



THE NATURE OF FASHION



THE
FASHION
PACT

WEBINAR SERIES ON FASHION & BIODIVERSITY

CO-SPONSORED BY THE FASHION PACT ASSOCIATION AND CONSERVATION INTERNATIONAL
AGENDA AND SPEAKERS

WEBINAR 2: MEASURING BIODIVERSITY FOR BUSINESS

The Nature of Fashion Webinar Series is a 4-part webinar series designed for members of the Fashion Pact to understand the importance of biodiversity and its inextricable link to business.

In the second installment in the series, **Measuring Biodiversity for Business**, we will focus on existing approaches for tracking impacts and dependencies on biodiversity and how they can be used to answer key questions. This will include solutions that can address 'nature-related risks' assessments through site-based, supply chain, species and mapping approaches.

Date:

Tuesday June 16th 1500H CEST

[RSVP here.](#)

AGENDA

Total: 1.5hr

15:00 – 15:15

Welcome & introduction

- **Inger Andersen**, Executive Director, United Nations Environment Program (UNEP)
 - **Dr. Helen Crowley**, Fellow and Senior Advisor on Resilient Supply Chains, Conservation International
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15:15 – 15:30

Supply Chain Biodiversity Monitoring

- **Dr. Gemma Cranston**, Director of the Business and Nature Team, Cambridge Institute for Sustainability Leadership
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15:30 – 15:45

Site-based Biodiversity Monitoring

- **Leo Viana**, Director, Responsible Mining + Energy, Conservation International
-

15:45 – 16:00

Species Biodiversity Monitoring

- **Dr. Frank Hawkins**, Director, North America Office, International Union for the Conservation of Nature (IUCN)
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16:00 – 16:15

Expert Pop-In – Mapping Biodiversity Impacts

- **Dr. Margot Wood**, Global Sustainability Fellow, Moore Center for Science, Conservation International
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16:15 – 16:30

Closing Remarks

- **Dr. Helen Crowley**, Fellow and Senior Advisor on Resilient Supply Chains, Conservation International

SPEAKERS



Inger Andersen
Under-Secretary-General of the United Nations (UN) and
Executive Director of the UN Environment Programme (UNEP)

Inger Andersen was appointed Executive Director of the UNEP by UN Secretary-General António Guterres in February 2019. Between 2015 and 2019, Inger was the Director General of the International Union for Conservation of Nature (IUCN).

Inger brings a passion for conservation and sustainable development with more than 30 years of experience in international development economics, environmental sustainability and policymaking, as well as in designing and implementing projects and generating on-the-ground impact. She has played a key role in supporting riparian countries on international water management and hydro diplomacy.

Prior to joining IUCN, Inger held various leadership roles at the World Bank and United Nations. Most recently, she was Vice President of the Middle East and North Africa at the World Bank, and previous to that Vice President for Sustainable Development and Head of the CGIAR Fund Council. Throughout Inger's 15-year career at the World Bank, her managerial roles focused on water, environment and sustainable development with special emphasis on Africa and the Middle East. Previous to the World Bank, Inger worked at the UN for 12 years, starting in the UN Sudano-Sahelian Office working on drought and desertification issues, and was then appointed UN Development Programme's (UNDP's) Water and Environment Coordinator for the Arab Region.

Inger's educational background includes a BA from London Metropolitan University North and a MA degree from the School of Oriental and African Studies at the University of London with specialisation in development economics.



Helen Crowley, Ph.D.
Fellow & Senior Advisor on Resilient Supply Chains,
Conservation International
Head of Sustainable Sourcing Innovation, Kering

Dr. Helen Crowley is the Head of Sustainable Sourcing Innovation at the French company Kering. In this role she advises and supports Kering's portfolio of luxury brands to implement best practices in sustainability. Specifically, she focuses on developing innovative approaches for raw material sourcing, improved manufacturing processes and she leads on implementation of animal welfare standards and the integration of biodiversity,

planetary boundary and circular economy principles into the business. Helen's experience, over 20 years, spans the evolution of business engagement on environmental challenges from 'environment, health & safety' approaches to more sophisticated corporate sustainability strategies that includes evaluation of impact and dependency on natural capital.

Prior to Kering, Helen worked with Wildlife Conservation Society (WCS) for over a decade on conservation strategy, program management and market-based approaches as well as 'bottom of the pyramid' enterprise development in Africa and Madagascar.

Dedicated to incorporating evolving trends and new learning into her professional life, Helen decided to take a year-long sabbatical from Kering, which started in October 2019. During this time, she is focusing on developing new approaches for business to address climate and biodiversity challenges and is a Liu-Walton Fellow and Senior Advisor for Resilient Supply Chains at Conservation International and an advisor to the World Economic Forum's New Nature Economy initiative.

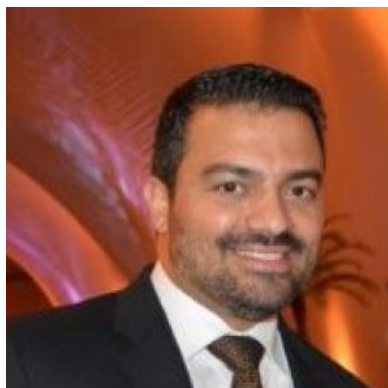
Helen has a Ph.D. in Zoology from the Australian National University and is on the boards of non-profit organizations including Textile Exchange, Wildlife Friendly Enterprise Network and the International Union for the Conservation of Nature. She is also on the advisory boards of the Global Environment Facility Planet Gold Program and Alante Capital and is a member of the World Economic Forum's Global Futures Council.



Gemma Cranston
Director of the Business and Nature Team
Cambridge Institute for Sustainability Leadership

Gemma Cranston is the Director of the Business and Nature team, collaborating with companies to identify strategic approaches to address their dependencies and impacts on nature. She is leading a team that is looking to amplify business support for ambitious global action on reversing nature loss, articulate a view on what business leadership looks like in the face of the ecological crisis and identify sustainable and scalable solutions.

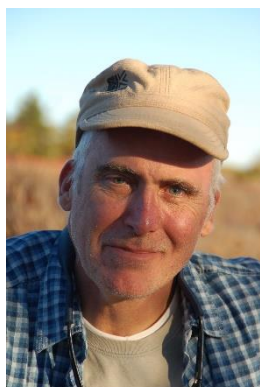
Gemma has 15 years of experience in sustainability working with researchers, business and governments. Through the Natural Capital Impact Group, she has worked closely with companies wishing to measure and reduce their impacts on soil, water and biodiversity in supply chains. Gemma developed the Catchment Management Declaration with a group of multi-sector actors with the ambition to tackle the collective challenges through catchment management. She has been involved in a collaborative project analysing the risks and strategies for companies to respond to pollination deficit for key commodities. She has been a long-standing member of the Natural Capital Coalition Advisory Panel and was involved with the development and testing of the Natural Capital Protocol with over 50 businesses. Gemma has developed programmes around sustainable cotton, the future of the UK dairy sector, resilience in commercial forestry and the food/water/energy/environment nexus.



Leonardo Viana
Director, Responsible Mining + Energy
Conservation International

As the Director in the Responsible Mining + Energy team at Conservation International, Leonardo Viana acts as the principal scientific adviser to mining and energy companies in support of Conservation International's global partnerships. His expertise includes biodiversity indicators, biodiversity offsets, mitigation hierarchy, international performance standards and biological assessment and monitoring.

Leo has a diverse background based on over 20 years of work experience in the consulting and non-profit sectors. Prior to his current role he was Senior Biodiversity Project Manager at Environmental Resources Management's (ERM) Washington D.C. office as well as Deputy Director at Ocean Conservancy and the Global Environment Facility's (GEF - World Bank) United Nations' designated International Year of Biodiversity Consultant.



Frank Hawkins
Director, North America Office
International Union for the Conservation of Nature (IUCN)

Frank Hawkins is a conservation biologist and policy advisor with many years of experience working with governments, finance institutions, civil society and local communities in Africa and around the world.

Since 2013 Frank has been the Director of the IUCN North America office. The office supports the 120+ members in the region, and works with domestic foundations, international financial institutions, policy offices and government institutions. Frank focuses on policy work, particularly in the use of natural capital data in investment decision-making, and on bringing the North American conservation community together to drive changes in international conservation. He was instrumental in creating the Coalition for Private Investment in Conservation and in developing the [Species Threat Abatement and Restoration](#) biodiversity metric.

Prior to joining IUCN, Frank was Senior Vice-President at Conservation International. In addition to leading Conservation International's programme in Africa and Madagascar, during which time he launched the [Gaborone Declaration for Sustainability](#). He also worked on green economy policy and land-use planning issues, emphasizing the value of nature as the basis for sustainable development.

For 20 years until 2007, Frank worked primarily in Madagascar, with Conservation International and other NGOs, where he conducted research on birds, lemurs and carnivores, and supported the government, local communities and local NGOs in implementing the National Environmental Action Plan.



Margot A. Wood, Ph.D.
Moore Center for Science
Conservation International
Global Sustainability Fellow, Global Solutions & Synthesis

Margot Wood works to understand sustainable agriculture production and examines how to effectively integrate natural climate solutions into supply chains.

Margot's expertise lies in sustainable agriculture supply chains and policy, landscape & tropical ecology, environmental policies, biodiversity and climate and agriculture solutions.

Margot is based in Seattle, Washington, USA, and holds a B.S. in Biology from the University of California, Davis, and a Ph.D. in Wildlife and Fisheries Science & Applied Biodiversity Science from Texas A&M University.
