



Mark Barthel, Special Adviser and Head of Design, WRAP (the Waste & Resources Action Programme)

Mark has had a varied career starting with over 10 year's foreign exchange and commodities trading and anti-fraud experience in London, New York and Hong Kong; followed by almost 20 years working on corporate sustainability issues, eco-innovation, sustainable design and food and food security research.

Mark's current role as Special Adviser to the board and Head of Design at WRAP (the Waste & Resources Action Programme) puts him at the centre of WRAP's efforts to move the UK economy from a linear (extract-make-throw-away resources) to a circular economy where natural resources are valued and products and the built environment are designed to be maximise resource efficiency, reduce life cycle environment impacts, maximise environmental benefits and take account of resource availability.

In this role Mark provides strategic support and advice to the sustainability / corporate responsibility, construction, product design, technical and supply chain teams at Tesco, Asda, Sainsbury's, M&S, Wm Morrison's, Nestlé and others.

Mark is also an adviser to the World Economic Forum's Driving Sustainable Consumption Initiative, the Consumer Goods Forum and the recently formed UK Product Research Forum.

Mark is a non-executive director at the Forest Stewardship Council, a Fellow at the University of Southampton Centre for Environmental Science, and a member of the Advisory Board for Sustainable Innovation 2011.

He is also a former part-time Special Advisor to the UN Framework Convention on Climate Change; and led the development of the first international (ISO) standards on environmental management; and greenhouse gas quantification and verification. Mark is currently involved in new national and international standards work on product water foot-printing and sustainable resource management.

When not working Mark enjoys languishing in the green splendour of his family's eco-home in Berkshire!