Cox

Moderator
Award-winning climate change coach

SUSTENLANDIA

CEO FORUM

powered by BCR

OCTOBER 9, 2024
BUCHAREST, ROMANIA

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DOAR DOUA SAPTAMANI PANA LA CEL MAI RELEVANT EVENIMENT DEDICAT SUSTENABILITATII IN BUSINESS, SUSTENLANDIA CEO FORUM!

AMBASADA SUSTENABILITATII IN ROMANIA (ASR) 26 Sep 2024

BISM - Bucharest International School of Management

1h ·

What does purposeful leadership mean to you?

Discover the answer at the SUSTENLANDIA CEO Forum, an event created by [Ambasada Sustenabilității în România](#), on 9 October. Explore new ideas and strategies on sustainable leadership.

This event brings together visionary leaders and pioneers in sustainability to share actionable insights. Perfect for progressive leaders and professionals, this is the perfect opportunity to learn and grow.

Find out more below

#ExecutiveEducation #Leadership #Management

In 15 years from now, I might work for your company or fight against it.

OCTOBER 9, 2024

SUSTENLANDIA

CEO FORUM

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SUSTENLANDIA.COM

Sustenlandia CEO Forum

LEAD AND CONQUER BY SUSTAINABILITY - October 9 2024

Ambasada Sustenabilității în România 1 comentariu

Îmi place Comentează Trimite Distribuie

Romania Green Building Council

1.953 urmăritori acum

SUSTENLANDIA CEO FORUM este o conferință hibrid, dedicată liderilor celor mari companii din România, dar și antreprenorilor vizionari. Evenimentul creează contextul ideal pentru discuții aplicate privind necesitate modalitățile de tranziție la afaceri sustenabile, proces transformațional major, componenta de leadership joacă un rol esențial. Alături de John Elkington, va fi prezent și Wayne Visser, un alt pionier în domeniul sustenabilității, clasat în top 10 cei mai influenți gânditori din mediul academic pe teme de afaceri responsabile. Cu o experiență combinată de 80 de ani și contribuții semnificative la gestionarea durabilă a afacerilor, acești experți vă vor inspira și vă vor informa.

Conferința va fi moderată de Charly Cox, antreprenor și co-autoarea primei cărți de coaching în domeniul schimbărilor climatice.

Romania Green Building Council este mândră să susțină acest eveniment în calitate de partener organizațional, motiv pentru care compania dumneavoastră, în calitate de membru RoGBC, poate beneficia de taxe de înregistrare preferențiale. Dacă sunteți membru și doriți să participați, vă rugăm să trimiteți un email la violeta.simedre@rogbc.org. Biletele sunt disponibile și pe <https://lnkd.in/d/E32FSuW>.

The best way to predict the future is to get out there and do it yourself!

John Elkington

The Godfather of sustainability, a world authority on corporate responsibility and regenerative capitalism

OCTOBER 9, 2024

SUSTENLANDIA

CEO FORUM

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Find out more on [sustenlandia.com](#)

Apreciați Comentați Distribuie

Biz

Biz Germania Business MarComm Tech Proiecte

STIRI

Autorii economiei viitorului s-au întâlnit cu managerii companiilor din România

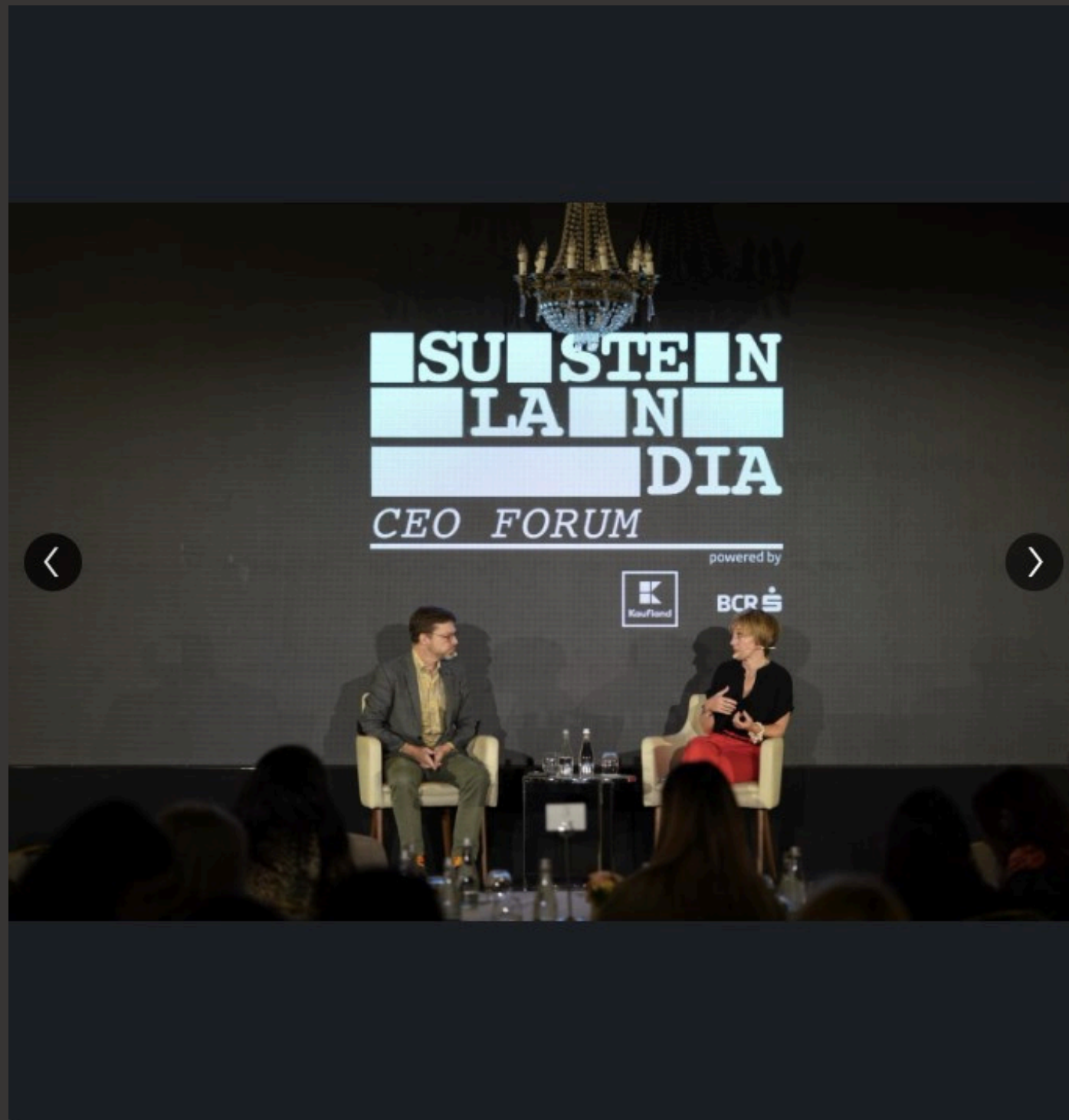
16 oct. 2024 4 min

La invitația ONG-ului **Ambasada Sustenabilității** în România, doi dintre cei mai mari personalități ale economiei globale, **John Elkington** și **Wayne Visser** au fost invitații speciali la SUSTENLANDIA CEO Forum.

Evenimentul, desfășurat pe 9 octombrie, a oferit managerilor din România o oportunitate de a învăța și dezbate despre „economia viitorului”, unde companiile performante contribuie la rezolvarea problemelor sociale. Manageri din peste 15 industrii esențiale pentru economia României au avut o oportunitate de a interacționa cu doi dintre cei mai renumiți specialiști în acest domeniu.

John Elkington și **Wayne Visser** sunt teoreticieni și practicieni cu o experiență cumulată de peste 80 de ani, timp în care au dezvoltat cheie ale managementului sustenabil, dar și instrumente de lucru corect implementate cu succes de către companii din întreaga lume.

AUDIENCE & COMMUNITY IMPACT



Prof. Wayne Visser • 1st
World Top 10 Pracademic on Regenerative Bu...
[Visit my website](#)
1mo • 🌐

This week in [#Bucharest](#), I spoke on "The Time of Possibility" at the Sustenlandia CEO Forum, alongside shark-tickler [John Elkington](#) and climate coach Charly Cox. Here are my three main takeaways on [#change](#):

1. Change is [#inevitable](#) - This is why there is cause for hope. Nothing stays the same. And if change is always happening, it means positive change is always possible. The paradox is: no one is in control of change (not even leaders), but everyone can influence the direction of change. So let's do it - together.
2. Change is [#messy](#) - We should expect resistance, set-backs, detours, and backlashes at the very same time as breakthroughs, support, progress, and victories. And as John reminded us, the greater the pushback, the more it means we are moving forward. The key is endurance: keep on keeping on.
3. Change is [#infectious](#) - As the history of Romania came alive through the embodied stories of Bucharest, I was reminded of the dramatic changes in 1989 in Romania, which were echoed in South Africa, Russia, Germany and elsewhere. As Charly put it: change happens slowly and then all at once.

Thanks to our generous hosts [Grosanu Oana](#) [Dragoș Tuță](#) [Mihaylov Theodora](#) [Dumitrică Adina](#) [Vulcan Claudia](#) [Hîncu Andreea](#) [Ghiocel](#) and the rest of the fabulous team from [Ambasada Sustenabilității în România](#). Also the skillful facilitation by [Charly Cox](#), Co-Founder [Climate Change Coaches-cert B Corp](#)

👍❤️🌱 198 11 comments • 12 reposts



John Elkington • 1st
Founder & Chief Pollinator at Volans
1mo • 🌐

What an extraordinary introduction to a very different Romania from the one the rest of the world thinks it sees. And what an amazing initiative the Embassy for Sustainability is. We have spent the days since the CEO Forum in the Danube Delta, experiencing some of the astounding natural treasures this country stewards on behalf of the world and the future.



Ambasada Sustenabilității în România
5,091 followers
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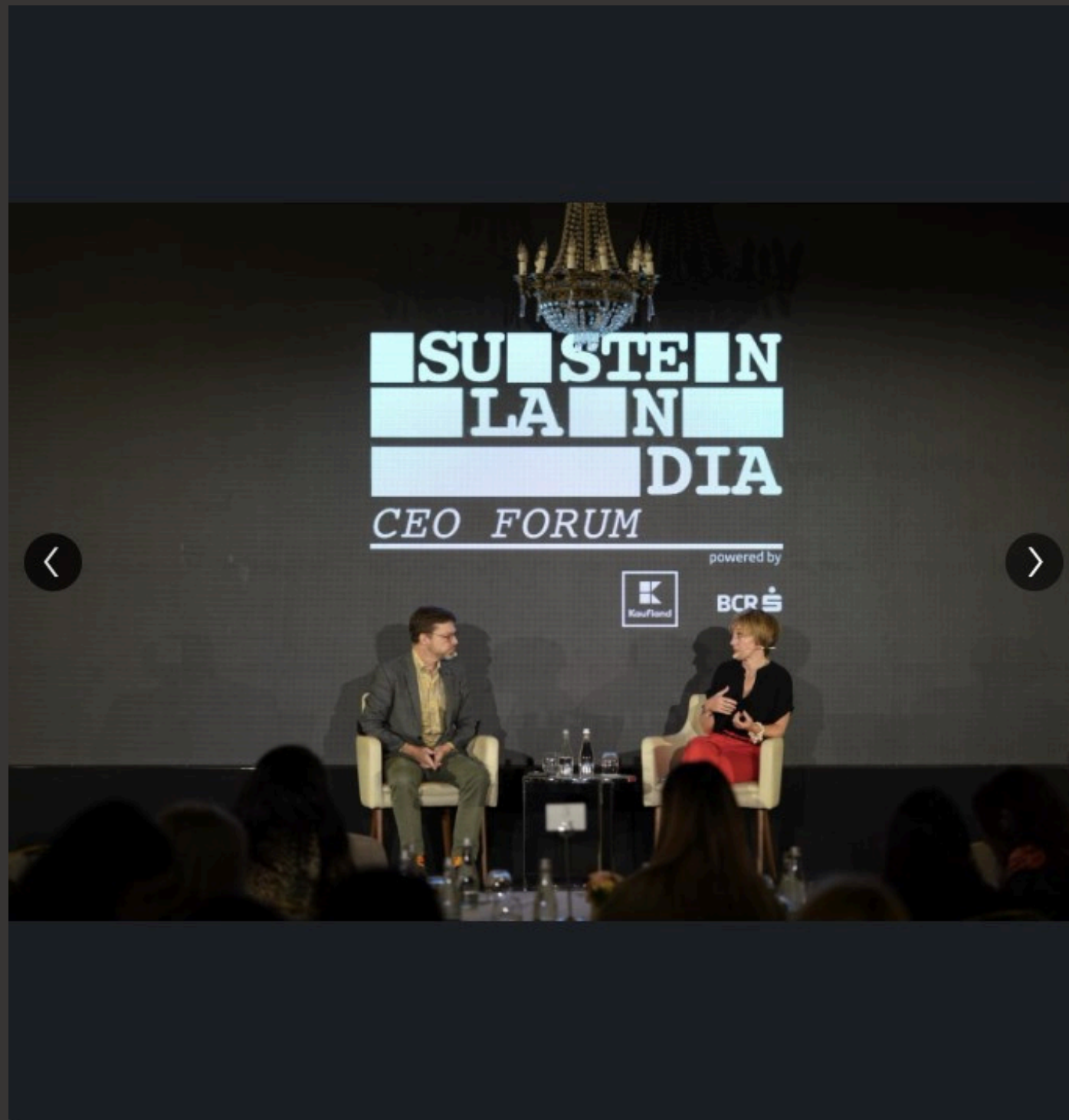
A heartfelt thank you to everyone who joined us at the **SUSTENLANDIA CEO Forum**, both in person and online! ...more




👍❤️🌱 Grosanu Oana and 32 others

1 comment • 2 reposts

AUDIENCE & COMMUNITY IMPACT






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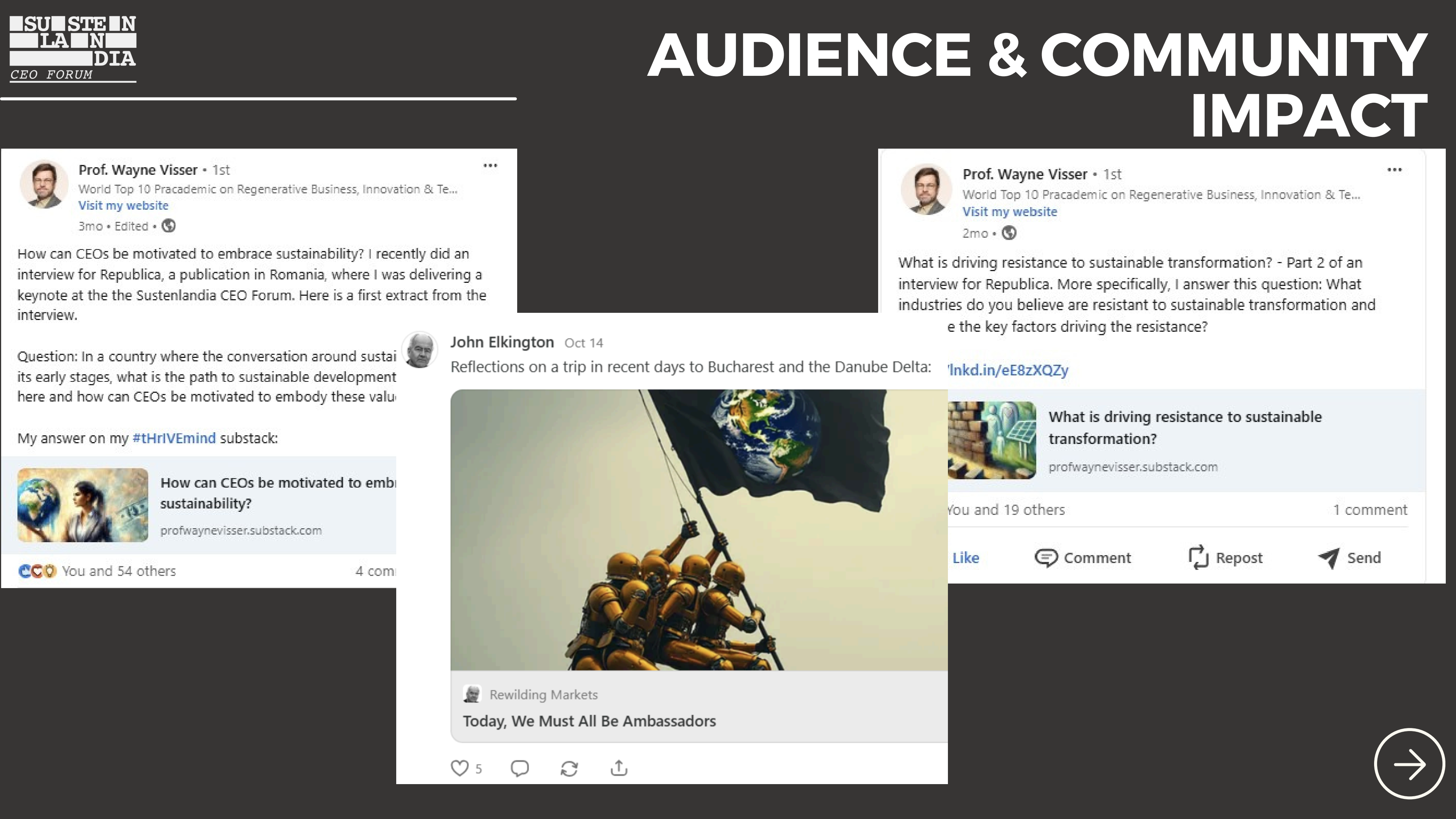

Ambasada Sustenabilității în România
 5,091 followers
 1mo • Edited • 🌐

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 Grosanu Oana and 32 others
 1 comment • 2 reposts



AUDIENCE & COMMUNITY IMPACT



Prof. Wayne Visser • 1st
World Top 10 Pracademic on Regenerative Business, Innovation & Te...
[Visit my website](#)
3mo • Edited • 

How can CEOs be motivated to embrace sustainability? I recently did an interview for Republica, a publication in Romania, where I was delivering a keynote at the the Sustenlandia CEO Forum. Here is a first extract from the interview.

Question: In a country where the conversation around sustain its early stages, what is the path to sustainable development here and how can CEOs be motivated to embody these valu

My answer on my [#tHrIVEmind](#) substack:



How can CEOs be motivated to embi sustainability?
[profwaynevisser.substack.com](#)


 You and 54 others 4 com



John Elkington Oct 14

Reflections on a trip in recent days to Bucharest and the Danube Delta: [lnkd.in/eE8zXQZy](#)



 Rewilding Markets

Today, We Must All Be Ambassadors

 5   



Prof. Wayne Visser • 1st
World Top 10 Pracademic on Regenerative Business, Innovation & Te...
[Visit my website](#)
2mo • 

What is driving resistance to sustainable transformation? - Part 2 of an interview for Republica. More specifically, I answer this question: What industries do you believe are resistant to sustainable transformation and e the key factors driving the resistance?



What is driving resistance to sustainable transformation?
[profwaynevisser.substack.com](#)

You and 19 others 1 comment

[Like](#) [Comment](#) [Repost](#) [Send](#)



AUDIENCE & COMMUNITY IMPACT

British Embassy in Bucharest
3,788 followers
1mo • 🌐

🌐 We had the pleasure of hosting an inspiring reception as part of the Sustenlandia conference ([Ambasada Sustenabilității în România](#)) on Thursday evening. It was an incredible opportunity to discuss the vital role of corporate sustainability in shaping a better future with top experts from the UK [John Elkington](#), [Prof. Wayne Visser](#) and [Charly Cox, Co-Founder Climate Change Coaches-cert B Corp](#) and distinguished guests from the business environment. Check out these highlights from the evening! Together, we're making strides toward a more sustainable world.

#Sustainability #CorporateResponsibility #Sustenlandia2024






👍🏻 Grosanu Oana and 84 others

5 comments • 5 reposts

Climate Change Coaches (B-Corp)
2,784 followers
2mo • 🌐

[Charly Cox, Co-Founder Climate Change Coaches-cert B Corp](#) live at the Sustenlandia CEO Forum in Romania with [Prof. Wayne Visser](#) discussing how innovation can regenerate nature, society and the economy. Thank you to [Grosanu Oana](#) and her team for making this happen.

SUSTENLANDIA CEO Forum is an event organised by the Embassy of Sustainability in Romania, in partnership with [The CSR Agency](#).




Forum - Online Event

Kaufland BCR

John Elkington Oct 14

Reflections on a trip in recent days to Bucharest and the Danube Delta:



[Rewilding Markets](#)

Today, We Must All Be Ambassadors

👍 5 💬 🔄 ↗



AUDIENCE & COMMUNITY IMPACT

Godfather of Sustainability”: Orice ar crede directorii executivi români, sustenabilitatea nu mai este o chestiune de alegere. Ori accelerezi, ori riști să fii scos de pe șosea

2024-10-15 07:09:00

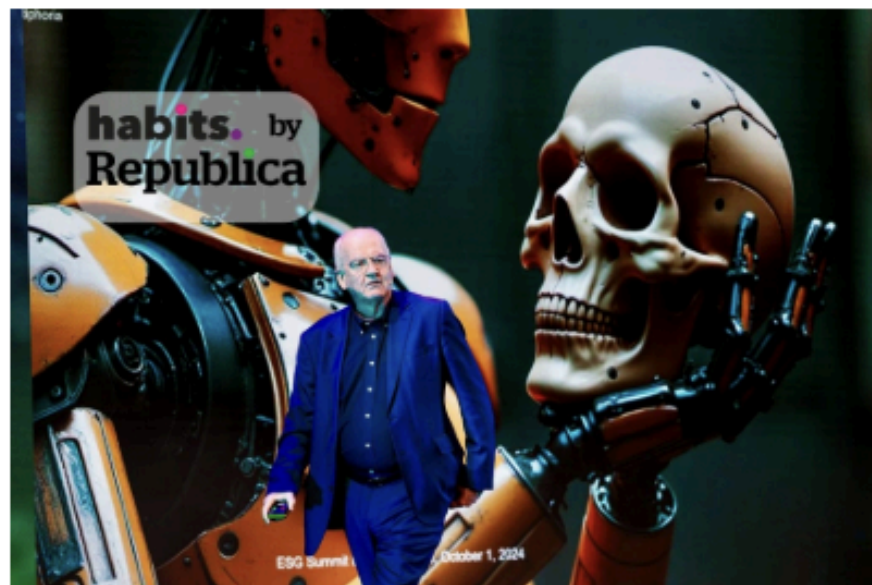


Foto: Profimedia Images

Peste 5.000 de companii din România au de întocmit rapoarte de sustenabilitate pentru 2025-2026, un număr de 10 ori mai mare decât al societăților comerciale cu peste 500 de angajați care au avut un astfel de raport pentru anul acesta.

Directiva europeană de raportare CSRD (Corporate Sustainability Reporting Directive), obligă societățile să raporteze pe criterii de sustenabilitate, rapoarte care vor fi supuse procesului de auditare. Obiectivul urmărit de Comisia Europeană este ca, până în 2030, să existe o raportare integrată.



Loredana Voiculescu
Editor

Distribuie
Distribuie 9

„...Practic acești oameni se pregătesc pentru succes”. Când „mediul” devine „de business”, antreprenorii agili profită de o nouă oportunitate: lecțiile lui Wayne Visser, pracademic, expert în sustenabilitate

2024-11-01 06:51:00



Antreprenorii de astăzi se confruntă cu o realitate în care succesul afacerilor este strâns legat de capacitatea de a răspunde la marile provocări sociale și de mediu. Wayne Visser, expert în sustenabilitate,

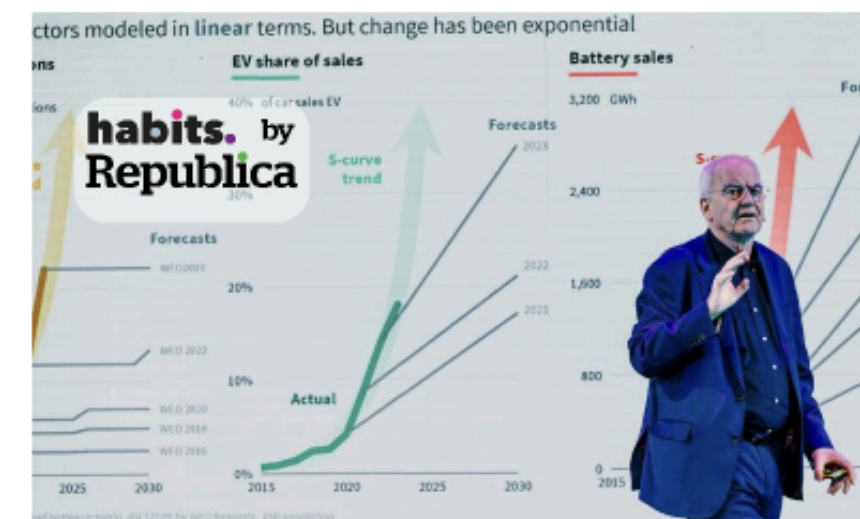


Loredana Voiculescu
Editor

Distribuie
Distribuie 76

„N-am avut acele zile de aur. Ele urmează să vină. Următorii 10-15 ani vor merge în direcții extrem de interesante, dar și extrem de înfricoșătoare”. Venit la București, John Elkington, „părintele sustenabilității”, lansează un apel la eco-acțiune pentru companii, comunități și indivizi

2024-10-14 06:54:00



Wayne Visser, expert în sustenabilitate: Trecem printr-o nouă Revoluție Industrială și nu toate companiile vor supraviețui „Rafalele de distrugere creativă” sunt esențiale pentru progres

2024-10-19 07:39:00



Într-o lume marcată de avansuri tehnologice rapide și transformări profunde, ne aflăm în mijlocul unei noi Revoluții Industriale, în care toate companiile vor reuși să se adapteze și să supraviețuiască. Avertismentul vine de la Wayne Visser (foto), un titan al sustenabilității aflat în top 10 cei mai influenți gânditori din mediul academic pe teme de afaceri responsabile și un consecvent practicant al principiilor sustenabilității.

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La «Sustenlandia», despre viitorul care a devenit prezent

La București s-a discutat despre echilibru, despre viitorul care a devenit prezent și despre cum transformările substanțiale se produc lent vreme îndelungată, iar apoi par că au loc dintr-o dată.



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DE LA RESPONSABILITATE
LA REGENERARE

Cunoscut ca „nașul sustenabilității”, John Elkington este un pionier în domeniul sustenabilității și responsabilității corporative. Dezvoltator al conceptului de „Triple Bottom Line”, care introduce ideea că afacerile ar trebui să se concentreze nu doar pe profit, ci și pe impactul asupra oamenilor și planetei. Elkington continuă să inspire organizații și lideri din întreaga lume. Este autor, consultant și strateg și a publicat numeroase cărți, inclusiv „The Zeronauts” și „Green Swans”.

de Anca Muraru

Introduc cum putem repara sisteme care trec prin probleme majore, iar singura modalitate pe care am văzut-o a fost regenerarea, fie că este vorba despre economii, societăți și comunități, biosferă sau sistemul nostru politic.

Ce industrii credeți că sunt cel mai bine pregătite să facă tranziția către un viitor sustenabil? Și care credeți că sunt cele mai rezistente la schimbare? Multe afaceri convenționale și sectoare industriale nu lasă aceste schimbări în seama pentru o perioadă dintr-un deceniu. Dar când o fac, uneori este prea târziu, pentru că schimbările vin atât de rapide și de intense încât nu se pot adapta în același ritm. Sectorul auto este un exemplu în acest sens. Era posibil în urmă cu peste 70 de ani să se prevadă vehiculele electrice ca fiind viitorul, dar multe companii mari erau atât de legate de motoarele cu combustie internă încât nu puteau gândi în afara acelor paradigme. Așadar, le-am ignorat și nu încercam să înlocuim lobby-ul și alte strategii pentru a înlocui schimbarea. Deci, cine este cel mai bine pregătit? Cred că, de fapt, unele dintre cele mai slab pregătite sectoare, cum ar fi cel financiar, vor deveni printre cele mai pregătite, pentru că nu vor avea de ales. Asigurătorii și băncile vor se confrunta deja cu probleme legate de riscurile asociate dezastrelor naturale. Domeniul capitalului prieten cu mediul din ce în ce mai mult în acest spațiu, iar capitalul de risc sperăm tot mai mult tehnologic și modelele de afaceri pentru viitor. Nu va fi o călătorie ușoară, va avea mizerii și eșecuri, dar chiar și sectoare precum cel al climatului și oceanului, care sunt foarte dificil de înțeles, vor avea unele părți care vor progresa rapid, în timp ce altele nu. Iar unele vor progresa, pentru că au văd ce se întâmplă. Chiar dacă văd, nu cred. Și chiar dacă aleg să cred, nu investesc în moduri corecte. Așa că aștept să văd lucruri.

Multe companii au început să includă criteriile ESG în strategia lor. Care sunt cele mai mari obstacole cu care se confruntă companiile atunci când încearcă să adopte această mentalitate? Una dintre problemele critice este locul în care se află această agendă în ierarhia companiei. Dacă este la CEO sau CFO, este mult mai probabil să progreseze decât dacă se află la CSO. În ultimii doi ani observ că directorii financiari încep să manifeste mai mult interes în acest domeniu. Parțial, este un aspect teritorial, văd aceste activități care au implicații pentru contabilitate și investiții și vor să facă parte din seta. Interbaarea este dacă vin să investească sau să încurajeze lucrurile. Este ușor să spui că lucrurile încep de la nivelul de administrație, dar, în mod paradoxal, multe consilii nu sunt încă pregătite pentru ceea ce urmează. Așa că trebuie să ne concentrăm pe alte părți ale ierarhiei sau ale sistemului corporativ. Nu există un răspuns unic, pentru că depinde de sector, de geografie și de problemele pe care le are compania.

Cum vedeți viitorul? Citește multă literatură science-fiction și unul dintre lucrurile remarcabile este că în ultimii cinci zepte ani tot mai multe dintre aceste povești se referă la provocările despre care discutăm noi acum: criza climatică, criza biodiversității, criza apelor etc. Folosesc SF-ul ca o modalitate de a gândi într-un viitor mai îndepărtat decât ne este ușor să vedem ca oameni de afaceri. Cred că vom merge în mai multe direcții similare, una că ne vom îndoi și spre colaps, pentru că am lăsat multe lucruri prea târziu. Și unele schimbări climatice care ne așteaptă vor fi feroce. Din păcate, cred că asta este o modalitate. Dar, în același timp, inovația revoluționară a fost în curs de dezvoltare de ceva vreme. Acesta este doar parțial vizibilă a ceea ce începe să se întâmple, iar procesul se desfășoară relativ lent până când, brusc, explozează și se întinde aproape peste noapte. Rămân extrem de optimist, dar știind că, de-a lungul drumului, ne vor întâmpina lucruri neașteptate, care ne vor duce în direcții cu totul neconvenționale.

„La sfârșitul etapei de rază, se am întâlnit cum putem repara sisteme care trec prin probleme majore, iar singura modalitate pe care am văzut-o a fost regenerarea, fie că este vorba despre economii, societăți și comunități, biosferă sau sistemul nostru politic.”

John Elkington, autor, consultant și strateg

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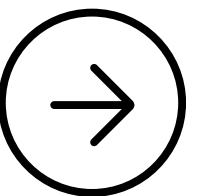


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SERGIU MANEA
CEO BCR



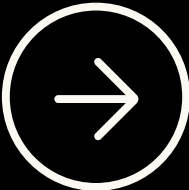
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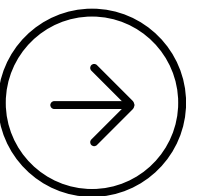
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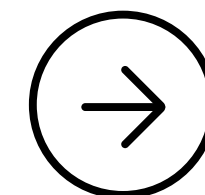
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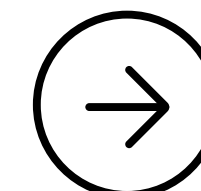
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