



Lawrence Bloom, Chairman, Hanwang Group, China/Switzerland

Lawrence Bloom enjoyed a long and distinguished career in the property industry. Among a number of senior positions, he sat on the Executive Committee of the Intercontinental Hotel Group from where he managed their \$3Bn.global real estate portfolio. Whilst there he created an hotel environmental manual, subsequently adopted by HRH Prince Charles, and currently in use in 4.5 million hotel bedrooms worldwide. The most famous part of the manual which only took up three paragraphs in three volumes gave guests the option of not having their towels washed every night.

Lawrence is currently Chairman of the Hanwang Group a major platform for joint ecocity and new technology ventures in China.

Lawrence is a current alumna of, and was the first Chairman of, the World Economic Forum at Davos, Global Agenda Council on Urban Management. He is also the former Chairman of the UN Environmental Programme, Green Economy Initiative, Green Cities, Buildings and Transport Council.

He is Vice Chair of Climate Prosperity Strategies which is an initiative of Global Urban Development created to demonstrate the economic benefits of creating a sustainable society.

He was a Member of the Jury of the Globe Award for Sustainable Cities, held annually in Stockholm, Sweden.

Lawrence also is a member of the Corporate Responsibility Advisory Group of the ICEAW and is a member of HRH Accounting for Sustainability Group.

He is currently engaged in very high level strategy discussions with the Chinese leadership around economic, social and environmental sustainability which he believes are inextricably linked to cultural values.

His passion for sustainability led in 1989 to assisting David Gershon in the creation of Global Action Plan. This initiative was designed to impact personal lifestyle choices around sustainable consumption. It was the first to recognise the significance that the individual could play in this role, It is currently in 23 countries and last year was chosen by Sky TV to be their Charity partner of the year.