

**Sustainable Innovation 2016**  
**'Circular Economy' Innovation & Design**  
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University for the Creative Arts  
Epsom, Surrey, UK  
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**Kresse Wesling MBE, Co-Founder, Elvis & Kresse, UK**

Kresse Wesling, MBE, is a multi-award winning environmental entrepreneur and Young Global Leader with a background in venture capital and significant start-up experience. After first meeting with the London Fire Brigade in 2005, Kresse launched Elvis & Kresse, which turns industrial waste into innovative lifestyle products and returns 50% of profits to charities related to the waste. Elvis & Kresse's first line is made from decommissioned fire hose, 50% of the profits from this line are donated to the Fire Fighters Charity. The company now collects 12 different waste streams, has several charitable partnerships and is involved with collaborations across industries, from fashion houses to FTSE 100 companies etc.