



## Kresse Wesling

Environmental entrepreneur focused on building profitable business solutions to environmental problems

### Strong Beliefs

#### **If it isn't Sustainable, It isn't Profitable**

If your business doesn't support the planet and its people then you don't have an end game, and won't be a company with potential for long term growth.

#### **The Innovation Imperative**

Limited resources (environmental, financial) demand that businesses breed a culture of innovation and actively develop change-makers.

#### **Nothing is Impossible**

Business is a great way for impatient people to maximize impact and effect positive change

### Themes

#### **Have your cake and eat it**

Achieving multiple objectives without sacrificing ambition or hindering profit potential

#### **Building next generation green businesses**

We are way beyond hemp

#### **Embedding the Planet in your Business Plan**

Moving away from CSR as an add-on to People and Planet as a Core Value and means to increase revenue.

Kresse is an environmental entrepreneur – she builds businesses that both make money and have a positive impact on the environment. Recent recognition of her work includes winning 2007's Shell Entrepreneurial Woman of the Future Award, being named in Management Today's 35 Women Under 35 in 2008, and in 2009 she will be featured in a Real Business/Bank of Scotland report as one of Britain's 100 most entrepreneurial women.

In Hong Kong in 2002, Kresse founded Bio-Supplies, an environmental packaging alternatives company. In 2004 she launched this business in the UK and has helped to build 2 other green business projects; Babaloo, a mother and baby business and Yew Clothing, a line of eco sports and casual wear. In 2007 Kresse launched EaKo, which turns industrial waste into innovative lifestyle products and returns 50% of profits to charities and organisations related to the waste. EaKo's first line is made from decommissioned fire hose, 50% of the profits from this line are donated to the Fire Fighters Charity. EaKo just won the 2008 HSBC Start-Up Stars Green Award.

Kresse is a Social Enterprise Ambassador, a three-year appointment as one of a dynamic group of inspiring entrepreneurs focused on promoting the 'good business' model. Over the next year she and a fellow Dorset coast lover and entrepreneur will be launching a charity to support climate change initiatives.