

Sustainable Innovation 2025
Sustainable Innovation in Products, Services and Business Models
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Genia Mineeva is a former BBC News journalist and the Founder of BEEN. Named 'one of the most innovative companies in the world' by British Vogue, BEEN London is a B Corp certified multi-award-winning design studio and accessories brand making versatile, timeless products entirely from discarded materials. By removing virgin materials from the equation, the team behind BEEN London highlight the possibilities of a circular approach to design and challenge the way things are made. Bespoke commissions and partnerships include DHL, NETFLIX and TATE. Genia is an advisor to Switzerland's Design Council and a guest lecturer in sustainable materials innovation and circularity.