



MAKING GLOBAL GOALS LOCAL BUSINESS INDIA



John Elkington



At the age of 11, in 1961, he raised money for the newly formed World Wildlife Fund (WWF), where he has for many years served on the Council of Ambassadors. He went on to dedicate his life to helping influence, inspire and stretch the thinking of business leaders through informed story-telling and delivering ‘constructive discomfort,’ all in service of sustainability’s triple bottom line and breakthrough innovation.

Focusing on business from the mid-1970s, he has worked with scores of large corporations, particularly at board and C-suite level, as well as with the financial community, industry bodies, government, the media, NGOs, academia, innovators and entrepreneurs. His favourite description of his role: “grit in the corporate oyster.” As a provocative friend both of the future and of business, his aim is to help identify and create new forms of value.

**Connect with John at
MGGLB—India!**

He co-chairs the United Nations Global Compact (UNGC) Breakthrough Innovation Advisory Council, chairs the Global Reporting Initiative (GRI) Technology Consortium, and is a member of the Advisory Board of the Business & Sustainable Development Commission (BSD)

**Thursday, 27 April
Driving Breakthrough
Innovation for the SDGs**