

BENITA MATOFSKA OFFICIAL PRESS KIT



SPEAKER | CHANGEMAKER | FUTURE 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 inspire and captivate audiences worldwide with her knowledge, dynamism and insights on sustainability, social innovation leadership and business transformation. Benita leads sustainability for business consultancy Futuretivity, who specialise in delivering future readiness and resilience. Benita is the author of *Generation Share*, a ground-breaking book, voted top isolation read for a positive future by Forbes. In 2024, Benita co-founded Climate Women, a network for women who are passionate about protecting the planet. 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 resilient, inclusive and sustainable. In a world with challenges such as climate change, instability and inequality, Benita ensures businesses stay relevant and secures their future by enabling them to create sustainable 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.

[BENITAMATOFSKA.COM](https://benitamatofska.com)

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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, CoreNet Global Summit, PMI Global Summit, Publicis Sustainability Awareness Forum, European Cities Marketing Summit, Global Women's Forum, RSA Sharing Economy Talks, 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, 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

"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 IN 12 STEPS

With climate change now evidenced as being the biggest threat to business survival and 90% of company CEOs stating that sustainability is fundamental to success, it's clear we need to operate differently. Inertia is not an option, as organisations who align with the UN Global Goals gain a 5-15 year advantage. Now, ESG and decarbonisation strategies are no longer nice to haves, they're a necessity -- what we do next will determine our place in the future. In this dynamic, insightful talk, sustainability for business expert, Benita Matofska delivers the 12 steps you need to take to become a sustainable business fit for future. . Using insights from her global research, Benita offers practical tips on how to transform, avoid greenwashing and build commercially vibrant, resilient, impactful companies. Based on over a decade of research working with businesses and entrepreneurs worldwide, Benita will dispel the myths and provide tangible solutions to some of the biggest sustainability challenges delivering the insights, know-how and business essentials needed to thrive into the future.

ALL CHANGE: HOW TO GET YOUR BUSINESS FUTURE-READY

Uncertainty is the only certainty in an uncertain world, yet only 22% of businesses globally are considered future fit. Being future-ready is essential for business survival, but currently 52% of companies are ill prepared. In this dynamic talk, Benita brings her latest global insights and future-ready model to offer 10 vital steps businesses need to take to ensure they are ready to take on the challenges of the future. From navigating the road to resilience, to shifting mindsets; from tackling the 21st century skills gap, to learning how to embrace economic, technological and societal shifts, businesses will discover practical tools, approaches and models to ensure they are ready and able to withstand the shocks of the future. Using case studies from around the globe audiences will get access to the latest techniques and an innovative 10-step model for change to ensure businesses have the tools they need to survive and become future-ready.

FUTURE LEADERSHIP: CONSCIOUS 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 conscious change. Drawing on years of global research and practice, Benita Matofska demonstrates how to develop the conscious leaders that can take your company into the future. In this dynamic talk, Benita will guide you through the 12 essential steps to become a leader with the skills to future-proof your company. With worldwide insights from the many leadership programs and organisations that Benita has been involved in over 30 years, she provides practical steps and game-changing strategies to develop the future leadership skills your company needs to be ahead of the rest.

WHY DIVERSITY, EQUITY & INCLUSION MATTERS FOR YOUR BUSINESS

The Black Lives Matter and #MeToo movements are part of a wider societal shift and awareness of the importance of diversity, equity and inclusion (DE&I). This couldn't be truer in the workplace. With 72% of younger workers aged 18-34 saying they would turn down a job offer or leave a company if the leadership didn't take DE&I seriously, employers now have a business responsibility to invest time, energy and money into building more diverse, equitable and inclusive workforces and operations. But what's the difference between diversity? Equity? Inclusion? How can businesses improve DE&I in the workplace and what are the benefits? In this insightful talk and based on over a decade of experience, expert Benita Matofska lifts the lid on DE&I and offers businesses the insights they need for the future. From increasing productivity, to staff retention; from broadening business capability, to delivering innovation, new inclusive business models are demonstrating their worth and Benita will show you how you can demonstrate yours.

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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.

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

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.

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 talk showcases the changemakers behind new, impactful business models. You'll meet the disruptors transforming industries from food to fashion, gain unique insights and learn key lessons to help you become a changemaker company of the future.

CLOSING KEYNOTE

Benita offers a bespoke, unique service to provide a dynamic, impactful conclusion to any event by bringing together the key insights, knowledge and inspiration from the conference itself. Through pre and live event research, Benita attends conference sessions, talks to delegates and delivers a summary of key learnings and points of action, along with a bespoke talk. With her unique closing keynote service, Benita takes participants on a transformational concluding journey to send attendees home feeling, inspired, motivated and ready to act.

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