

Sustainable Innovation 2023
Accelerating Sustainability in the Creative Economy and Creative Industries
Online: 24th International Conference
20th – 26th March 2023
University for the Creative Arts
Epsom, Surrey, UK



**Karen Emanuel, CEO,
Key Production (London) Limited, UK**

Karen started in the music business by booking bands and DJ-ing at *Leeds University* where, *she notes, "I first became interested in sustainability and the negative impact we are having on the world."* In the late 80s, she took a job at *Rough Trade Distribution*, climbing the ladder in a male-dominated sector by asking the right questions and learning the numbers.

In 1990, she used redundancy pay to start *Key Production*, which specialises in design and manufacture of vinyl records, CDs, DVDs, cassettes and bespoke packaging for music (and other) industries. Through organic growth and acquisitions, Key is the leader in its field, comprising over 60 people at four offices in Europe

Key Production strives to maintain a sustainable business as part of a sustainable industry, continues to research sustainable practices in manufacture and to share with others knowledge of the subject. Significant progress toward sustainability has been made within the industry. For details see:

<https://www.keyproduction.co.uk/about/sustainability/>

Karen's commitment to 'people, planet and profit' meant she recently chose to carbon-balance Key's offices via [CommuniTree](#) - a project that she visited that provides 3,500 jobs, planting 5m trees, sequestering 700K tonnes of CO2 in Nicaragua - certified under 'Plan Vivo'. She also built and owns a sustainable hotel, [Jicaro](#), Nicaragua, recognising, *"You aren't just providing jobs, but also livelihoods and education for the larger community."*

Karen sums things up: *"If we want to continue our existence on our beautiful planet, we ALL have to act more sustainably."*