

BENITA MATOFSKA OFFICIAL PRESS KIT



SPEAKER | CHANGEMAKER | CLIMATE CHANGE CONSULTANT

BENITA MATOFSKA: BIOGRAPHY

Benita Matofska is a world-leading speaker, changemaker and climate change consultant. She helps businesses and organisations navigate the economic, social and environmental challenges of our time to become sustainable changemaker companies, fit for the future. A sustainability innovator and consultant to some of the world's future-facing businesses, Benita is a leading voice in the circular and sharing economies.

She is the author of *Generation Share*, a ground-breaking book - the world's first collection of inspiring stories of the disruptors transforming society, the economy and protecting the planet. An award-winning social entrepreneur, Benita founded *The People Who Share*, a global network and community of changemakers, creating positive impact through systemic change.

In a world with challenges such as climate change, inequalities and Covid-19, companies can no longer focus on profit alone and Benita helps business stay relevant by delivering bold climate change and decarbonisation strategies.

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Based on a decade of research, Benita uses changemaking techniques, business model innovation and global intelligence to inspire transformation for businesses, people and planet.

Benita is a seasoned public speaker and has spoken to audiences worldwide including: IKEA, AMEX, VISA, VF Corp, Virgin, M&S, UBS, Mandiri Bank, Rabobank, RSA, LSE, RCA, FT, UNESCO, Nesta, European Parliament, the House of Commons, the House of Lords and Number 10 Downing Street.

Benita's incredible 30-year career has also seen her win multiple awards including: Ogunte Best Social Business Leader UK and World, Venus Inspirational Woman of the Year, Entrepreneur of the Year and the Cabinet Office, Nesta Innovation in Giving Award. She is also an RSA Fellow, a social commentator, blogger and is featured regularly in the international media.

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BENITA MATOFSKA TESTIMONIALS



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"Inspiring, powerful, innovative. Benita is a leading authority on sustainability and the circular economy who gave a thought-provoking keynote and captivated our global audience."

IKEA Global Home furnishings Forum, Sweden

"Insightful, leading consultant and speaker with the rare combination of bringing both high-level strategic thinking and practical frontline knowledge on climate change and decarbonisation for business."

Virgin Group, The Innovation Sessions, Global

"A dynamic, authoritative sustainability innovation expert who engaged our online audience with a highly informative and interactive session."

Housing Federation Summit, Online

"Excellent speaker, knowledgeable, distinctive, future-thinking. Benita enthralled the audience with her insights on the Sharing Economy and future business models."

M&S Festival of the Future, London, UK

"A compelling and revelatory keynote. A new perspective on sustainability and how embedding changemaker and Sharing Economy principles can put your brand ahead of the rest."

Sustainable Brands SB London, UK

"A riveting keynote, the audience of Mayors, city officials, businesses, leaders and entrepreneurs from across Europe were challenged, engaged, informed and inspired."

Eurocities, Milan Italy

"Bold, forthright, inspiring. Benita's opening plenary was the talk of the 1,400 strong audience from all over the globe. Absolutely unforgettable."

Women's Forum Global, Deauville, France

"VF Marketing Associates from across Europe were very inspired with Benita Matofska's insights on the sharing economy and business model innovation. These new sustainable approaches to life and business are trends that certainly will shape our VF marketing strategies of the future."

VF Corp Marketing Summit, Milan, Italy

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KEYNOTE TOPICS



FUTURE FIT: CLIMATE CHANGE FOR BUSINESS

65% of the world economy is already committed to carbon neutrality, 90% of company CEOs say sustainability is fundamental to business success and organisations who align with the UN Global Goals gain a 5 to 15 year advantage. Now, ESG and decarbonisation strategies are no longer nice to haves, they're a necessity. In this talk, climate change for business expert, Benita Matofska, will take you through the business 'must haves' of sustainability, with insights from her global research to help keep you in business, stay ahead in the market and get Future Fit.

GENERATION SHARE: BECOME A CHANGEMAKER COMPANY

Benita's ground-breaking book *Generation Share*, voted top isolation read for a positive future by Forbes, is the world's first global collection of stories of the social innovators transforming the way we think, live and do business. Based on five years of research, this compilation showcases the changemakers behind new, impactful business models and initiatives and in this fascinating talk, you'll meet the disruptors transforming industries from food to fashion. You'll gain insights and learn key lessons to help you become a changemaker company of the future.

THE CIRCULAR ECONOMY FOR YOUR BUSINESS

80% of consumer goods waste is burned or landfilled due to poor design and lack of end-of-life collection options. In a circular economy, things are used rather than used up and waste is simply resource in the wrong place. But what does this mean for your business? In this talk, based on a decade of research and frontline entrepreneurship, global expert Benita guides you through the landscape of the circular economy. With practical tools, case studies and circular business models across a variety of sectors, she offers the building blocks you need to turn your business into a circular one without it costing the earth.

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CHANGEMAKING THE FUTURE: ANATOMY OF A CHANGEMAKER

Based on a decade of global research into changemaking and sustainability, Benita has developed a 6-stage changemaking process to help businesses navigate a fast-changing world and transform for the future. Using insights, research and case studies from world-leading changemakers, in this talk, Benita will reveal the six key traits of a changemaker, what it takes to drive economic, environmental and societal transformation and how companies can become changemaker brands and survive in the digital age.

REBEL INNOVATION, SOCIAL ENTREPRENEURSHIP AND THE POWER OF PURPOSE

Companies can no longer survive by creating commercial value alone; climate change and Covid-19 have demonstrated that business is far from usual. With global health challenges, the climate crisis and social uncertainty, businesses cannot ignore social and environmental factors. This keynote explains how companies can create tripartite value, by becoming rebel innovators, social businesses channelling the power of purpose, changing lives, positively impacting the planet and ensuring their future in the process.

THE SHARING ECONOMY AND COLLABORATIVE ADVANTAGE

The Sharing Economy is causing the greatest societal shift since the Industrial Revolution and is the biggest business trend of all time. Any company or organization can participate; they just need to know how. In an era where collaboration is all, global Sharing Economy expert Benita lifts the lid on the myths and secrets of this disruptive trend and demonstrates why having a Collaborative Advantage is essential for every business.

BUSINESS MODEL INNOVATION AND FUTURE TRENDS

Innovation and new technologies have disrupted, created and destroyed markets. In this session, Benita gives an overview of the latest business model innovations, future trends and shows how you can handle disruption, using sustainable innovation techniques to build a business that can withstand the shocks of time.

FUTURE LEADERSHIP: DEVELOP LEADERS TO FUTURE-PROOF YOUR COMPANY

For companies to survive, they need the kind of leaders who are not only able to navigate this tumultuous age but can lead change. Drawing on years of research and practice, Benita Matofska talks about how to develop the changemaker leaders that can take your company into the future. Using global intelligence from the many leadership programs and organisations that Benita has been involved in over 30 years, she provides key insights to developing the responsible and social leadership skills your company needs to be ahead of the rest.

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