



THE NATURE OF FASHION



WEBINAR SERIES ON FASHION & BIODIVERSITY

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

WEBINAR 4: SETTING YOUR PLAN FOR NATURE

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.

The final installment of the series, **Setting your plan for nature**, will build off feedback collected throughout the webinars to address feedback and specific questions about biodiversity and the science-based targets network (SBTN). We will discuss the current Fashion Pact commitments and conclude with a proposal for where the Fashion Pact could go in terms of collective and biodiversity action/targets.

Dates:

Thursday July 9th 1500H CEST
[RSVP here.](#)

Friday June 10th 0900H CEST
[RSVP here.](#)

AGENDA

Total: 1.5hr

:00 – :15

Welcome and Introductions

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

:15 – :30

Fashion Pact Commitments and 2020 Timeline

- **Eva von Alvensleben**, Executive Director and Secretary General, Fashion Pact Association

:30 – :45

Lessons Learned and the Importance of Coalitions

- **Dr. Helen Crowley**, Fellow and Senior Advisor on Resilient Supply Chains, Conservation International
- **Bambi Semroc**, Senior Vice President, Sustainable Land + Waters, Conservation International

:45 – :15

Looking Ahead

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

:15 – :30

Closing Remarks

- **Dr. Helen Crowley**, Fellow and Senior Advisor on Resilient Supply Chains, Conservation International
- **Angela Prosek**, Senior Director of Business Development, Center for Environmental Leadership in Business, Conservation International

SPEAKERS



Eva von Alvensleben
Executive Director and Secretary General
Fashion Pact Association

Eva is Executive Director and Secretary General of the Fashion Pact Association.

She is also Fashion Lead at IMAGINE, an organization which mobilizes business leaders to achieve the UN Sustainable Development Goals.

Prior to the Fashion Pact and since 2012, Eva served as Head of Sustainability Strategies for the Kering Group. During her tenure at Kering, Eva has been responsible at the Sustainability Department for strategic projects including developing the world wide sustainability strategy to „craft tomorrow’s luxury“ across 20 brands.

Previously, Eva advised multi-national corporations on their business strategy, operations efficiency and sustainability measures at Roland Berger Strategy Consultants. She was responsible for a cross-industry portfolio, spanning several sectors including consumer goods and services.

Eva holds an MSc in Sustainable Development from HEC and a BSc in International Management from Bocconi University.



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 has decided to take a year-long sabbatical from Kering starting 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 PhD 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 GEF Planet Gold Program and Alante Capital and is a member of the WEF's Global Futures Council.



Angela Prosek
Senior Director, Business Development
Conservation International

Angela Prosek has been with CI since 1999. In this time, Angela has taken on a variety of roles. In her current role as Senior Director, Business Development, Angela works to engage corporations as strategic partners in conservation and manage those relationships for mutual gain. Angela has also worked extensively to communicate CI's work with the private sector to key audiences as part of the Business Development and

Marketing Program. Prior to this role, Angela was part of CI's Conservation Enterprise Department, helping to create and support economically viable but environmentally responsible businesses in areas of high biodiversity throughout the world.

Angela joined CI after serving as a Peace Corps Volunteer in Nicaragua where she was a Business Development Volunteer. In this role she provided technical assistance to a microcredit agency and created a training program in the fundamentals of business for the agency's credit recipients. Angela also worked with the Foundation for International Community Assistance (FINCA) where she conducted evaluations on FINCA's microcredit programs in Mexico, Honduras and Ecuador.

A native of Wisconsin, Angela completed her undergraduate studies in Marketing and Business Administration at Carthage College and her MBA at George Washington University in Washington, D.C. She is currently based with CI in Seattle, Washington.



Bambi Semroc
Senior Vice President, Sustainable Lands + Waters
Conservation International

Bambi Semroc is Senior Vice President of the Sustainable Lands + Waters Division at Conservation International. In this role, she leads CI's sustainability portfolio. She also leads the Sustainable Coffee Challenge, an industry-wide effort led by Conservation International to make coffee the first sustainable agricultural product in the world.

Ms. Semroc has been featured for her expertise in sustainable agriculture in media outlets including *Men's Journal*, *Food Tank*, *Chicago Tribune*, *Mongabay* and *Daily Coffee News*.

Prior to taking her role as a Senior Strategic Advisor, Ms. Semroc served as the Senior Director of the Conservation International's Sustainable Food & Agriculture Markets Program where she worked to engage leading agribusiness companies, retailers and consumer goods companies on sustainable agriculture programs designed to maintain critical natural capital, mitigate climate change, and increase the resiliency of farmers to shocks while maintaining productivity.

Ms. Semroc has been at Conservation International for over 15 years always focusing on the food and agriculture sector and ensuring companies have the information and tools necessary to integrate natural capital and ecosystem service considerations into decision-making processes. Throughout this time she has worked in collaboration with companies such as Starbucks Coffee Company, Walmart, McDonald's, Nestle, and The Coca-Cola Company.

Prior to Conservation International, Ms. Semroc worked as a Peace Corps Volunteer in northern Togo. She holds a master's degree in International Development from American University and a bachelor's degree in English and French from Indiana University.
