

## **Sustainable Innovation 2019**

***Road to 2030: Sustainability, Business Models, Innovation and Design***

**22nd International Conference**

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**UCA Business School**

**Epsom, Surrey, UK**



**Gil Friend, Founder and Chair,  
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Gil Friend is founder and chair of Natural Logic Inc, advising leading companies on business-integrated sustainability strategies. He served as the first Chief Sustainability Officer for the City of Palo Alto, and is now founding a family of funds that will deploy capital to accelerate the sustainability revolution—and the impending avalanche of change that several sectors are facing—and expand opportunities for investors to participate profitably in it. Mr. Friend is author of *The Truth About Green Business*, *The Green Business Field Guide*, the *Declaration of Leadership for Sustainable Business* and more than 100 articles on sustainability and business strategy. He is widely considered one of the founders of the sustainable business movement, was named one of the ten leading voices on sustainability in the US by The Guardian, and is an inaugural member of the ISSP Sustainability Hall of Fame.