



Sustainable Finance Geneva Co-Founders Bios

Cheryl D. Hicks

Title: Special Advisor on Sustainability & Finance, Independent

Biography

Cheryl is an experienced business and sustainability professional most recently working with leading multi-national companies on collaborative action projects for sustainable development with The World Business Council for Sustainable Development (WBCSD). The WBCSD is a CEO-led global business association of over 200 multinational corporations with a shared commitment to sustainable development and business leadership for change. While at the WBCSD, from 2004 through 2009 Cheryl has worked with WBCSD company members on business and society issues and was the focal point for two workstreams: Valuation & Capital Markets; and Sustainable Consumption & Consumers in the WBCSD's Business Role Focus Area. Cheryl led the WBCSD initiative which brought business together directly with financial institutions to accelerate action on valuing sustainability in the capital markets. In 2008 Cheryl designed and facilitated a workshop series in 6 global markets which brought company managers and investment managers face to face with the aim to unlock sustainable value and a new financial materiality. This initiative built on the WBCSD's expertise in sustainability reporting & accountability where Cheryl was a member of the core team since 2004. Cheryl also led the WBCSD's work on sustainable consumption and lifestyles, exploring the relationship between business activities, consumer behavior and environmental and social challenges. In 2008 Cheryl worked with leading consumer facing companies to define the business case for sustainable consumption. In 2009, Cheryl has worked with leading global companies to explore the sustainable lifestyle, and critical triggers to behavior change.

In 2008-2009 Cheryl was a contributor to the WBCSD's thought leadership on a business vision for sustainability in 2050. This scenarios-inspired process brought together global companies and wide range of global stakeholders to define a world on track to sustainability by 2050, the pathways of change needed and, the future agenda for business. In 2001-2004 Cheryl was focused on the health agenda, designing a process for dialogue between company executives, medical professionals and hospital administration for The Hospital for Sick Children in Toronto, Canada. This dialogue aimed to shift perceptions from making sick children better, to preventing children from getting sick. Cheryl has 14 years of cross-sector business experience with 8 of those years working at the intersection of business and sustainable development. Cheryl is Canadian and throughout her career has worked and lived in Australia, Canada, Colombia, South Korea, and is currently an independent advisor on sustainability based in Geneva, Switzerland. Cheryl's current projects include work on global financial systems change, impact investing research, and the development of sustainability indexes in emerging markets. Since moving to Geneva in 2004, Cheryl has co-founded two professional networks of Geneva-based professionals working on sustainable development and corporate responsibility: CSR Geneva (co-founded in 2005) and Sustainable Finance Geneva (co-founded in 2007). Cheryl remains an active member of Geneva's business community and community of international organizations.



Why is SFG important to you ?

Cheryl believes strongly that to achieve a sustainable future we need to focus on a clear vision of the future we want, the new economy vs. incremental, low impact changes to the old economy. To transition to a sustainable and green economy we need to support and incentivize innovation - social, technological and systemic innovation - at all levels of business, government/policy, the economy and lifestyles. This will be the challenge and opportunity of the next decade.

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