



THE NATURE OF FASHION



WEBINAR SERIES ON FASHION & BIODIVERSITY

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

UNDERSTANDING BIODIVERSITY RISK ACROSS SUPPLY CHAINS

Hosted by Conservation International, *The Nature of Fashion Webinar Series* is designed for members of the Fashion Pact to understand the importance of biodiversity and its inextricable link to business.

As an extension of the June-July [Nature of Fashion Biodiversity Webinar Series](#), **Understanding Biodiversity Risk Across Supply Chains** will dive into the Resilience Atlas, an interactive mapping tool that allows users to understand their potential biodiversity risks and impacts through various commodity supply chains. The tool's creators will demonstrate how the Resilience Atlas works within two commodities (cotton and beef/leather) and how companies can use this data to mitigate their own biodiversity risks. The Resilience Atlas mapping tool will play a pivotal role in the two-year Global Environment Facility (GEF) funded project which is set to kick off soon and support the biodiversity pillar of the Fashion Pact.

Date:

Thursday September 17th 15:00 CEST

[RSVP here.](#)

AGENDA

Total: 1.5hr

15:00 – 15:15

Welcome and Introductions

- **Dr. Helen Crowley**, Fellow and Senior Advisor on Resilient Supply Chains, Conservation International
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15:15 – 15:30

The Resilience Atlas: Deploying Science for Corporate Conservation Action

- **Bambi Semroc**, Senior Vice President, Sustainable Land + Waters, Conservation International
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15:30 – 16:15

The Resilience Atlas: Live Demo and Commodity Story Maps

- **Dr. Margot Wood**, Global Sustainability Scientist, Moore Center for Science, Conservation International
 - **Patrick Roehrdanz**, Manager, Spatial Planning for Area Conservation in Response to Climate Change (SPARC), 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



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.



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.



Margot A. Wood, PhD
Global Sustainability Scientist, Moore Center for Science
Conservation International

Margot 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.



Patrick Roehrdanz
Manager, Spatial Planning for Area Conservation in Response to Climate Change (SPARC), Moore Center for Science Conservation International

Patrick R. Roehrdanz is the manager of Spatial Planning for Area Conservation in Response to Climate Change (SPARC) at Conservation International, where he examines how to effectively conserve the world's biodiversity as species and ecosystems respond to a changing climate.

Patrick brings over a decade of experience in spatial analysis with a focus on climate change, including species distribution modeling, ecosystem services impact evaluation, climate change vulnerability assessment, agricultural suitability modeling and conservation planning.

Patrick grew up in Fargo, ND and holds degrees in environmental science and management from University of California, Santa Barbara and geology from Carleton College in Minnesota.