

**Sustainable Innovation 2023**  
***Accelerating Sustainability in the Creative Economy and Creative Industries***  
Online: 24<sup>th</sup> International Conference  
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University for the Creative Arts  
Epsom, Surrey, UK



**Mike Walsh, Head of Strategic Partnerships,  
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Mike Walsh is UK Head of Strategic Partnerships for eco-friendly music web3 platform Serenade. Serenade invented the web3 enabled digital pressings music format – the first chart accredited music format since 2015.

Mike is also a music and media consultant, and artist manager, with decades of experience in broadcast, digital, and music businesses.

A Mercury Prize judge for five years, Mike is a member of the War Child UK music committee, Liverpool City Region Music board and on the Founding Music Committee of Brian Eno's music meets climate change charity EarthPercent.