



Sustainability Meets Accountability! COP26 Reflections & Role of Technology Leadership in Climate Change

Description



As the headline image showcases above, that's my overriding perspective fresh from attending COP26 and the Social Innovation Forum, and in many ways we saw Gen Z lighting the way – some incredible youth leadership on show! And this all supported by expanded awareness of key issues, for example levels of E-waste anticipated to double by 2050, a renewed global appreciation of the power of the collective, the rise of conscious consumerism, deepened focus on supply chains, reflection on individual, organizational and brand purpose, and all alongside enhanced technological solutions and convergence too the list of catalyst vectors just goes on! Indeed, embedding sustainability

considerations by design is now an imperative to business success and competitive advantage, the very definition and actualization of you 'can do well by doing good'.

Read the full article at: www.bbntimes.com

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Author

thecirculareconomyteam

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