

Finding solutions to regenerate the natural world. Blue Earth Summit's theory of change

At Blue Earth Summit, we are people on a mission to transform the way the world works. To reach our goals, we need to work across industry, policy and community to reduce our collective impact. This transformative approach is good for business and it's essential for our planet.

Temps de lecture : minute

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Blue Earth is inspired by action, adventure and the great outdoors. Time spent in nature has the power to reconnect us all, inspired by environmentally conscious business practices.

We know businesses play a pivotal role in driving sustainability transitions but leaders often face challenges such as knowledge gaps, misaligned incentives, and the perception of sustainability as a cost rather than an opportunity.

Our Summit reconnects the working world around a shared set of values and a common consensus. We create a thriving business ecosystem where companies of all sizes actively contribute to environmental regeneration, social equity, and economic resilience, inspired and empowered by Blue Earth Summit

Here's what makes our theory of change effective and sustainable:

Disrupting the status quo

There are many climate related events across the world - and that's no bad thing. However too many organisers are collating the same expert speakers on repeat with one dimensional narratives.

Large corporate representatives are able to secure opportunities to speaking platforms whilst startups and campaigners are rarely given the same spotlight.

We know that climate change is a complex and uncomfortable conversation, but it's also an essential one that involves varied perspectives and a lot of voices. In our case at Blue Earth Summit - 5,000 of them!

But we also believe the future is not about attacking the corporations and institutions who are perceived as slow to change - or even listen.

The blame for global warming or climate change can be laid at many doors. From government policy makers, the gas and oil industry or in the case of fashion waste, human habit and behaviour.

But we're choosing not to blame or look backwards. It's not a useful approach that will ignite the change we need. We are out there looking at 100s if not 1000s of startups every year fixing problems from the ground up. And that's an innovative future we're supporting and investing in.

Our mission is about driving positive impact. Helping to accelerate the change-makers who are on a fast paced mission to transform the health of our planet - through innovation and collaboration.

Diverse perspectives create better outcomes

Multi spectrum perspectives and solutions create better outcomes. And in the sustainability sector, decision making and leadership is still and too often driven by privileged, white males. This has got to change.

We're proud of our diverse representation at Blue Earth Summit. In fact, over 55% of our speakers identify as females and represent a wide range of sectors. These include Dominique Palmer, a Climate Justice Activist from the UK, Bella Lack, Board Trustee at Born Free Foundation, Nazia Sultana, Founder of Sustainability Muslim, Dragon's Den, Deborah Meaden and Frieda Gormley, co-Founder of B Corp House of Hackney - to name a few.

What's more, Blue Earth Bursary is an opportunity for us to open our doors for young and under-represented individuals to attend the Summit for free or at a subsidised rate. This scheme is designed to support the next generation of climate and impact pioneers, giving them a chance to experience the event and network with professionals in the industry.

But admittedly there's always more work to be done and we will continue to work hard, ensuring a wide and broad diversity of voices and perspectives are given a platform at all our events.

Spotlighting positive change

Our Blue Earth playbook is deliberately forward thinking and optimistic.

Blue Earth Summit is a festival for the future where people, planet and profit work together. A re-imagined future where the planet and humanity thrive and no one gets left behind.

But we are not blinkered. We're not afraid to have tough conversations

and speak truth to power. This year we have represented leaders of water companies on our speaker panels as well as activists campaigning for change and political leaders too.

The debate isn't about winners or losers. It's about getting change accelerated at pace. And we believe investing in innovation is the key to unlock and propel that positive change.

BE100 is our flagship startup competition that illustrates our optimism for innovation.

Through BE100, we have given 100s of early stage founders a platform to share their planet positive business story. We have now shortlisted 30 incredible sustainable startups, giving them the opportunity to share and spotlight their unique innovations, using the brilliant funding platform [Raaise](#) and through a unique opportunity to pitch to hundreds of investors live at the Summit itself.



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Our choreography for making connections

We know that finding and making meaningful connections outside of day to day business is hard work. Whether you're a CEO wanting to drive internal innovation or a startup seeking support from industry or impact investment, the time required and effort is significant.

And yet the power of face to face networking can't be underestimated. A recent Hubspot survey revealed that 85% of business referrals came through networking. Even the prolific power of digital transformation cannot replace the impact of face to face conversations.

We recognise the unique alchemy in meeting people in person. We know that meeting in person allows our Summit attendees to build stronger, more genuine relationships. Sharing a physical space promotes social bonding, making it easier to establish trust and rapport. But unlike many other business conferences, we don't leave this alchemy to chance.

With our Blue Earth Summit App, visitors have the power to connect with attendees, industry leaders, and investors before, during, and after the Summit. They'll be able to book interactive workshops, view the packed schedule, and make the most of their experience at Blue Earth Summit.

In fact, we're expecting over 10,000 meetings to take place across the 3 days, facilitated through the App—this is where the magic happens, creating meaningful connections that have the potential to transform and grow your business.

Our pitch stages will enable 30 sustainable startups to pitch directly to 100s of investors, enabling mutually beneficial and growth opportunities.

And inspired by the power of nature, our outdoor activities on Day 3 of the Summit enable people to connect in a range of different natural

environments. Attendees can connect with others whilst open water swimming, running, on nature walks, in a yoga or Breathe workshop.

Connections need choreography and we don't leave anything to serendipity.

Perfection is almost impossible to find

If the perfect solution existed to mitigate climate change, it would have already been found. An innovation that works locally might not work internationally. Some solutions that fix one problem have unintended consequences elsewhere.

We also know that planet positive solutions take time. Naturally investors are impatient. They're looking for the fastest returns. But innovation in the green sector takes longer and we urge investors to think differently.

Returns in the climate sector may take longer but the opportunity could be bigger. Higher risk and higher reward. Perhaps this is the biggest challenge facing our sector but innovators are already providing competitive results and financial returns are being realised.

I am hoping that as impact investing becomes more mature, the returns are more visible and so investor commitment becomes an easier choice.

Seeking perfection is the enemy of progress and time is unquestionably not on our side.

Blue Earth Summit leads a global movement where businesses are driving and exploring the transition

to a sustainable future

By facilitating a culture of positive change, innovation, and collaboration, our flagship event and series of supporting satellite events, help businesses recognise that sustainability is not just a responsibility but a pathway to long-term success and positive impact on society and the environment.

Will Hayler is the cofounder of *Blue Earth Summit*.



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