

## Catalyzing Action:

### EU SUSTAINABLE LIFESTYLES ROADMAP AND ACTION PLAN TO 2050

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Brussels



#### Laura Storm Sustainia

Laura Storm is leading the Sustainia initiative that focus on helping mature sustainable markets by communicating a desirable vision of a sustainable future and society.

Laura has extensive experience in leading climate and sustainability projects. In the run up to the important COP15 in Copenhagen Laura was the Project Director of the Copenhagen Climate Council, a group of high-level CEOs, scientists and policy designers, including Steve Chu, Jim Rogers and Sir Richard Branson. Furthermore, she was the Project Director of the World Business Summit on Climate Change – the largest gathering of global CEO's discussing a sustainable economy. Laura has previously worked in government administration and for global communications and public relations companies.

Laura holds a MSc in Political Communication & Leadership from Copenhagen Business School and a BSc in Economics and Business Administration from Westminster Business School, London.