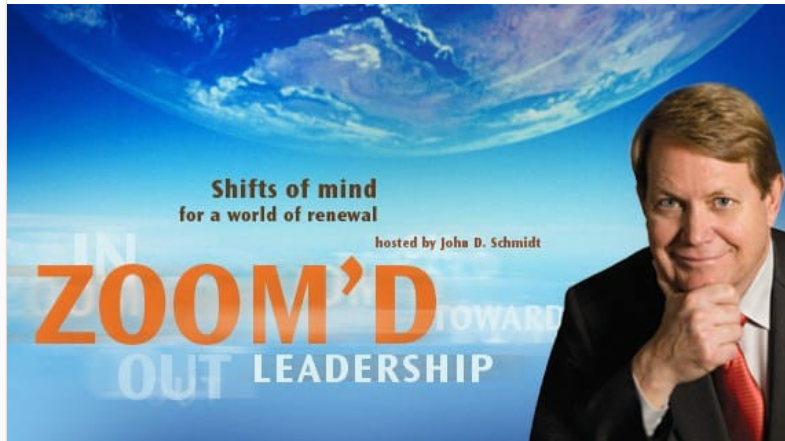


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July 06th 2009: One Planet Living, One Planet Business

This show will explore what it takes to catalyze economic and business change so that society prospers within ecological limits. Oliver Greenfield, Head of Sustainable Business & Economics WWF-UK, will discuss initiatives that work with all stakeholders that govern economics and market systems, including companies, legislators, and financiers, to create the change necessary for business to work "for" rather than "against" sustainability. Oliver, a former Booz Allen change management associate and BBC World Service strategy advisor, is author of the recent publication: One Planet Business—Crea

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### Featured Guest



#### Oliver Greenfield

Oliver Greenfield leads the WWF (World Wildlife Fund) in the work of Sustainable Business and Economics. Specifically, he leads efforts on One Planet Vision, One Planet Economy, One Planet Finance, and One Planet Business. He also leads the change projects for a variety of business partnerships in these areas. Before joining WWF, Oliver gained ten years' experience of managing change in industry and the public sector, as an associate for Booz Allen & Hamilton and as the senior strategy advisor for the BBC World Service. He has worked internationally in many industry sectors, and achieved objectives including corporate value, social development, and environmental protection. Oliver's mo

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