

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 to some of the world's most forward-thinking businesses. An award-winning social entrepreneur, she is renowned for her ability to captivate audiences worldwide with her knowledge, dynamism and insights on sustainability, social innovation and business transformation. Benita leads sustainability for business consultancy Futuretivity, who specialise in delivering climate innovation for the media industry. Benita is the author of *Generation Share*, a ground-breaking book, voted top isolation read for a positive future by Forbes. She previously created *Global Sharing Week*, a campaign addressing resource inequality reaching 100 million+ people worldwide.

Driven by a passion to create global change and transform business into a force for good, Benita delivers her unique insights to people and companies seeking to future-proof their businesses by helping them to become diverse, inclusive and sustainable. In a world with challenges such as climate change and inequality, Benita ensures businesses stay relevant and secures their future by enabling them to create economic, social and environmental value. Based on over a decade of research, Benita uses innovation techniques and global intelligence to inspire transformation for businesses, people and planet.

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Benita is a seasoned public speaker and has spoken to audiences worldwide including: VF Corp International Marketing Summit, IKEA Global Home Furnishings Forum, AMEX Leadership Academy, European Outdoor Group Summit, BBC Climate Creatives, BBC Worklife, Channel 4 News, M&S Festival of the Future, Virgin Innovation Sessions, Publicis Sustainability Awareness, European Cities Marketing Summit, Global Women's Forum, RSA Future Innovation Summit, Global Entrepreneurship Congress, FT European Sharing Economy Summit, European Parliament, TEDxFrankfurt, UNESCO, the House of Commons, House of Lords and Number 10 Downing Street.

Benita's incredible 35-year career has also seen her receive multiple awards including: Ogunte Best Social Business Leader UK and World, Natwest Venus Entrepreneur of the Year Award, Inspirational Woman of the Year and the Cabinet Office/Nesta Innovation in Giving Award. She is also an RSA fellow, a blogger and social commentator and features 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 our audience with insights on sustainability and future business models."

[M&S Festival of the Future, London, UK](#)

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"A compelling and revelatory keynote. A new perspective on sustainability and how embedding specialist innovation 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, 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 diversity, 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**

Climate change is now evidenced the biggest threat to business survival with 90% of company CEOs stating that sustainability is fundamental to success. ESG and decarbonisation strategies are no longer nice to haves, they're a necessity. In this dynamic, insightful talk, sustainability for business expert, Benita Matofska delivers the essential lowdown on climate change. Based on over a decade of research, Benita will dispel the myths and provide tangible solutions on how to decarbonise, avoid greenwashing and build commercially vibrant, resilient, impactful companies. This keynote delivers the insights, know-how and business essentials needed to thrive into the future.

## **DIVERSITY, EQUITY & INCLUSION: WHY IT MATTERS FOR YOUR BUSINESS**

The #BlackLivesMatter and #MeToo movements signaled a societal shift in understanding the importance of diversity, equity and inclusion. 72% of younger workers say they would turn down a job offer if the leadership didn't take DE&I seriously. So how can businesses improve DE&I in the workplace and what are the benefits? In this insightful talk, expert Benita Matofska lifts the lid on DE&I and offers businesses the insights they need for the future.

## **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.

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## 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 Matofska 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.

## SOCIAL INNOVATION AND THE POWER OF PURPOSE

Companies can no longer survive on creating commercial value alone; climate change and Covid 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 mitigate these crises, by becoming future innovators, channelling the power of purpose, positively impacting their financial sustainability and 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.

## **FUTURE LEADERSHIP: 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.

## **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.

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