



2022 International Conference **SUSTAINABILITY & NET ZERO WORKSHOP**

WEDNESDAY 23rd FEBRUARY 13:40 – 14:45

Join our workshop of thought leaders, industry experts and entrepreneurs as we explore the path to economic equality.



Gillian Martin MSP (Chair)

Member of Scottish Parliament
Convener, Health Social Care and Sport Committee, Women in Enterprise Cross-Party Group

Jo Chidley

Beauty Kitchen Co-Founder

Circular economy expert and co-founder of Beauty Kitchen, the highest scoring B Corp in the UK beauty industry



Clare Wharmby

Edinburgh Climate Change Institute

Carbon Innovation Manager and developer of a variety of carbon management tools.

Danielle Kelly

Director of Strategy and Sales, STV

Manages the STV Growth fund and is a member of STV steering group on Diversity & Inclusion



Jude Ower MBE

Playmob Founder & CEO

Co-founder of the Playing for the Planet Alliance, BAFTA Games Awards judge and serial entrepreneur.

Women, who make up the majority of the world's poor and whose livelihoods depend most on natural resources threatened by climate change are disproportionately impacted by the climate crisis (UNFCCC). Yet, women, especially those in the global South, find themselves excluded from climate decision-making. This workshop will discuss:

- **Women to Net Zero:** the role of women in a global Net Zero transformation
- **Creating conscious consumers:** More than 70% of brand purchasing decisions are made by women globally. (Women and the Net Zero Economy)
- **Corporate responsibility:** Just 100 companies have been the source of more than 70% of the world's greenhouse gas emissions since 1988 (Carbon Majors Report)
- **Supporting SMEs:** Female-led businesses are only 44% of the size of male-led businesses on average. How can women be supported to scale-up their sustainable businesses?

Register here:

[WES International Conference 2022](#)