



RESET CONNECT

28 – 29 June 2022 | ExCeL
London Climate Action Week

The leading sustainability & net-zero event
for business, investors & innovators

EVENT REVIEW

Flagship
event of:



Founding
partners:

GLUON

KING & SHAXSON
Asset Management | Rewriting your Values

M&G
Investments

pwc

Schneider
Electric

tenet

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Reset Connect launched 28 – 29 June this year, a flagship event of **London Climate Action Week**. We are incredibly proud of what the team and you within the business, finance, innovator and government communities have achieved in creating this first year event.

From collating content and case studies across the hubs, bringing together panels of experts and thought-leaders across the conference, to visitors and delegates engaging in meaningful discussions throughout the event, and ongoing connections via the community platform, with the exhibitors offering ideas and solutions to support everyone's sustainability journeys.

Over the following pages we pick out some of the key highlights and conference sessions that took place and their takeaways. Select sessions can be heard in-full via the community platform.

As Kate Raworth says in her opening keynote "Ask, What is it I'm doing in my work, in my life that actually has an impact and where does it have an impact? How can we each do more?"

You can get in touch with the 2022 speakers, exhibitors and attendees via the community platform until the end of October. Whether you're looking for new partnerships and alliances, funding, sharing best practice or advice these are the people to turn to.

Now is the perfect time to transform your efforts and ambition. Use the contacts you made at the event, continue networking, learn from the insights and frameworks provided by the experts, review your supply chain, engage your staff and start speaking transparently about your journey to invite further collaboration.

Sustainably,
The Reset Connect team



Protect your people,
your brand, your planet.
All in one.

BECOME A PURE AIR ZONE



Life is too short to breathe unsafe air.
Follow U-Earth and vote for the air you want to breathe today.

DOWNLOAD THE PURE AIR ZONE APP

The Event In Numbers



1st edition



2 days



3 main stages



5 content hubs



148 exhibiting, partnering & sponsoring companies

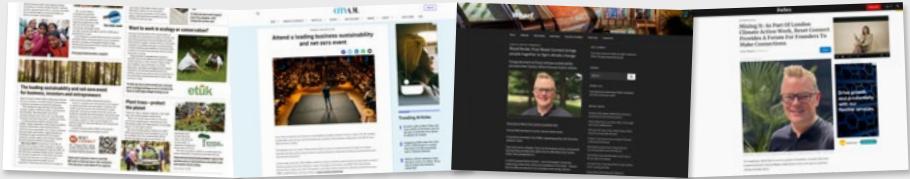


215 speakers



376 delegates

including 19 press – BBC, Business Insider, Times, Sunday Times & coverage in Forbes, Guardian, Wharf Life, City AM



2,219 visitors



3,000+ attendees' travel offset



46,061 website users



781,321 LinkedIn impressions



92% of attendees were either satisfied or very satisfied



80% of attendees said Reset Connect London is important to their business



62% of attendees are responsible for sustainable strategy



55% of attendees held senior management positions

Opening Keynote

Living in the Doughnut: Creating an Economy that's Fit for Our Times



Kate Raworth, Co-founder,
Doughnut Economics Action Lab

"This century has begun with repeated crises – financial lockdown, climate and ecological breakdown and Covid lockdown. We're now into a crisis of food and energy prices. These will go on until we transform our economies and make them fit for our times. We have to emerge from economies that assume they succeed by growing endlessly, they don't!

Nothing on this living planet succeeds by growing endlessly. It is time to thrive.

The goal for 21st century thriving is pretty simple – leave no one in the hole, in the middle of the doughnut, falling short on the essentials of life. The world governments have already agreed on this, the SDGs say every person has a claim to meet these essential needs. At the same time, don't overshoot the 9 planetary boundaries that make life work on this planet. So the shape of progress is not endless growth. Let's leave that old idea behind and reset. The shape of progress is thriving in balance.

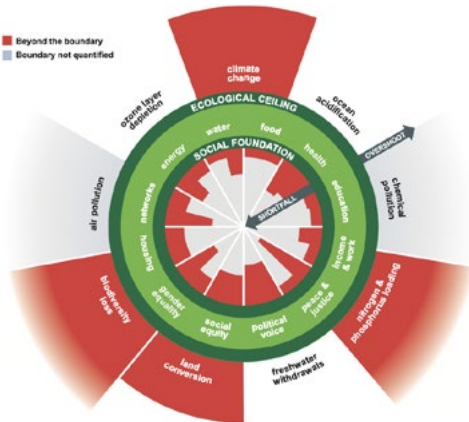
So how? Let's transform the dynamics of our economies. We have inherited linear, degenerative economies. We take Earth's resources, make them into stuff we want, use them – often only once, then throw it away. That is pushing us over planetary boundaries.

Let's create a circular, regenerative economy where resources are not used up, they are used again and again.

We've inherited economies that capture value and opportunity in the hands of a few, the global 1%. We need economies that share value and opportunities far more collectively with all who co-create, which is the whole of society.

The four lenses of the City Portrait

	SOCIAL	ECOLOGICAL
LOCAL	What would it mean for the people of this city to thrive?	What would it mean for this city to thrive within its natural habitat?
GLOBAL	What would it mean for this city to respect the wellbeing of people worldwide?	What would it mean for this city to respect the health of the whole planet?



Yet we are so far from that balance as all of the red in this picture shows. Billions of people fall short on the essentials of life and we are massively overshooting pressure on this living planet.

We unrolled the doughnut to look at the space between the ecological ceiling and social foundation and asked, "How can our city be a home to thriving people in a thriving place, while respecting the wellbeing of all people and the health of the whole planet?"

We invite you to use this framework to ask "What is it I'm doing in my work, in my life that actually has an impact and where does it have an impact?" How can we each do more?

Over 40 cities and regions around the world like Glasgow, Copenhagen, Sao Paulo are using this framework to transform into the future they already know they want to become.



Amsterdam was the first to adopt the doughnut and put it at the heart of their circular policy strategy to reimagine the future of construction, textiles and food.

We inherited from the 20th century a very strong question of enterprise, "How can we grow?". It's no longer the question of our times. We need a different question, "How can we be a business, a city, an organisation that actually enables humanity to thrive?", "How many benefits can we design into what we do?"

There are 5 design traits we need to think about:

- **Purpose**
What is the purpose of your organisation? What is it in service to in the world? Is it in service to thriving?
- **Networks**
What new relationships and alliances will bring us all forwards rather than pull us back?

- **Governance**
How is it governed? What are the metrics of success? Who has voice in decision making? What are the hard rules and soft culture of how things are done?
- **Ownership**
How is it owned? How it's owned profoundly shapes how it's financed and what is then expected, extracted and reinvested
- **Finance**
We need to redesign finance to be in service to enterprise that is in service to a thriving world

Check out the tools developed at Doughnut Economics Action Lab for cities, businesses, communities.

This decade is transformative. We know we're moving and the people in this room are part of what makes this city move. We must move further and faster with more ambition.

I wish you an excellent 2 days here to reset and connect. Let's move this city on."

◀ ACCESS SESSION VIDEO ▶

“ Reset Connect enabled Route2 to showcase its new products and services. A great selection of speakers and interesting panel sessions, and we look forward to participating again next year. ”

Principal Sustainability Analyst, Route2



'Reset' the Narrative: Less Doom, More Opportunity



**Claire O'Neill, Co-Chair, World Business Council for Sustainable Development
& Ex COP26 President-Designate**

When we discuss the climate crisis and decarbonisation, people don't really know there is a daily measure of the CO2 level in the Earth's atmosphere. It's the Keeling measurement. It's 422 parts per million currently, the highest it's been in over 800,000 years. When we first started talking about the climate crisis, we were about 350 parts per million. We've seen a huge climb year on year but somehow we don't act in a way that is consistent with inflecting the curve. Claire says "I would like to see the Keeling curve beamed into politicians and businesses' receptions to motivate them" though you can follow it on Twitter.

Economic modelling can predict what happens after the pandemic or energy price shock for example, but climate science has uneasy, tipping points like the acceleration of ice cap melting. This uncertainty, although we don't think it's gonna end in a big bang, has caused this great level of unease since the first Rio Earth Summit in 1992.

The second number 27, relates to COP27, the upcoming climate change conference in Egypt this year. When Claire was involved in the COP she was inspired by the world coming together every year to focus on this, but also depressed by the inertia. "Sitting in some of these negotiations was hair pulling. Anyone wanting to understand how government is not working should download the readouts from the 'into year' negotiations happening now to prepare the agenda for COP27.

Nothing done at COP is legally binding. The private sector has no statutory role in the COP process and the non legally binding agreements are signed by politicians who often don't have the intention of delivering."

The Paris agreement set a landing zone of two degrees of warming, best efforts one and a half. That's been translated into net zero. 90% of global emissions are now under some form of net zero commitment. The first ever legally binding net zero plan was for the UK economy which has driven massive investment opportunities right across the economic system.

That brings us to the third number of 12 trillion. A recent McKinsey study suggested that decarbonisation could see value added for 11 sectors up to \$12 trillion by 2030. These include transport, buildings, power, water, consumer products and agriculture. "We are essentially having a fourth industrial transformation at the scale of the first industrial revolution, but at the adoption speed of the digital age. Where this is playing out most excitingly is in the corporate sector". Companies and value chains right across the world are doubling down. When you've got a turmoil in the economic system is quite a good time to be bold and to take some bets on this transformation. DONG the Danish Oil and Natural Gas company transformed itself into Ørsted, cut its emissions by 90% over 14 years which gave it a five x increase in market cap growth 10% EBITDA growth. It's now one of the premier global renewable stocks and its valuation has gone up 30 fold in the last four years.





There's also huge opportunities to reinvent existing products. We're seeing a real squeeze on plastics, reuse and recycling, and that's throwing up all sorts of high value added profit pools. Resource efficiency is another huge game changer for many companies. There's a great study that 64% of millennials won't take a job if a company isn't strong on its ESG credentials. So there is this extraordinary opportunity arising.

"I get asked a lot, what's the silver bullet. There is no one lever. We have to pull lots of levers collaboratively. And this takes courage, being proud about the opportunity out there and understanding that the politicians aren't gonna save us and business alone isn't going save us. We need this public private partnership and it's absolutely doable

Part of the way we get towards that is to reset the poetry. Don't say that we're all gonna die. Talk about the fact that there is a massive opportunity, that this is something that we know generations of people want to be involved in. And that ultimately this goal of reducing CO2 emissions, improving biodiversity and reducing inequality is an absolutely achievable goal!"



[◀ ACCESS SESSION VIDEO ▶](#)

“ I'd highly recommend having a presence at Reset Connect whether it's as an attendee, an exhibitor or a commercial partner. It has great value in the sense that you get to have conversations with peers and potential new clients alike. ”

*Commercial Sustainability Manager,
Climate Partner*



Session 3 – Trailblazer

PANEL DISCUSSION: Greening Finance: A Roadmap to Transforming Business to Net-Zero



Jon Williams, *Global Banking and Capital Markets ESG leader & UK Chair, Sustainability & Climate Change, PwC UK*



Fabiana Fedeli, *CIO, Equities & Multi Asset, M&G Investments*



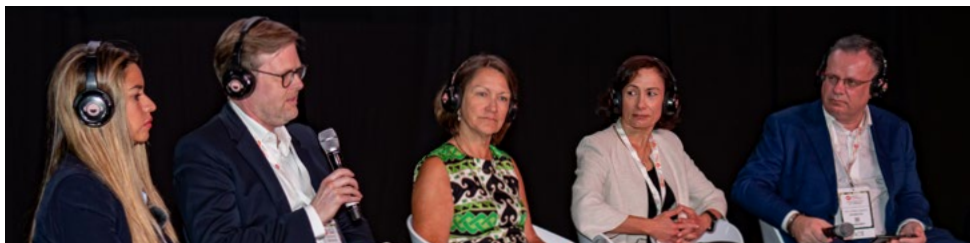
Susan Hooper, *Founding Director, Chapter Zero*



Peter Kanning, *Global Head of Sustainable Finance Strategy & Implementation, HSBC*



Margareth Gonzalez, *Founder, Capital Variation*



Corporate policies that incentivise preserving biodiversity, making ESG commitments and operating in a sustainable manner are growing in popularity. What can and should financial institutions be doing to create a nature-positive economy?

The moderator for this session, **Jon Williams** (PwC) started proceedings with the following, "There is no greater challenge that we face than climate change. And how we transition to a future economy that is fair, decarbonised and balanced with nature is probably one of the most pressing issues that we face. It's very tempting when people talk about net-zero 2050, to think we've got lots of time, that it's a problem for the future, a problem for the next chief executive, the next CIO, the next government, but actually the IPCC are very clear, if we don't deal with this in the next decade, the next two business cycles, we will fail to achieve net-zero."

What followed was a vibrant discussion by experts of green finance.

Susan Hooper, *Founding Director of Chapter Zero* explained, "The path to net-zero is absolutely not a straight one, we're gonna have errors on the way, we have to start now before the information is clear, and we need a totally different kind of leadership to do that."

"I've spent 35 years of my career not wanting to talk to the competition. Wanting to understand them but not wanting to talk to them. And we find ourselves in a situation now, even if my companies did all the right things, didn't greenwash and actually had measurable targets, succeeded in reducing emissions, we're still going to lose if everyone else doesn't as well. What I'm finding increasingly is that the focus on collaboration, working together, especially in harder to abate industries is making a fundamental difference."

"Finance has a really essential role to play in driving this transition. From my perspective it's unusual to find a challenge that's so universal and touches globally across sectors, across different types of companies and businesses, everybody, every business will be impacted by this."

said **Peter Kanning**, *Global Head of Sustainable Finance at HSBC*.

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Session 4 – Trailblazer

PANEL DISCUSSION: Sustainable Finance and Investment in the Future



James Broderick, *Deputy Chair*,
Impact Investing Institute



Tony Burdon, *Chief Executive Officer*,
Make My Money Matter



Nina Seega, *Research Director for Sustainable Finance*, Cambridge Institute for Sustainability Leadership



James Alexander, *CEO*, UKSIF



Sacha Sadan, *Director of Environment, Social and Governance*, Financial Conduct Authority

As sustainable investing is increasingly becoming mainstream, our panel of experts discussed the progress being made and in what ways finance could help us to reach our climate targets.



James Broderick, *Deputy Chair* of Impact Investing Institute told us, “Sustainable investing has become extraordinarily prominent in the last few years, it’s the fastest growing trend that I’ve seen in 35 years in investment management” ... “There are now \$3 trillion in sustainable mutual funds, 80% of that is in Europe. For the last six quarters, the quarterly flows into sustainable funds have been \$120 billion per quarter, except for this last quarter. Q1 in 2022 was only \$80 billion, which itself would have been a record six quarters ago.” ... “Mark Carney, announced at the COP26 conference in Glasgow that financial institutions representing \$130 trillion were committed to moving their businesses into net-zero territory.” ... “But amidst all this momentum cracks are showing. So, is so-called ESG investing really making the impact that is claimed? Especially when several high profile financial institutions have been found to have overclaimed.

And why is it that sustainability rating agencies disagree on who is sustainable and who is not? Why are there fossil fuels companies in sustainable portfolios?

And what do we really mean by net-zero? What does net-zero mean generally speaking in the economy? What does net-zero mean in a financial context? And most importantly, what I care a lot about is, are sustainable investment managers communicating what they’re doing effectively with the consumers that are really the basis of their entire business?”



Sacha Sadan, *Director of ESG* at the Financial Conduct Authority spoke about the changing motivations of financial professionals. “Historically perhaps we’ve said, we just finance the economy as we find it, we invest in the economy as we find it, it’s not our job to change that but I think that’s completely disappeared. It’s about saying we actually recognise that the way that we invest, the way that we finance, can influence and change the economy and we want to have a positive influence on the way the economy develops and grows.”

▶ ACCESS SESSION AUDIO ▶

Session 4 – Ground Breaker

PANEL DISCUSSION: Approaches to Measuring your Business' Ecological Footprint and Accelerating Climate Action



Dexter Galvin, *Global Director Corporates & Supply Chains, CDP*



George Ames, *Director Client Services, Forster*



Renaud Bettin, *VP Climate Action, Sweep*



Johan Falk, *Co-Founder & Head, Exponential Roadmap*



Josh Weber, *Founder & Executive Chairman, nZero*

Tech platforms were touted as the answer to collecting detailed and granular data with intention and urgency on this panel. **Josh Weber**, from nZero said “to make really good data driven decisions about decarbonisation, at the fastest and most economical pace, you need good data.”

Johan Falk (Exponential Roadmap) spoke about the needs of SMEs, “we need to make it simple and straightforward for small companies to start to take climate action. That’s the reason why we launched the SME Climate Hub.”

[ACCESS SESSION AUDIO](#)

While business leaders should feel an increased sense of urgency to take climate action, **George Ames** reassures them that they cannot have all the answers at the beginning, “Some people do feel the sense of paralysis that they can’t communicate unless they’ve got it all absolutely sorted. I mean, the first point of the majority of this work is nobody has it all absolutely sorted. And actually there’s something about being reflective and humble in what you are doing and being really clear on what you’re not and where the tough work to do still remains as opposed to pumping out chests and saying we got it all sorted guys, because actually, it’s very, very rarely the case.”



PANEL DISCUSSION: Delivering on COP Promises. Switching to Paris Aligned Funds & Standards



James Alexander, CEO, UKSIF



Mark Scanlon, CEO, Tenet Group Ltd



Adam Robbins, Investor Relations,
Triodos Investment Management



John William Olsen, Director of Global
Equities, Fund Manager,
M&G Investments



Wayne Bishop, CEO, King & Shaxson



Sophie Walker, Head of Sustainability
for Private Capital, EQT

The panellists of this session discussed how COP influenced a movement away from “wishy washy long-term targets” to more rigorous and deliberate practices. The Glasgow Financial Alliance for Net Zero, was spoken about as a turning point where “fund managers across the world with \$130 trillion of assets under management, which is about half of the world’s managed assets” made a commitment to net zero by 2050”.

Mark Scanlon, CEO of Tenet said “One of the key elements around which we as investors and lenders can have an influence in what’s going on is by investor stewardship, it’s about the way that we engage.” ... “We can shape and change the emissions profiles of companies, real economy, both in terms of the operations and the products they provide.”

James Alexander ended the session by asking the panellists to provide some take-aways for the audience, some of which were,

“The industry has grown up. The companies we invest in have grown up. The world’s caught up with where we’re at. So this is the sort of future I believe is a good profitable business,”
and

“If you don’t know what proportion of your pension or direct investments are invested in either impact funds or Paris aligned funds, then we haven’t done a very good job in this panel of teasing why you need to find out, so take that away as an action.”

[\(\(▶ ACCESS SESSION AUDIO ▶\)\)](#)

How Do We Find and Fund the Right Technology to Combat Climate Change?

Climate technology is often seen as the silver bullet when it comes to tackling climate change. With booming investment and increasing commitments around net zero, the big bet is how quickly we can adopt new technologies, and how quickly that can move the dial.

Our CEO and Co-Founder Duncan Reid, sat down with Leo Johnson, Head of Disruption & Innovation, PwC UK and Tanya Williams, Head of Digital Trade, UK Government. Their discussion covered the role of technology in combating climate change, its applications, and how we can fund and match future tech with businesses to solve some of today's biggest challenges.



Leo Johnson, Head of Disruption & Innovation, PwC UK

How big is the opportunity for technology when it comes to climate change?

Leo: Climate technology has a significant role to play if we're to dramatically change our impact on the planet. For a bit of context, ten years ago we started to analyse the percentage annual improvement in carbon intensity of growth, essentially, the amount we need to decarbonise each year to avoid exceeding the 1.5 degree limit. In 2000, it was just 2% a year. We didn't manage that, and it's now more than 12.9% year on year. Climate technology provides solutions to adhere to those limits. It's not the panacea, but it can be a lever to accelerate decarbonisation and to bend the curve downwards. And that's starting to look really exciting.

Tanya: One thing to remember is that there's no playbook here, it's a blank canvas and we're starting from scratch. We recognise that we need to act now to decarbonise the global economy, not only that, but there's also a great opportunity for the UK economy in this space. That's why it's really important for us to work with industry and our partners around the world to tackle these challenges head on.

Can you tell me a bit more about the work the UK government's Digital Trade Network is doing with companies – such as PwC – to meet this challenge?

Tanya: The Asia Pacific Digital Trade Network is a joint initiative by the Department for International Trade (DIT) and the UK's Digital department DCMS, delivered in partnership with Tech Nation. A key focus is to look horizontally across the UK's digital ecosystem and identify partnerships and projects that offer UK tech businesses more support to expand into the region. An exciting project we've come together on is our Innovation Mission, which connects UK climate tech companies with organisations in Australia and New Zealand to accelerate decarbonisation. So far, we have reached out to hundreds of corporates asking them some very simple questions; What are your decarbonisation plans? What are your challenges? What are you struggling with when it comes to meeting your net zero commitments? This generated some really interesting insights into the problems big businesses are having with carbon accounting and reporting, particularly around Scope 3 emissions. Through our collaboration with Tech Nation, we then played this insight back to Climate Tech startups, to help them understand the issues companies are struggling with. The next phase will facilitate match-making conversations that will enable companies to partner on solutions. What we're hoping to achieve from this project is a clearer understanding of the demand for climate tech solutions in our market and to have UK companies and technology helping to solve decarbonisation challenges in our region and across the globe.



Tanya Williams, Head of Digital Trade, UK government

Can you share some examples of the climate tech startups you're working with, and the solutions they are working on?

Leo: There's such a lot of promise. For example, there's a company called Hummingbird that uses thermal imaging to detect very early on if there's an outbreak of a forest fire, which has far reaching, life saving implications. Another example is in agriculture: a small robot company uses AI-based, precise pest detection to help farmers weed exactly where they need to, rather than blitzing the whole field. The result: less pesticide used and less waste from crops being lost. There's also mobility, for example in shipping, which is difficult to decarbonise. A start-up called Signal uses the Hawthorne effect, which is a behavioural science principle where, if you know you're being watched, you exhibit the right behaviours. These are just a few examples of the significant difference that can be made.

According to PwC's 2021 State of Climate Tech report, investment in the area is growing, but what are the funding gaps?

Leo: Our report found that 14 pence in every pound of Venture Capital funding is going into climate tech. That's a remarkable figure. The market is waking up to the opportunity ahead. However, the funding, although growing, is skewed. Mobility is eating all the pies! Mobility is 16% of emissions but is getting more than 60% of the funding. Sectors such as the built environment and the finance sector, don't have the same draw even though it makes up 40% of the emissions. So we're trying to find startups proportional to the actual emissions, as opposed to where the money is going right now. We're deliberately steering our efforts to focus on sectors with high carbon abatement potential, where funding is disproportionately low.

What role does the UK Government intend to play in addressing the funding gap, and what support does the UK Government offer to companies to help them meet their net zero pledges?

Tanya: We have a number of strategies that commit us to working with businesses to reduce carbon emissions. We've already begun to introduce legislation that will help reduce carbon emissions and generate demand for green products. For example, our commitment to ending the sale of petrol and diesel cars by 2030. There's also a lot of work going on to mobilise private finance and to establish the City of London as a global centre for green finance. I think that these projects with PwC, our Innovation Mission and [the Net ZeroX programme](#), are key in helping build and support a pipeline of climate tech companies. We've got hundreds of companies in the pipeline and what we need to do is help them to scale. The UK government is doing work on the ground, in our embassies and consulates overseas, to better understand market opportunities to contribute towards attracting global investment into the sector. If there is global demand, it's our role to feed that intelligence back and help UK businesses become the next generation of tech exporters and partners.

If startups are reading this and want to get involved in the work you're doing, what are the next steps?

Leo: As Tanya mentioned, PwC is collaborating with Tech Nation to run [the Net ZeroX programme](#).

You can find out more on our webpage: What we're trying to do is help innovators deliver on their potential, and that means of course helping to couple them up with capital, but in a way that's the easy bit. The harder bits are the smart policy that's needed, based on listening to the market and what the market really needs to make it work. The last thing is the route to market. Matching startups with an anchor client to really help bring traction to their business and help it scale up. We're really excited about what's to come.

[pwc.co.uk/esg](https://www.pwc.co.uk/esg)

Download the reports below:



PANEL DISCUSSION: Successful Decarbonisation: Net-Zero Gains and the Need to Work Collaboratively



Ryan O' Neill, *Principle Director of Sustainable Consulting UK&I, Schneider Electric*



Emma Watson, *Senior Manager, Net-Zero, The Science Based Targets Initiative*



Andrea Barrett, *VP of Social Responsibility, RS Group*



Andrea Abrahams, *Managing Director, International Carbon Reduction & Offset Alliance*



Collaboration will be absolutely essential if we are to reach our net-zero goals and fulfil our climate promises. This enlightening panel gave us a detailed view on how far we are from these targets.

Ryan O' Neill began the session by laying out the state of play, "The pledges that we've seen so far equate to roughly three gigatons of carbon saved every year between now and 2030. That's the current pledge that we've seen in the marketplace. The reality of things, however, is that when we look at what we've got to get to, which is 1.5 degrees, we're far behind. So in fact, between now and 2030 we need to be reducing carbon by between 10 to 15 gigatons per annum. So the current state is not good enough to get us to where we need to get to."

Emma Watson from the Science Based Targets Initiative (SBTI) spoke about the progress the SBTI has been enabling, "We have over a third of global market capitalisation that are setting targets in line with climate science, or are committed to doing so within the next few years.

Within the SBTI we also look at the highest impact companies, the companies emitting the most, and we use that to track progress to see what the movement is. And we found that last year, we reached a critical mass within that group. So 27% of those high emitters are setting science based targets, which is really exciting. But perhaps even more exciting is that the companies within the initiative that have set targets already, they're actually reducing their emissions more than what's required to reach 1.5 C. So collectively, we found that the companies with approved targets had reduced their emissions by 12% in 2020, which is in comparison to a 5% decrease globally, which is mainly due to COVID. Now, of course, today's panel is about collaboration, so scope three, you have to talk about it. We found that 96% of the companies within the SBTI are setting scope three targets, for the vast majority of companies it is a requirement. The reason why that's a requirement is what we're trying to do is align all of the actors within a value chain towards a common goal and break down those barriers and create incentives for them to make a wider, systemic change."

⟳ ACCESS SESSION AUDIO ⟲

Session 13 – Trailblazer

PANEL DISCUSSION: Addressing the UK's Food Sustainability and Supply Chain



Dan Crossley, *Executive Director*,
Food Ethics Council



Tessa Clarke, *CEO*, Olio



Carl Olivier, *CEO & Founder*, Sustained



Deepak Ravindran, *CCO*, Oddbox

In this session our panellists ran through food waste, the cost of living crisis, our complex supply chains, land use and biodiversity, eco labelling, greenwashing and regenerative agriculture, giving us a really broad overview of the state of food sustainability today.

Tessa Clarke, *CEO* of Olio spoke about concerns around food waste, "In the UK, we're still throwing away £19 billion worth of perfectly good food every day. Food waste, if it were to be a country, would be the third largest source of greenhouse gas emissions of the USA and China. And then just to contextualise the environmental impact of food waste the greenhouse gas emissions from just one kilogramme of food waste is equivalent to the greenhouse gas emissions from landfilling 25,000 plastic bottles, so I'm very concerned about food waste. I'm very concerned about access to food.

Last month in the UK, 2 million Brits went hungry for over 24 hours because they could not afford access to food. So that's deeply, deeply troubling. And then the third thing that concerns me is the population growth that is confronting us. We've got another 2.2 billion people joining the planet by 2050. In order to feed us all we need to increase global food production by 50%. I don't think anyone today can claim that we know how we're going to do that."

Despite an initial sentiment of worry, this session demonstrated the many ways that we can address the issues of the food supply chain. Our panellists assured us that the continued innovation in this space will make it easier for everyone to make better choices, the tools to fix our food sustainability problems are already at our disposal.

[\(▶ ACCESS SESSION AUDIO ◀\)](#)

“ We really enjoyed the first Reset Connect, so many good speakers it's hard to believe it was the event's first year. We've had some very positive conversations, including a project to kit out a 48 building development and a chance to work with 3 of the biggest office space providers in the UK. ”

CCO, Hark Systems

Hark. 

Session 3 – Pioneer Stage

PANEL DISCUSSION: City-Business-Finance Collaboration for a Sustainable Future



Sophie Hæstorp Andersen,
Lord Mayor of Copenhagen



Councillor Susan Aitken, *Leader*,
Glasgow City Council



Nicholas Lyons, *Alderman & Sheriff*,
City of London



John Flint, *Chief Executive*,
UK Infrastructure Bank



Jason Longhurst, *Chair*, *UK Business Council for Sustainable Development*



Greg Clark, *Chair*, *UK CCIC & Connected Places Catapult*

80% of people will live in cities by 2080, c 10 bn people in c 10,000 cities. Cities are the concentrations of our people, the clusters of our economy, trade, and jobs, and the hubs of our infrastructure, real estate, and utilities. So, it is no surprise that our cities are also where the concentrations of carbon emissions and other greenhouse gases occur.

Our cities are also victims of the climate crisis, with major risks of flooding, over-heating, and devastation from extreme weather and natural disasters, as well as water and food supply risks. As our cities grow our carbon emissions have increased. How do we de-couple carbon emissions from urban growth, and build cities that are more resilient?



Councillor Susan Aitken, discusses Glasgow's approach in completely pivoting all their work to net-zero in 2030. "We realised fairly quickly we had a capacity gap in the council (...) in working at the scale that net-zero and investors require."

They recruited a Green Economy Manager to fill the capacity gap, who pulled together their 'Greenprint for Investment' (designed to unlock and scale green investment for the region). It covers huge infrastructure projects like decarbonising transport, heat, retrofitting buildings, decarbonising industry and nature-based solutions. "That was a real trigger to start having conversations with the private sector. It's given us a basis to operate as a local authority at scale with investment, blended finance models, partnerships and collaborations, to open doors to move these projects forward at the pace needed".

Getting these bigger projects underway within the next couple of years, is the majority chunk of what they need to do towards net zero. This then gives more space and time to focus on other areas like working with business on low carbon industry. It should cost £30bn to decarbonise as a city over the next 10 years, a huge number but Aitken says "doable".

Copenhagen's climate plan is based on similar pillars; energy consumption, energy production, mobility and the city's own initiatives. Since 2009 they have invested heavily in bicycle infrastructure, today Copenhagen has over 400km of bicycle lanes, and more recently in electric buses to reduce dependence on fossil fuels.



From 2005 – 2020 they succeeded in reducing carbon emissions by 65%, whilst the population was growing by 10,000 citizens a year and social economic index increasing. **Lord Mayor Sophie Hæstorp Andersen** believes that growth, liveability and the green transition go hand in hand. This year Copenhagen earned Monacle Magazine’s award of ‘most liveable city’. It’s the result of an extensive, coordinated, long term effort working in partnership with city stakeholders.

Andersen continues “A city can’t do this alone. We need businesses to develop and implement green solutions and finance institutions to invest in them”.

John Flint, UK Infrastructure Bank, tells us the issue is not a money or finance issue. “We have ring fenced £4billion for local authority lending. Any local authority can come to us for infrastructure projects and borrow at preferential rates. In a year we’ve executed only 2 transactions. The money is there, the demand isn’t because the skills and capacity gap is slowing us down”.

Jason Longhurst, UK Business Council for Sustainable Development, agrees “If you look across our cities there’s an inconsistent approach in terms of terminology and clear plans that enable people to invest. There is no shortage in investment, but on opportunity and being clear on what we’re seeking to unlock”.

“The work we’ve been doing with Bradford was based on taking the very best of what we’re seeing globally. We’re implementing a clean growth plan, a 10 year investment commitment, underpinned by investment in commercial sectors, heat, transport and hydrogen technology. It’s bringing business to the door. In the 3 weeks since being announced as City of Culture for 2025, we’ve had over £1bn in investment”.

“Local leadership is key here. 82% of the UK’s emissions are within the remit of local authorities” **John Flint** tells us. “We need to find problems common amongst cities and local authorities – retrofitting for housing, transport issues, public EV charging etc. and work with the more capable authorities to find solutions that we can replicate and scale”.

The Greenprint for Investment plan Glasgow created has been designed as a template that other cities and regions can adapt for their own use. It has already been adopted by UKCCIC into a national pipeline of investable and bankable projects.

[◀ ACCESS SESSION VIDEO ▶](#)

“ One of the most powerful things you can get from this event is being part of a sustainable community, a movement. It’s an opportunity to take a step back from your day job and be inspired to do good in your own business. ”

Co-Founding Director, My Green Pod



WWF's Future Vision for a Better World



Tanya Steele, Chief Executive, WWF

WWF Chief Executive, **Tanya Steele's** keynote was an inspiring call to action for a new green job market. Read an abridged version below.

WWF's Living Planet Report of 2020 showed that global wildlife populations have declined on average by 68% since 1970. If there was a similar fall in human populations, that would be equivalent to emptying North and South America, China, Oceania, Africa and Europe combined. We're talking about a catastrophic loss.

We cannot only devote our energies to protecting the very dwindling wildlife populations, we need to walk upstream to the source of the problem, to what is actually driving nature's decline. The drivers that threaten wildlife and natural systems are damaging for our natural world in itself, but they also put in jeopardy our own futures.

The first of these drivers is climate change. The difference between a 1.5 degree and a 2 degree world is the difference between losing 70% of the world's coral reefs by the end of the century and losing virtually all of them. It's the difference between 100% increase or 170% increase in flood risk and it's the difference between 700 million or 2 billion people being exposed to extreme heat at least once every 20 years.

The second major driver of nature loss is our food system. Food production is currently the cause of 60% of global biodiversity loss, and the source of 30% of human made greenhouse gas emissions. The system is resource hungry, not just in terms of land use, but with half of the world's habitable land given over to agriculture and 70% of the planet's accessible water. Fundamental changes to how we farm and how we eat are needed, so that what we consume does not cost the earth.

The third major area of focus for us is on business, and particularly the finance system that drives it. It's the decisions that businesses make everyday, day in, day out, that shape the global economy, and determine the future of our climate and our natural world.

WWF and Greenpeace carried out some research last year on what we've described as financed emissions of 25 of the UK's largest banks and asset managers. If those institutions were a country, it would be the world's ninth largest emitter.

[\(\(▶ ACCESS SESSION AUDIO ▶\)\)](#)

“ **Reset Connect is a really exciting platform for connecting with businesses big and small who really want to make a difference in sustainability and it's been great for us at Re.Wired Earth to start to gauge the UK population's views on what they care about and how we should be driving change across the market.** ”

Co-Founder, Rewired.Earth

**rewired
earth**



Ahead of COP26 in Glasgow, WWF found that over half of the FTSE100 had no publicly available plan to meet net zero. A Department of Education survey of 18 to 24 year olds found that 60% of young people are interested in careers in the green economy with the most cited reason, a desire to help tackle climate change. By embracing a journey to net zero businesses can therefore attract a growing market of young talent, the best brains and indeed the best skills. In many ways, all jobs need to be green jobs if we're going to make this transition to sustainability.

We'd like to ensure that young people regardless of background are very much part of the change. To respond to these demands Founders4Schools Villiers Park and WWF are launching a new free UK wide programme called Sustainable Futures, to equip young people to drive the future, the net zero economy and thrive within it.

The programme aims to raise awareness about the huge opportunity of sustainability in future careers, signpost and build aspiration for sustainable skills and jobs and ensure young people have equal access regardless of background to those opportunities and that they're encouraged to take them.

Our vision is that every single year over 100,000 young people from at least half of all secondary schools in the UK are introduced to sustainable principles as part of their career development through the Sustainable Futures programme; its resources and its guidance. We want sustainability to become an embedded component of any careers guidance and education.

Our future is very much in the hands of those currently in education and currently entering the workforce. They're the generations that will feel the impact of the climate and nature crisis most keenly in our own lifetimes. They will have to face the challenges of a frightening and unpredictable world hotter than it has been for 10s of 1000s of years, while its natural wealth has been stripped and pillaged at an unprecedented rate in the last 70 years.

This does not mean that responsibility to act can or indeed should fall on their shoulders. It is up to all of us to accelerate the work of building the net zero and the nature positive economy for the future, one that young people are calling for. We must change the story, which our generation and those who went before us have already written and I know that by harnessing the ingenuity, the energy and the creativity of younger generations, that a sustainable, brighter and certainly more stable future is very much within our grasp.

Greater London Authority



Catherine Barber, Assistant Director, Environment and Energy, Greater London Authority

London Mayor Sadiq Khan has committed to get the city to net-zero by 2030. Barber began her talk by calling this target, “both scary and utterly motivating”. Adding, “although it’s difficult, it’s the only thing that is proportional to the climate crisis.”

The city leads in climate action, referring to the Mayor, Barber said, “He’s chair of the C40 network of global cities, he’s saying this on a global stage. That’s why he’s declared a climate emergency and why we’re so glad that in this London Climate Action Week, so many people are mobilising around this cause”, confirming that, “this week is really about action.”

She went on to succinctly outline how Sadiq Khan plans to move the city towards net-zero.

On air...

“We don’t see the same sorts of smog in London that our parents or grandparents might have remembered from their childhood.

But the air is still toxic. There are a lot of fine particles in the air and nitrogen oxides that sadly get deep inside our lungs and cause long term damage. Every year, about 4000 Londoners die prematurely because of that toxic air”

“The main source of that is road traffic, particularly diesel vehicles and older petrol vehicles. So in 2019, the mayor instituted the Ultra Low Emission Zone, which started in Central London to tackle that problem, and it had a really dramatic and quick effect. It cut the number of dirty cars being driven in that zone by over 40,000 every day. And as a result, nitrogen dioxide by the roadside fell by 44%.”



"If you look at primary and secondary schools in London, before the ULEZ came in, several hundreds were in areas that exceeded the legal limits for nitrogen dioxide. And in that first mayoral term for Sadiq Khan, the number fell from nearly 500 to just over a dozen and it's right that our children can breathe clean air. That was a very practical way to tackle the air problem and help with climate change."

On buildings...

"The mayor has powers to set standards for new buildings in London, whether that's homes, schools, hospitals or commercial buildings. Sadiq Khan chooses to set standards that go well beyond national requirements because he thinks we can do better and he's been proved right. London has made carbon savings almost 50% higher than the national building regulations require."

"Developers in this city, unlike others, have to prove that they've looked for district heating networks and thought about installing solar panels. If they're not they have to explain to us why and have to meet strict energy efficiency requirements in the buildings. If they can't get to complete net-zero on site, although we urge them to, then they have to pay £90 per tonne of CO₂. This money goes into the local borough budget and is used for tackling climate emissions."

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On renewable energy...

"TfL is one of the biggest consumers of electricity in the UK. It consumes about a million times more energy than we do at home. It's the equivalent of a million London homes. The mayor announced that by the end of this decade, all electricity used to power the tube and TfL's operations would come from renewable energy sources. He wasn't willing to wait for the grid to decarbonise in the 2030s. He's got his net zero target and wants to move faster. So we put out the first tender for buying renewable electricity and that means we will be using our purchasing power to help build new wind and solar plants in the UK."

"TfL also invests in zero emission buses. We have over 800 now, the biggest fleet in Europe. And it's good obviously for our air. It's good for passengers and pedestrians. But it's also good for jobs across the UK because those buses get made in Leeds, in Scarborough, Falkirk in Scotland, Ballymena in Northern Ireland. So we're part of the levelling up story."

On investment...

"It's going to take 10s of billions, perhaps over £100 billion to reach the net zero target in London. We need to invest in public transport, in heating networks, heat pumps, retrofitting buildings, electric vehicle charging points, all the things that you're talking about at this conference."

"That money simply cannot come from the public sector alone. The mayor's budget is nowhere near that scale. What the mayor can do is to mobilise private finance into these key investments. And this year he's committed to raising a green bond of £500 million as the first step."

“ It's been a really good exercise to get our name out there, drive brand awareness for the business and education around energy storage. ”

Operations Executive, Rhe Energise





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TALK TO US

Session 5 – Ground Breaker

Future Investment Strategy for Green SME Businesses and Start-Ups



Toni Coulson, *Head of Forward Flow Lending, Starling Bank*



Giulio Berruti, *Director, Business for Social Responsibility*



Luke Fletcher, *Purpose & Impact Co-Lead, Bates Wells*



Pamela Jouven, *Director, SME Climate Hub*



Sat Pillai, *Chair of the Environmental Policy Unit, Federation of Small Businesses*



Shanika Amarasekara MBE, *Chief Impact Officer, British Business Bank*

Toni Coulson, *Head of Forward Flow Lending at Starling Bank*, moderated this session and began by explaining the state of SMEs in the UK.

“Since we’ve seen a real increase in focus on climate change and what we need to do in order to deliver the ambitious targets of the Paris agreement, the aim for us now is to really keep that momentum going and really make a difference.”

...

“In the UK, SMEs make up 90% of all businesses. They’re responsible for about half of all of the business emissions and a third of the total UK emissions. So they’re really pivotal in terms of delivering against the net zero strategy. A recent survey by the SME climate hub, showed that two thirds of businesses said that they didn’t have the knowledge and the expertise in order to deliver against that. And about 70% said that the biggest barrier was around funding. Again, in a recent survey by the British Business Bank, we saw similar results. 50% of SMEs said that they weren’t in a position to prioritise decarbonisation at the moment and deemed the biggest barriers were funding and feasibility.”

Shanika Amarasekara MBE, *Chief Impact Officer at British Business Bank*, explained this point of opportunity for SMEs...

“One of the things we found in our research is that 50% of SMEs do see the opportunity for greater sales for greater business value for greater opportunity. The other thing that’s interesting is that those businesses that see transition to net zero as an opportunity have a much greater appetite for growth and really have longer term strategic growth plans. There’s a correlation between those businesses that have ambition for growth and recognising the opportunity of transition to net zero as a business value creation tool.”

Giulio Berruti, *Director of Business for Social Responsibility* concluded...

“I think net zero acts as a Northstar. It’s not the only thing, it’s something to aim for. I think it’s important to recognise that to achieve that, it’s not just a matter of reducing emissions, it’s a matter of rethinking your purpose and transforming the way you do things.”

[\(\(▶ ACCESS SESSION AUDIO ▶\)\)](#)

“ **The event has been fantastic! We had over 100 leads around many different opportunities to supply and to assist us in areas we need in our growth. We’ve already booked for next year!** ”

CEO & Founder, Magical Mushroom Company



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by tenet

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Session 10 – Trailblazer

PANEL DISCUSSION: How Does the Business Community Finance Net-Zero Solutions & Fast Track Decarbonisation – Finance on the Ground



Alyssa Gilbert, *Interim Director Centre for Climate Change Innovation, Grantham Institute*



Deniz Harut, *Executive Director, Pollination Group*



Elliot Coad, *CEO and Co-Founder, Ecologi*



Jeff Scott, *Director, Rewired Earth*



Lucy Yu, *Non-Executive Director, Connected Places Catapult*



Paul Pizzala, *Investment Manager, Ethex & Co-Founder, New Foundation Farms*



This panel provided an insight into how sustainable investment projects can be as impactful as possible.

Lucy Yu spoke about the complexity of decarbonising cities, “When you’re dealing with cities... “you’re dealing with lots of different sectors, you’re dealing with housing, you’re dealing with transport, you’re dealing with waste management, you’re dealing with the energy sector, and you need to address all of these as a system.”

[ACCESS SESSION AUDIO](#)

She added “So one of the things we’re looking at is, what are the new blended finance models that might help there. Are there opportunities to use some of the profits from some of the more profitable parts of this system to subsidise or invest in areas that are equally important that don’t have the same returns?”

Ecologi, *CEO and Founder*, **Elliot Coad** told us about the projects that should inspire us, “Over the lifetime of those projects, say 20 years allows 45 million pounds of investments in communities. So you know, that could be something as ordinary as repairing the roof on the village hall to, providing a taxi service for people who can’t afford taxis. It has a whole myriad of ways that in-fills the gaps that we see in our society.”

Paul Pizzala said, “We’ve all got a business case for sustainability.” There is a lot to be hopeful about when we hear from experts who are investing in a positive, sustainable future.

“ We cannot praise Reset Connect enough for putting on such a fantastic event! We have already rebooked for next year, going 4 times bigger! In summary it was like shooting fish in a barrel! Brilliant event, over 100 leads on Day 1! ”

Head of Marketing, STAR Index





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Session 7 – Trailblazer

PANEL DISCUSSION: Urban Mobility and Infrastructure Investment – A New Approach to Global Clean Infrastructure Project Development



Per Regnarsson, *Owner & Managing Partner, Gluon Mobility Ventures*



Tim Munn, *Managing Director, Marine2o*



Maryann Chen, *Chief Executive Officer, ClearDeskHQ*



Clive Southwell, *Director UK & Ireland, GreenFlux*



Katie College-Price, *Programme Delivery Director, ZEVHub*



Paul Byron Christostomou, *Managing Director, HP Taxi Company*

The panellists spoke about the challenges of embedding EV vehicle charging infrastructure and other low carbon forms of mobility infrastructure into our communities. From the huge financial expense, to designing charging stations in a way that integrates human behaviour, this session was a hugely informative run through of what progress has been made and is yet to be made in this space.

Tim Munn explained how EV charging stations could one day replace our petrol stations, “People say we should put rows and rows of AC chargers along the street and we should convert every lamppost but the cost of doing that in terms of digging up the roads and actually putting the copper in the ground to make that happen is immense. And it’s far cheaper and more efficient, whether it’s an AC Hub or DC hub, to actually put one big feed into a central location that many people can utilise.”

Despite the optimism, listening to the panel we learn that less than half of 1% of hydrogen produced globally last year was green hydrogen. Furthermore there are concerns around the mining of cobalt and lithium which go into the batteries for EVs.



[ACCESS SESSION AUDIO](#)

“ Reset Connect is a great place for people to connect. And really I think our planet needs a reset, and what better than to group very inspiring individuals and companies together to create more sustainable solutions. ”

*Senior Communications Manager,
EIT Urban Mobility*



PANEL DISCUSSION: Managing the Change to Sustainability within Major Corporates and Established Brands



Anna Abdelnoor, *Co-Founder*, *isla*



Danielle Mulder, *Sustainability Director*, *BBC Group*



Sanjay Lobo, *Founder*, *onHand*



Lara Sharrock, *Sustainability Director*, *Superunion*



Louisa Ziane, *Co-founder & Chief Operating Officer*, *Toast Ale*

This panel agreed that there is a need for brands to be closely aligned across communications, marketing and reporting.

There's a point where the sustainability challenge a brand is tackling shifts from being solely the sustainability team to more of a brand marketing challenge. **Lara Sharrock**, *Sustainability Director* at Superunion tells us "With Nando's and Pret for example, a big part of their scope 3 emissions come from animal products, Nando's chicken and Pret milk. To become net zero across Scope 3 they're going to have to actually change people's behaviours and people's purchasing habits".

On changing business models...

Toast Ale is a brewery using surplus bread. They have developed a business model that tackles both the symptom of the food waste problem, but also how to change it. On tackling the symptom, they work with bakeries with surplus as a result of overproduction built into the supply chain to fulfil contracts. Also sandwich factories who discard the end slice of every single loaf. This replaces 25% of the barley needed to brew. They use their profits to work with charities trying to change some of the systemic problems.

On authenticity...

Lara views "Sustainability as an innovation lens for business". "Find the issues that are most material to your business and act on those. Brands that don't, risk a lack of authenticity in their sustainability transformations. Take tangible steps and communicate what you're doing very transparently".

Lara adds "It's really challenging, brands have to talk about something that is complex, really simply. If it's not simple enough, you're not engaging your audiences. If it's too simple, you're not credible. It's finding that balance between the two".

On internal communication...

Danielle Mulder, *Sustainability Director*, BBC Group says "Our ambition is to be the most sustainable media organisation in the world. Our brand reputation, values and purpose are about informing and educating, particularly on this topic. Our output has to be integral to the science and we have quality standards and checks in place against them. We have extensive training programmes in place internally e.g. editorial staff have to go on climate science training".

Sanjay Lobo, *Founder*, onHand runs an app engaging employees in doing social or eco good. "It really shows that your business gives a crap if your CEO is constantly top of the leaderboard." Every time you do a mission, you're encouraged to share a selfie, because of that five colleagues might pick up the app and engage in new behaviours for the first time. "That network effect is just lovely".

“We are proud to support such a fantastic event bringing together a broad range of businesses with a common aim of doing the right thing. We met a huge amount of sustainably minded small and medium-sized businesses owners and we were proud to be able to showcase our green banking credentials over the course of the event, as well as network with businesses who can help us achieve our own sustainability ambitions. We look forward to continuing to provide our current accounts to those embracing sustainable and ethical banking options. In this constantly evolving space, there is certainly more to come from Starling.”

*Head of Forward Flow Lending,
Starling Bank*



The power of your audience to influence...

Domestic & General, are working with onHand to engage 3000 employees, track their actions and CO₂ reductions. “But it’s only 3000 people. Behind D&G are 16 million customers. What if they took simple pledges from the app like using a reusable coffee cup twice a week for a month, saving 0.8 kilogrammes of CO₂ and put it in the hands of 16 million people, the potential for impact is ginormous” Sanjay exclaims. “There’s multiple brands that could do the same thing. I’m really excited by the pace of change. I’m really excited by the possibilities. And I think it can be reasonably simple to engage people in mass collective impact”.

Danielle tells us about the BBC’s climate content pledge which commits them to integrate climate science across all content and outlets. “We’ve got explicit content like Blue Planet, our landmark programmes, which talk about nature and the environment and are world leading. Then we have implicit content, building climate science into EastEnders, for example, into our soaps and dramas, and also incidental content. We’re trying to join all the dots so people register that the science is consistent and the messaging is absolutely clear”.

“In informing green choices for consumers, we can’t tell people what to do, but we can inform them to make their own choices. And we can inspire.” The BBC has tracked reactions to programmes like Green Planet. You can watch it, have a reaction, but that drops off. “So you have to reinforce and reinforce and build on it to get that behavioural change”.

Lara adds “Look at the Channel 4 coverage of the Paralympics over the years. It’s about superhumans. The way they represent disability, can have a huge impact in changing perceptions and changing behaviours”.

Louisa Ziane, Toast Ale continues “It’s a really important point about who we can influence and it’s not just our customers, it’s also our industry. We’re now trying to inspire and engage our competitors to be more active in the circular economy space”.

⏮️ ACCESS SESSION AUDIO ⏭️

Closing Keynote

The Future is in Our Hands



Emily Vernall, *Young Advisor*, Global Centre on Adaptation



Zakia Rashid, *Founder/ Director*, MotherOceanBlue



Maddie Booth, *Founder of Scrubbee and Sustainability Lead at Bec*



Matthew Unerman, *Food Waste Consultant, Anthesis*

"I'm sure you've heard the saying that we cannot solve our problems with the same thinking we used to create them and I feel like this has really been embodied with what we've experienced at Reset Connect" is how moderator **Emily Vernall**, *Youth Advisor* at the Global Centre of Adaptation, opened proceedings for the closing keynote.

The panellists reflected on what they are taking away from the event...

Matthew Unerman, *Food Waste Consultant* at Anthesis, began by saying, "What's really struck me is how businesses are able to use citizens as actors and champions to progress sustainability. I attended one of the sharing economy talks in the Innovation Hub and it was amazing to see how businesses can bring consumers into their business model as opposed to just shifting the products and bad stuff onto the consumer."

"I've been struck by the amount of positivity between all the different businesses here today. And the willingness of everyone to speak about not just what they're doing, but be interested in what other businesses are doing. There's a lot of businesses here who are finding connections where they thought there were no connections and that's incredibly positive." said **Zakia Rashid**, *Founder/ Director* of MotherOceanBlue.

Maddie Booth, *Founder of Scrubbee and Sustainability Lead at Bec*, went on, "Prior to Covid you saw a lot of sustainability conferences were asking why we're trying to prioritise this. Whereas now the conversation is about how. We're now talking about the action side of things and how to actually make sure what we're doing is impactful!"

Maddie Booth offered some advice for changes we could all implement in our lives...



“ We got the number of leads we wanted and met some really interesting people. It's been really positive. ”

Managing Director,
Planet Marketing



planet.marketing

“One thing I want you to do today is your own carbon footprint. There are loads of examples out there. A really good one is the WWF carbon footprint, individual one. That’s a really good way of understanding your own individual impact. Next week, I want you to look at your bank and your pension. Where is your money going and what is it that you’re currently funding, really drill into those and try to find the best solutions. Thirdly, by this time next year, I want you to equip yourself with the skills and knowledge to be able to embed sustainability into your whole entire lifestyle.”

...

“Business-wise, first of all, find out what your organisation wants. What do the staff members, management team, etc. want you to do? Sustainability encompasses everything from the environmental, cultural, political to social. The second thing is that pension scheme. Make sure that money is going somewhere good and actually bettering our planet. And then by this time next year think beyond carbon so we’ve got a more holistic view moving forwards.”

Zakia Rashid spoke about our power to bring about a positive future...

“There are students leaving university right now who will choose who they work for based on their strategic sustainability credentials, when did that ever happen before? I think that’s a really positive move. The businesses who don’t keep up with that trend will be left behind.”

...



“Consumers have huge leverage, huge power and very often we forget that. Five years ago, you couldn’t see a whole aisle full of vegan and vegetarian meals at the supermarket. It didn’t happen. We did that. We did that as consumers, the supermarkets listened and then the government listened.”

Emily added, “There’s a real transition to leadership that is led with purpose, impact and kindness that you perhaps wouldn’t have seen a few years ago and I think taking the future into our hands is about leading with these values at the forefront of everything we do and reimagining what leadership looks like.”

Zakia concluded, “We want to be good people and positivity is contagious. That’s how I see the future. I see it as creating a movement that is continuing and gathering momentum. I was speaking to somebody just a minute ago, and we both said that we can feel that change. It’s palpable right now and I’m just excited to see what comes out of it. I’m so excited to build on it. I’m excited to reconnect with all the people that I’ve met here today and keep pushing those conversations forward.”

[\(\(▶ ACCESS SESSION AUDIO ▶\)\)](#)

“ We met a really diverse group of people from lots of industries and sustainability. Good leads, great partnerships, connectors who can open doors to different communities and networks, great press and media contacts. ”

CEO, LocoSoco



Content Hubs



Across our five content hubs, experts from all areas of sustainability coming from a diverse range of industries provided us with new perspectives and dynamic insights. From EVs to B Corps, green pensions to sustainable events we heard from hundreds of truly knowledgeable speakers.

Other sessions on the Innovation hub covered the sharing economy, the corporate climate journey and building an ESG team. Jarvis Smith, Co-Founding Director of My Green Pod, gathered together alumni of the PEA (People & Environment Achievement) Awards to inspire businesses to seek to make positive change.

We heard from experts on fleet modernisation, sustainable mobility and EVs at the Mobility Hub. The London Hub brought together events professionals, who spoke about becoming a B Corp in the events industry, inclusivity and accessibility and Olivia Ruggles-Brise gave an update on the Net Zero Carbon Events Pledge and their roadmap to make the events industry sustainable. On both days David Humphreys, Director of Green Circle Solutions led hugely engaging workshops on carbon measurement calculations.

At the Financial Adviser Hub we heard from leaders of sustainable investment on climate risk, sustainable funds, the FCA SDR and other forms of labelling.



Our Innovation Hub showcased the best climate solutions out there. The panel 'How To Build a Sustainable Startup' moderated by Lucette Demets, Head of Sustainability at London & Partners, brought together green leaders from West London Business, Climax Community and C Free Ltd, to share the benefits of running a sustainable business. Anthony Rose, Founder and CEO of Seedlegals taught us a great deal about what qualities investors should look for in founders.

While the Industry Systems Hub had us hear from Hellen Stirling-Baker from the British Independent Retailers Association about how climate relates to small businesses on the high street, Liz Bentley from the Royal Meteorological Society about the importance of climate change communication and other associations with huge influence and sustainable responsibility over their respective industries.



Session 1 – Financial Adviser Hub

Why We Need to Switch to Green Pensions



David Macdonald, *Chartered Financial Planner and Founder, Path Financial*

David Macdonald, *Chartered Financial Planner and Founder* of Path Financial, gave an incredibly informative talk on why we all need to switch to green pensions.

“Our pension funds are killing people, and they’re killing the planet!”

He said, “In its lifetime a solar panel would probably save 50 tonnes of carbon, while your pension fund, moved into green funds, away from traditional investments could make as big of an impact every year.” Adding, “Moving your pension has 21x more impact on carbon reduction than every other carbon saving activity you’ll do combined.” Such as going vegan, stopping flying and switching to renewable energy.

“The difficulty is where do you start?” ... “In the UK you’ve got about 8000 different funds. Of them, about half would claim to have some sort of measures related to ESG factors which they take into account.”

Going on to say, “Your money will have an impact one way or the other. It can be negative or it can be positive.” ... “We’ve seen ESG become the new normal, but I think impact investment is where we’re headed for.”

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Rewired Earth

Companies Should Be Rewarded for Being Sustainable, But They Aren't. Yet.

We all – largely – agree that action on climate change, and addressing the social implications of those actions, is needed. But what's holding us back?

The problem isn't setting targets, businesses and governments have laid out net zero and sustainability targets at pace. The issue stems from a market that's not set up to reward sustainable behaviour in the same way it rewards profits.

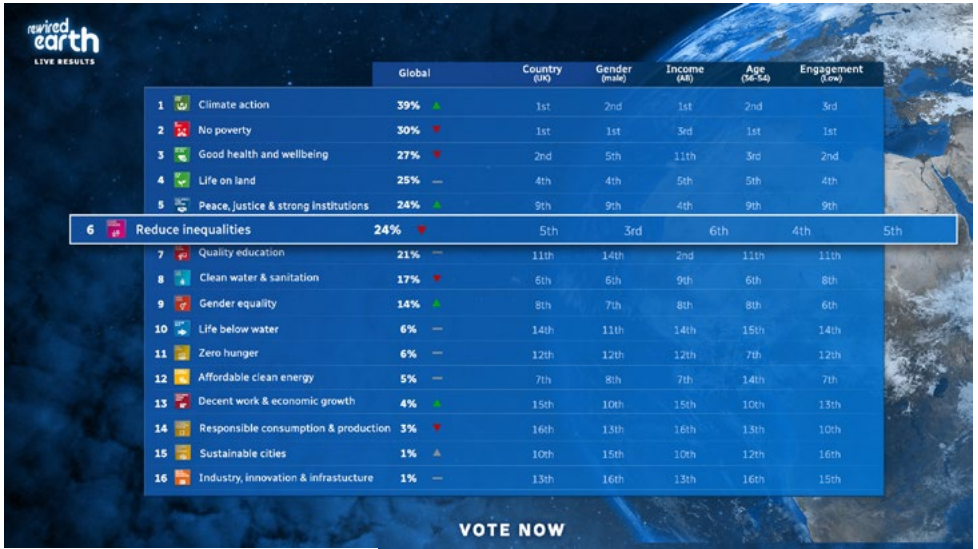
To create change at the speed required – across every industry, business and country – collective action is needed. During Reset Connect, we heard the word 'collaboration' at almost every panel session and speech. By working together, we can tackle the root issues holding back businesses from taking action.

Hannah Cool, *Director of ESG Transformation at PwC* explains: "We need to address the lack of consistency when it comes to ESG data. That inconsistency, combined with a lack of reward for transparent businesses, has meant action around ESG issues keeps stalling. There's a real fear among business leaders about publishing their ESG data, and that's primarily because there's no set standard to ensure a level playing field. There needs to be a fundamental shift in how ESG information is reported."

Company leaders, along with asset and portfolio managers, are grappling with a changing role and responsibility, which stems from the lack of a clear sense of what stakeholders expect; and as we've seen in media reporting, the consequences of getting it wrong can be severe.

Markets are currently set up to reward the best return for the lowest risk, with little consideration for sustainability practices or ESG credentials. This mechanism is well established, with consistent, audited data. The data available on sustainability is in its infancy and rapid change is needed to ensure it's comparable in the same way.





Leaderboard data for illustrative purposes only

Cool continues: “Reporting is one side of the coin. The other is the need to rewire our economy to put greater value on sustainable actions and outcomes. That’s why we’re working with and supporting Rewired.Earth, a not for profit that aims to create the infrastructure and market signals to encourage behavioural change at scale.”

Rewired.Earth’s ambition is to equip the market with a shared language to talk about what sustainability means to people, investors and employees. By having consistent information, the market can make informed decisions. And through better decision making, we can expect greater action on climate change.

Rupert Pearce, *Director of Rewired.Earth* said: “Rewired.Earth was created to transform financial markets into the most protective force on the planet. We want to create a voice for everyday consumers to express their sustainability priorities, enabling informed decision making and choice, and developing a common framework to allow the market to reward the right behaviours.”

Rewired.Earth’s first step is to create a clear demand signal; giving individuals the means to share what aspects of ESG matter to them. This is through a simple survey based on the UN Sustainable Development Goals. The results of this survey – aiming to capture the view of one billion people – will open a dialogue between companies and its shareholders, generating action based on ESG issues in a prioritised way.

Change needs to happen across the board – not just at a business level. The concern is, at an individual level, consumers have difficulty finding and comparing ESG sources, which leads them to make decisions based on other factors – such as price – which is much easier to compare. Once consumers start voting with their wallets, and direct their capital towards sustainable businesses, there will be an even greater imperative for businesses to act in a responsible way.

PwC is supporting Rewired.Earth to drive tangible solutions and encourage collaboration, both within and across industries.

Do you want to be part of the change?

FIND OUT MORE



Interview

U-Earth Biotech

We sat down with **Betta Maggio**, *CEO and Founder* of U-Earth Biotech at Reset Connect London this year, here's what she told us...



Betta Maggio, *CEO and Founder*, U-Earth Biotech

What does U-Earth Biotech do?

U-Earth Biotech is a biotech company that specialises in air purification using a unique nature-based technology that destroys pollution by feeding it to bacteria.

How big is the problem of air pollution? How much is it gonna take to fix the problem?

The problem is huge, we've seen that 99% of the global population is breathing unsafe air, and that's without covid. 4 out of 6 deadly diseases are airborne. The deadliest diseases, viruses and bacteria are going to spread more and more because of temperature rise, so they're going to spill over from animals to humans. 8.7 million people are dying each year from air pollution which is more than covid, in two years.

So our approach is, keep the light green. We install units that depollute the area and sensors that actually show the air is clean, but the users of the space have to acknowledge certain behaviours are polluting the air more than others and they should refrain from doing them.

How does implementing these technologies work in practice?

It's a 3-step process, the customer contacts us, we understand the checklist and what their problems are. Then we build and design a floor plan and install the units. All of this is plug and play, so in an afternoon we can come in, plug the units in and from there we just keep track of the air quality. And they keep track of it very, very easily.



The light is green, the air is clean, done! They buy air as a service; clean air is a service. If you want energy, you buy it. If you want air quality, you buy it.

Tell me more about the metaverse and the app...

So...one of the challenges of investments to fight climate change is that they often sink in the bureaucracy and in the sustainability reports. We think that efforts to ensure pure air is something that our customers' customers and fans should be aware of. So, we built 2 tools that are interconnected.

One is an ESG metaverse:

It's a point of contact between people and companies, where companies are finally connecting with people, who are their customers or their fans, in a more emotional and interactive way. So, let's say a bank wants to create a green bank account that all our community users can adopt, then every month they would plant a tree to reward you for having that bank account. The bank can showcase its sustainability projects in the ESG metaverse, together with sustainability champions, showing that a better future for us and the planet is possible.

The second tool we offer is the Pure Air Zone App:

So, one very nice thing I was hearing here yesterday on stage by the panellists is that the social norms come before the legal norms. If socially we make it happen, the legal norms will follow and companies will be compelled to release a standard like clean air in the schools, in the gyms, otherwise you won't go. If you don't have a place where everybody says, "I want this", it's not going to happen.

The idea behind the app is to empower people to vote for pure air. And to vote with their wallet by letting them suggest the places they want to visit and to become Pure Air Zones. First of all by simply downloading the app you're already saying that you really care about what you breathe: let's imagine that 3 million people download the app, then companies would see that 3 million people want pure air. Moreover, on the app you can read about the most incredible news and fun stories, propose new Pure Air Zones, and even gain a social status by scaling the rank of pure air influencers.

How can the everyday person help towards the problem of air pollution?

It's your planet and so you have to fight for your rights and your rights to develop technologies to clean the air. There's a lot you can do, and I think more and more this beautiful digital platform will be able to show your specific impact. So, if you're taking a bike instead of driving, or using sustainable clothes.

I just discovered the sustainability report of UEFA that football fans are 5.2 billion people which means 2/3rds of the world's population and 70% think that UEFA should do something about sustainability. Now the need is there, it's huge, how do you interact with these people?

I think the future of sustainability is finding ways to talk to people so that they can actually take action directly and it doesn't have to be this very complicated score for a large corporation. It has to be something here and now that a six-year-old kid can understand otherwise it "ain't gonna happen".

FIND OUT MORE

Less following the herd.
More driving purpose.

Are you looking for a way to build **sustainability** into how you operate? Or want amplify your **social impact**? Maybe it's simply the right time to move on from corporate social responsibility and embrace an **ESG** agenda.

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Session 5 – Innovation Hub

Technical Due Diligence for Investors. Picking the Right Ones: Tips From the Tech Guy



Anthony Rose, Founder & CEO, Seed Legals

Anthony Rose, Founder and CEO of Seedlegals, presented us with his 10 most important insights for closing your funding round. What were our biggest takeaways?

Anthony told us to, “Think of yourself not only as an investor but as a customer. If the company isn’t appealing to you as a customer, they’re not going to be appealing to anyone else.” He added, “What problem are they really solving? Often the founders have a passion to solve something but that might be just their problem...” stay away from “Slide decks showing how clever the founders are but they’re not explaining why anyone wants their product...” “If they are solving a real world problem in a way that as a consumer, you would want, that’s a good sign.”

“When you’re looking for founders, keep an eye out, are they talking to customers themselves?” ... “If founders aren’t obsessed with talking to customers, that’s a really bad signal. It means they’re going to keep building stuff nobody wants. Often they’re building far too complicated things when customers want something really simple. Look for founders who focus on listening to their customers.”

“One of the things I keep seeing is people looking to solve problems that have been solved before. And they just haven’t done their homework. And so key things to look out for are founders who had this wonderful idea and completely failed to do a market analysis or competitor analysis or even do some Googling to find out who’s built it before.”

Can the founders translate their vision into tangible actions?

“You should be focussed on finding founders who are putting everything into building the business.”

“Look for the company doing just one thing and doing it well. As an investor your job is to find people who are laser focussed. And to keep them focussed on building one thing, until that works and then they can do more.”

[◀ ACCESS SESSION VIDEO ▶](#)

Additional Sessions

Other Recorded Sessions Currently Available Online:

PANEL DISCUSSION: Mobilising Key Stakeholders to meet the UN Sustainable Development Goals

The 17 SDGs set out the many complex problems that we must globally work together to solve by 2030. We know what the problems are but what are the solutions?

[\(\(▶ ACCESS SESSION AUDIO ◀\)\)](#)

PANEL DISCUSSION: A Changing Climate for Business: Understanding the Environmental Challenges to Contend With

The critical needs of the environment demand a transition to net-zero emissions. What are the environmental challenges at stake and how must business plan and respond?

[\(\(▶ ACCESS SESSION AUDIO ◀\)\)](#)

PANEL DISCUSSION: Place-based Impact Investing

The impact we make when we invest is one thing, but can we be sure it is ensuring that people and places thrive?

[\(\(▶ ACCESS SESSION AUDIO ◀\)\)](#)

PANEL DISCUSSION: Low Carbon and Renewable Energy Innovators

As we seek to decarbonise our economies, energy sectors and overcome established challenges, innovating new models and approaches to low carbon and renewables will be key to accelerating the switch.

[\(\(▶ ACCESS SESSION AUDIO ◀\)\)](#)

PANEL DISCUSSION: Funding Climate Change Solutions & Sustainable Business Ventures

There are countless start-ups that have solutions to aspects of climate change who can't get off the ground due to lack of funds.

[\(\(▶ ACCESS SESSION AUDIO ◀\)\)](#)

PANEL DISCUSSION: Biodiversity and Conservation – Safeguarding Against Further Loss and the Journey to Nature Positive

Exploring actions that can be taken now to protect and enhance our biodiversity. How can we reverse the current declines toward nature positive, so that species and ecosystems can recover?

[\(\(▶ ACCESS SESSION AUDIO ◀\)\)](#)

PANEL DISCUSSION: Launching a Purpose-led Startup

Launching a start-up in the pandemic is likely to have been difficult but when it's purpose-led you're faced with unique challenges.

[\(\(▶ ACCESS SESSION AUDIO ◀\)\)](#)

“ It’s great to see so many big names here, and I’m interested to see what they do together. ”

CEO & Founder, Centre for Big Synergy



PANEL DISCUSSION: Cutting CO₂ emissions, Addressing Overproduction, Reducing Pollution and Clothing Waste

Examining systemic challenges within the fashion industry and the consumer mindset. Transitioning toward sustainable business models and ethical consumption.

[\(\(▶ ACCESS SESSION AUDIO ▶\)\)](#)

PANEL DISCUSSION: Developing a Circular Economy through Public-Private Partnership

How can we mobilise business, governments, and citizens to re-think their approach to consumerism and waste? Policy and investment to support transition to a circular economy.

[\(\(▶ ACCESS SESSION AUDIO ▶\)\)](#)

PANEL DISCUSSION: Green from the Ground Up-Developing Net Zero Buildings and Infrastructure to Support Business

Understanding the processes and technologies that can be implemented now, from smart building planning and construction through to sustainable renovation or demolition.

[\(\(▶ ACCESS SESSION AUDIO ▶\)\)](#)

PANEL DISCUSSION: Challenges and Opportunities in the EV Charging Space: Accelerating the Transition to Sustainable Mobility

Technical innovation and overcoming the key challenges around EV transition. Addressing the slow pace of rollout, suitable charging infrastructure and business case for transition.

[\(\(▶ ACCESS SESSION AUDIO ▶\)\)](#)

PANEL DISCUSSION: Equipping the next generation of employees to drive the change to net zero: Education and Upskilling for Sustainable Development

How can we empower learners of all ages with the knowledge, skills, values and attitudes to address the global challenges we are facing?

[\(\(▶ ACCESS SESSION AUDIO ▶\)\)](#)

PANEL DISCUSSION: Strategic Resource Management to Safeguard UK Agriculture and Sustainable Food Production

Preserving the future of UK agriculture, valuing our soils and preventing exhaustion of biodiversity. How can success be achieved through working with farmers and managing land resources strategically?

[\(\(▶ ACCESS SESSION AUDIO ▶\)\)](#)

PANEL DISCUSSION: Process and Technology to Reduce the Carbon Footprint from Packaging

Addressing the ecological footprint posed by packaging, reducing materials used and exploring innovative re-use and biodegradable options that minimise carbon footprint and plastic pollution.

[\(\(▶ ACCESS SESSION AUDIO ▶\)\)](#)

PANEL DISCUSSION: How do you make B Corp certification more achievable?

Lowering the barrier to B corp certification and supporting business. How can we ensure profitability, managing risk and making the most of green credentials?

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Next year starts today!

We've heard from some inspirational people and businesses on the processes, innovations, challenges and goals for driving forward the sustainability agenda. We now need to keep that momentum going.

Sustainability is an ongoing necessity and commitment. It requires us all to think differently with how we approach our energy and water, before ordering supplies, renewing partnerships, when making investment decisions, when hiring and developing staff, when choosing which businesses to work with. As we have heard over and over across the 2022 sessions, the journey to net-zero by 2030 is doable. It will take ambition and courage. It will take dedication to a new set of guiding principles, to carving time out in your role and it will also deliver incredible rewards. Not only for people and planet but to your customer base, your employees, your communities and your bottom line as we see businesses with strong ESG credentials outperform competitors time and time again.

There are many takeaways but to simplify

- Start measuring your emissions. This will highlight your main focus areas
- Review your supply chain and adopt innovations already out there
- Collaborate, use frameworks and lessons from others. Why reinvent the wheel?
- Make yourself investable, add purpose, create ESG focused plans to be able to scale at speed

Keep connecting and growing

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