

## Dear BPW Ladies

Please join and share our webinar among your members.

**Title:** *There is No Planet B – What Can I Do as a BPW Green Ambassador?*

**Date:** 29 January 2025

**Time:** 18:00–19:30 (Brussels Time)

You are invited to a Zoom meeting.

When: Jan 29, 2025 18:00 Brussels

Register in advance for this meeting:

<https://us02web.zoom.us/meeting/register/cHJ01rv-RHGH7Bkd3aI6LA>

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## Welcome and Purpose of the webinar

Welcome to this inspiring webinar on sustainability, climate action, and your role as a BPW Green Ambassador!

The world is facing unprecedented environmental challenges, and we, as women leaders in BPW, have a unique opportunity to drive change. This workshop will empower you with knowledge, tools, and strategies to act for a sustainable future. Together, we'll explore how individuals, companies, and societies can contribute to sustainability, ensuring a just and inclusive world for future generations.

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## Agenda

- 1. Sustainability Introduction and Background**
    - Overview of sustainability and its critical importance.
    - Understanding the three dimensions of sustainability: **Social, Environmental, and Economic.**
  - 2. Climate Change and the Planetary Boundaries**
    - Current challenges and the urgency for action.
    - The role of sustainable consumption, production, and the circular economy.
  - 3. The SDGs and Agenda 2030: BPW's Contribution**
    - A closer look at the UN's Sustainable Development Goals (SDGs).
    - How BPW is aligning its actions to achieve the global goals.
  - 4. Role of BPW Green Ambassadors**
    - Insights into the Green Ambassador Network.
    - Practical ways to advocate for sustainability and inspire action locally and globally.
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## **Speakers**

### **Lena Öhrlund**

Sustainability Specialist, International Business Developer, and Entrepreneur

Lena brings years of expertise in sustainability from industries such as manufacturing and pharmaceuticals. As BPW Sweden's representative in the BPW Europe Green & Sustainable Working Group, Lena is dedicated to empowering women and organizations to adopt sustainable practices. She will provide an in-depth look at the background of sustainability, the importance of the three dimensions (social, economic, and environmental), and the critical need to stay within planetary boundaries.

### **Siiri Tiivits-Puttonen**

Chair, BPW International Standing Committee on Environment & Sustainable Development

Siiri will present the concept of the BPW Green Ambassadors and share how this network enables members to drive meaningful environmental change.

Learn how you can inspire, educate, and lead your community in adopting sustainable practices while contributing to Agenda 2030.

Kind regards,

Siiri and Lena