



Directors of Tomorrow students talk sustainability

Ladies' College students, Liv Strappini and Hetti Ross and Blanchelande College student, Ben Stark have been named as this year's leading Directors of Tomorrow.

The Directors of Tomorrow initiative was created by The Ana Leaf Foundation to showcase young business talent on the island.

This year the scheme invited ten students, who were selected by their teachers due to their interest in business or economics, to attend the Directors of Tomorrow lunch, hosted by Dr Matthew Agarwala, a leading environmental economist and the IoD Conference in the evening. This year's conference focused on sustainability, and how it is integral to the island's global brand and the wider economy. It featured talks from keynote speakers Dr Agarwala and Tom Rivett-Carnac, one of the architects of the Paris Climate Agreement. The students were then asked to submit a blog based on their experience at the events.

These blogs were judged by IoD Chair in Guernsey, Wendy Dorey, and representatives from The Ana Leaf Foundation. The three students' accounts of their experience will be hosted on the Guernsey IoD website and they will benefit from further opportunities with the IoD in the next year.

Wendy Dorey, Institute of Directors Guernsey Chair, said: "The Directors of Tomorrow initiative is a great way for students to become immersed in the changing business world. All the blogs demonstrated a good understanding of the issues that were discussed on the evening. The students are very engaged in the ways Guernsey can become more sustainable and I highly encourage them to take up the opportunities available to them on the island."

Hayley de Putron, a Trustee of The Ana Leaf Foundation, said: "The initiative is now in its 11th year, and provides students with a chance to voice their own opinions to industry professionals. I'm pleased the students found the experience informative and interesting and hopefully, with the knowledge they have now, they will take into account the environment when making personal and business decisions."

Ben Stark, a student from Blanchelande College, said: "I was pleased to have the opportunity to attend the Institute of Directors Convention. I was interested to see how a small, and somewhat insignificant island could have an impact on such a titanic issue like climate change. My query was answered as an advocate of each of Guernsey's sectors gave ways in which Guernsey could make a global impact."

The Directors of Tomorrow blogs can be viewed on the Guernsey IoD website here: <https://www.iod.gg/>

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Issued by Amber Mauger, Orchard PR, 01481 251251, amber@orchardpr.com

Sustainability

“Directors of Tomorrow”

IoD Convention 2021



My Experience

For the 2021 Guernsey IoD convention, the topic was "Sustainability." Sustainability is defined as the avoidance of the depletion of natural resources in order to maintain an ecological balance. The talk helped me to grasp just how crucial sustainability is in modern-day society. We need sustainability to improve the quality of our lives, to protect our ecosystem, and most importantly to uphold our natural resources for the future generation. Hence, Guernsey businesses whether large or small should adopt sustainable practices.

The talk was centred around the Nation Brand Hexagon, used to assess the nation brand across six variables, tourism, people, investment, governance, exports and culture. I was particularly engaged by the "people" segment delivered by Lindsay de Sausmarez and Matthew Bell. Lindsay discussed what we can do as individuals to help specifically combat the Bailiwick's top three carbon emitters, being energy, waste and transport. In order to do so, a hierarchy of needs titled "Guernsey's Energy Policy" was put forward. The model expressed that we need to transfer from this "brown, liner economy" to a "green economy," yet this can only happen if we put in the work. Whereby we avoid, reduce, replace, and offset. The reason this segment is most significant to me is because it taught me how I myself as an individual am not actually powerless to such a huge issue. In fact, actions as small as switching off the lights, taking the stairs, or cycling instead of driving, if all put together, can make a difference and most importantly encourage others to do the same.

Additionally, the investment sector helped me to realise that your business cannot survive if sustainability is not considered. A non-sustainable company will surely face fire from the public and a threat in market value, thus further emphasising just how necessary sustainability is. Jeremy Alun-Jones' Cibus Fund for instance, was the first Guernsey Green fund to be launched. The fund encourages all their investment companies to become zero-waste in order to reduce the negative impact of agriculture on the environment. If we can grow food produce nearer the consumer, we can cut down on carbon emissions created from importing them. It is things such as this that will be greatly beneficial for the environment and massively cut down on wastage. The Fund therefore has seen real success and is far more appealing amongst the market.

Furthermore, I was particularly impressed with the evenings "10-mile meal" menu. The menu was entirely made up of local and seasonal produce to support small, local growers

and their suppliers, as well as obviously reducing travel miles. This detail made the experience even more impactful, whereby it felt good to know I was making a contribution to small farms with a low-carbon footprint and outdoor-reared herds. Moreover, another undeniable issue regarding our environment is water-wastage. A large percentage of the world's wasted water often finds its way back into our environment, leading to water pollution and a serious endangerment to our health. Ergo, it was refreshing to know the still water used for the evening was supplied by Guernsey Water, in refillable and recyclable glass bottles.

To conclude, the 2021 IoD Convention I found to be engrossing. My knowledge and more importantly awareness, on the matter of sustainability has very much increased, and I will be sure to take this knowledge with me when entering the world of business and apply it to my own personal life choices. The panellists were compelling and managed to express their concerns onto us as the future generation, and highlighted how significant it is for us to take charge of our planet, as such a relevant problem. I hope to inspire those in my life with this information.

Hetti Ross

When I got told that I had the opportunity to attend the Institute of Directors convention on how Guernsey can make a global impact on the environment I felt as though I had to attend. I was interested to see how a small, and somewhat insignificant island could have an impact on such a titanic issue like climate change.

I was pleased that the convention answered my query; as an advocate of each of Guernsey's sectors gave ways in which that sector could make a global impact. I was particularly looking forward to hearing about the ways the finance sector can make a difference, knowing what an important sector it is to Guernsey. One way that was suggested was for employees to use public transport or by bike to create less pollution.

Another thing that stood out to me was the amazing food that was provided by Suko, they made sure that all produce adhered to the 20 mile meal, which states that food if possible should be produced from within 20 miles as a way of combating the pollution created when food is transported.

I thank the IOD and the Directors of Tomorrow for inviting me on the convention, and I will aim to take on board 3 ways that will reduce the impact of my life on the climate.

Ben Stark

CAN A SMALL ISLAND MAKE A BIG IMPACT ON A GLOBAL ISSUE?

IoD Annual Convention 2021



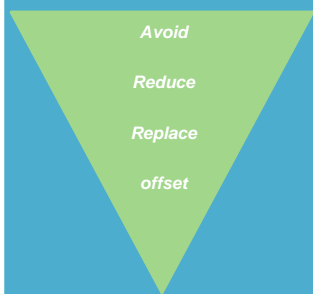
Liv Strappini



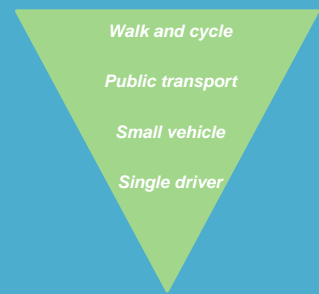
The Directors of Tomorrow (DoT) initiative aims to inspire young people to become the island's future leaders and the unique experiences help to motivate students to achieve their goals. The initiative is now in its eight year and since its inception has supported over 50 young people - some of whom are now working in the industry both home and abroad. **WHAT WAS THE EVENING LIKE?** Personally, I found that the evening was very educational and incredibly interesting. From the sustainable napkins and table gifts to the locally sourced beef and 10-mile food travel idea the whole event was put together to be as sustainable as possible which I thought was a really important element as the event was focusing on sustainability.

- Up to 1/3 of food produced is wasted
- Low carbon sectors one of the fastest growing sectors in the world.
- Individual changes make a huge difference as a whole community!
- On average 20,000 slices of bread are thrown out every day
- ENERGY, WASTE AND TRANSPORT are the biggest carbon footprint contributors in Guernsey.
- Supporting eco-tourism is important for the future

What I took away from this experience. Being given the opportunity to attend the annual IoD convention 2021 was a valuable and worthy experience for me, and the other students invited in my opinion. This informative and inspiring evening taught me so much about sustainability from another point of view, through the economist's perspective. This is a fascinating and complex issue which involves everyday activities that everybody contributes to with elements such as food waste, travel, tourism and more. Some of the figures and facts were particularly shocking and it made me think about how my generation must be the people to move forward and be innovative. One statistic which really shocked me was the fact that 20,000 slices of bread are away and wasted every DAY in Guernsey that was a fact that really stuck with me.



Being educated on facts such as this has made me a lot more aware of elements of my daily life which are not sustainable and need to be changed quick! Another element of the conference I thought was particularly relevant for me as well as other people was the part about travel. At my current age it's very common for me and my peers to be learning to drive, we are the generation who needs to change this issue and we can start as soon as we can drive. Avoiding unnecessary short journeys, walking where possible, cycling and getting public transport as well as car sharing is something this conference has inspired me to act on. I believe it is my generation's duty to make it more common to take alternative transport options rather than driving with one passenger per vehicle.



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