

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



**Eija Salmi, Secretary General,
Cumulus Association, Belgium**

Motto - “Unleashing the creative Talent of the Next Generation”.

Reimagine a world without silos, barriers, and obstacles to achieve a more sustainable future? Business, Industry, NGO dialogue and development with education and research are key tools for success”. She is a global connector and advocate since 1990 for international education and research in art, design and media. She works as Secretary General of Cumulus Association and is among the founders of Cumulus, the only global for art and design education and research having 350 members from 66 countries.

Having the passion to collegiate and interdisciplinary environment, she loves creating new and break barriers with business, industry, government and NGOs for education and research. Education- and research-led innovation has the power to cater the development and ensure the betterment of quality of life on the planet. She is responsible to empower the next generation of the youth by encouraging their alma maters and themselves to play an impactful role to place the needs of the earth first and to create right balance between people, planet and profit.

Prior to her role with Cumulus, Eija worked in finance having studied business and art history. Among some recognitions, in 2020, she was awarded by the Royal Society for Arts in London with their prestigious FRSA fellowship, a tribute to her advocacy of internationalization in the arts and design higher education fields. The Indian GCPIT Global Council for Promotion of International Trade chose her among 100 global female leaders in 2021.