

Survive or Thrive - Sustainable Business as a Force for Good

Tuesday 4th June 2024, 10:00-16:00

University of Chester, Riverside Innovation Centre, 1 Castle Drive, Chester CH1 1SL

Delegate Fee (includes delicious plant-based lunch): £49¹

All fee income generated from the event will be used to support University of Chester student sustainability projects and activities.

True to the theme of 'business as a force for good', all fee income generated from the event will be used to support University of Chester students to undertake sustainability projects and activities - providing opportunities for the next generation of sustainable leaders to further their networks, skills and experience.



University of
Chester



UK for Good
purpose. people. planet. prosperity



The world of business is rapidly changing. Business impacts on people, communities, and the planet have never been more important. To thrive, businesses need to be a force for good that people want to work for, buy from, and invest in.

This conference will be thought provoking, inspirational and provide actionable ideas for your own business. Speakers and panellists drawn from industry and academics experts in sustainable business will consider:

¹ A limited number of free places are available for Charities, CICs and Social Enterprises - contact Louise Goodman at l.goodman@chester.ac.uk to request a discretionary free place

- What we mean by 'sustainable business' and how we can deliver collaborative advantage through action-led leadership
- What is 'courageous leadership' and why is it so important?
- How can the *B Corp* Principles and Impact Business Models enable the reimagining business and society?

A carefully selected panel of experts will share their experience of tackling sustainable business challenges related to:

- Environment, Climate, Nature
- People and Culture
- Inclusivity and Social Value
- Resources, Waste & Circularity

Participants will engage in interactive breakout sessions to drill down into how impact-driven action around these themes can transform business from simply surviving to thriving.

There will be opportunity for networking and deeper discussion between delegates during lunch, and demonstrations of some of the digital technologies available to support business with the University Digital on Tour experts.

Become a courageous leader. Become a force for good.