

Sustainable Innovation 2025
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**Dr Kieren Mayers, Vice President, Environmental, Social & Governance,
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Kieren has thirty years of experience developing solutions to pressing environmental, corporate social responsibility, and other sustainability issues within the electronics sector. This includes various environmental and sustainability positions at IBM, Hewlett-Packard, and Sony, as well as commercial experience establishing national recycling systems for Geodis/the European Recycling Platform.

Professor Kieren Mayers currently serves as Vice President of Environmental, Social, and Governance at Sony Interactive Entertainment (the division responsible for PlayStation gaming products and services), and is responsible for the company's direction and implementation of sustainability programs. He has broad responsibility for addressing issues, including climate change, hazardous substances use, materials use, ensuring supply chains are more sustainable, developing more accessible products and services, ensuring safe play and inclusive play, and using gaming to inspire change. Over his career to date, Kieren has been a founding member launching a number of important and successful initiatives, including the European Recycling Platform, the EU Self Regulatory Initiative on Games Consoles, and the United Nations Playing for the Planet Alliance (which he currently Chairs).

Kieren continues to pursue academic interests on sustainability themes as an academic practitioner, publishing scholarly articles as an Associate Scholar at the University of Oxford and a Visiting Professor at the University of Surrey in Guildford, UK, Executive in Residence at INSEAD Business School in Fontainebleau, France, and as an Independent Governor of the University of East London. He has also sponsored and supervised five doctoral students. He has a degree in Environmental Science from the University of Bradford (1992) and an Engineering Doctorate in Environmental Technology from Brunel University (2001).