

Safia Minney, MBE, is an award-winning social entrepreneur & internationally recognised for the company she founded, People Tree, a pioneer of sustainable fashion. She led the business as Global CEO for 20+ years in Japan & Europe. Safia is recognised by the World Economic Forum as an Outstanding Social Entrepreneur and is a leading influencer and international speaker on sustainable business and supply chains, climate action and Fair Trade. Safia is an advisor, executive coach and author of 9 books including; 'Slave to Fashion', campaigning to eradicate modern day slavery in the fashion industry and 'Slow Fashion - Aesthetics meets Ethics'. Safia recently launched www.realsustainability.org to promote sustainable living and leadership and joined other business leaders inspired by XR to establish www.businessdeclares.org.

