

**Sustainable Innovation 2023**  
***Accelerating Sustainability in the Creative Economy and Creative Industries***  
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**University for the Creative Arts**  
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Alejandra Luzardo is an Innovation and Creativity sector Leader at the IDB Group where she guides initiatives on cultural and creative industries, creative entrepreneurship, and new technologies. She also coordinates the research, design, execution and evaluation of projects in the sectors of the orange economy. Alejandra is currently articulating the policy dialogue for the creative economy sector with an intersectoral axis to rethink how to enhance the sector's contribution to employment and the economic reactivation of Latin America and the Caribbean. She is the Executive Producer of the Orange Region (Region Naranja) a Spanish podcast that is ranked among the 1% of the most popular among 2.5 million. She spearheaded the creation of Idear Soluciones (Demand Solutions), a business model that applies business logic and creative approaches to address problems in areas such as health, transportation, energy, and citizen security. Her work covers different areas of the Entertainment sector and disruptive technologies, building online technology solutions through a variety of international organizations. She is a founding member of Prodesign, School of Visual Communication and Design in Caracas, Venezuela, has a Master's Degree in Communication and Film Production from American University, Washington DC. In addition, she has been recognized for her participation in Singularity University and Harvard University. Alejandra has participated as a jury in various international startup competitions such as The Big Ideas Student Innovation Contest at the University of Berkeley, HundrED for 21st century skills, The Index Project, among others. Her recent publications have been "best sellers" of the IDB Orange Economy: Innovations that you did not know were from Latin America and the Caribbean and Undertaking an orange future: Fifteen questions to better understand creative entrepreneurs in Latin America and the Caribbean and Video games they are not a game: The unknown successes of Latin American and Caribbean studies. And Behind the scenes: creativity and investment for Latin America and the Caribbean: lessons learned from a conversation with key voices in the audiovisual sector. Her opinion articles have been published in El País, América Economía, El Tiempo Financiero, Forbes México, La Nación, Entrepreneur, Infobae, Millenio, Nesta and many international newspapers and magazines. Alejandra has been recognized for her participation at Singularity University in "Foundations of Exponential Thinking, Practicing Exponential Foresight, and Impact Lab".