

Sustainable Innovation 2021

Accelerating Sustainability in Fashion, Clothing, Sportswear & Accessories

23rd International Conference

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Business School for the Creative Industries

University for the Creative Arts

Epsom, Surrey, UK



**Helena Leurent, Director General, Consumers International,
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Helena Leurent is Director General of Consumers International, the membership organisation for over 200 consumer advocacy groups in more than 100 countries around the world. Consumers International works with members and partners in government, civil society, business and academia to empower and champion the rights of consumers everywhere and to drive change in the marketplace on global consumer issues including the future of food, finance, e-commerce, sustainability, product safety, digital access and rights. Consumers International is the consumer voice in international policy-making forums and the global marketplace to ensure consumers are treated safely, fairly and honestly worldwide.

Prior to joining Consumers International, Helena worked for the World Economic Forum developing global partnerships and programmes with government, business, civil society and academia on issues such as advanced manufacturing, sustainable agriculture and humanitarian assistance. She has worked for Tesco Stores Plc, Unilever, McKinsey & Co and The LEK Partnership. Helena holds an MA from the University of Oxford and an MBA from the Kellogg School of Management. She lives in Switzerland with her husband and two children.