

Fast-forward to greater sustainability: The Green Accelerator

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- *Latest climate science*
- *Green investment opportunities*
- *Showcasing startups and scale-ups*

Highlights on the Promenade during this year's World Economic Forum meeting in Davos included the Green Accelerator event, an invitation-only gathering that brought together executives, investors, scientists and officials to share thoughts on net-zero and sustainable solutions. Green Accelerator was founded by [Zdenka E. Rezacova](#) as part of her organization [In-Events](#). It was a privilege to represent [The Digital Economist](#), a global impact organization, at this exclusive soirée and speak with a number of high-ranking personalities.

Held for the third time, the evening of keynotes and discussions is now more relevant than ever, given today's uncertainties in the energy market, recent pandemic-related supply chain disruptions and the pressing need to combat climate change. As last year's COP27 meeting in Egypt made painfully clear, governments are too slow in taking action – it will take concerted public-private efforts to make a difference. And events like the Green Accelerator are an ideal platform to convene relevant global stakeholders.

Sustainability meets investment

“I'm convinced that the only way to make meaningful progress in fighting climate change is to turn the challenge into an opportunity,” says Founder Zdenka. “That's why our speakers and guests are a curated group of leading authorities in climate science, technology and investment. And we also invite startups and scale-ups aligned with the UN SDGs, who can connect with investors.”

The evening was moderated by green investor Gerry van der Sluys. His company, Business Creation, specializes in acquiring non-core business units from corporations and steering them toward sustainable operations while retaining jobs. Economist Dr. Nouriel Roubini offered insights into climate change as a mega-threat, as detailed in his book *Megathreats*. Additional background on the science of climate analysis was provided by Dr. Robert Max Holmes, President and CEO, Woodwell Climate Research Center. The picture that emerged was of a confluence of increasing risks – health, social, environmental, economical, geopolitical – all of which are interrelated and linked to climate change.

The sense of urgency was tangible, but the evening also provided many reasons for hope. These included words from Jason Jay, impact investing expert and Director of the Sustainability Initiative, MIT Sloan. He spoke about the work at MIT's Sustainability Initiative in educating investors and bringing together stakeholders. He also pointed to the intense discussions and keen interest surrounding sustainability and climate-related initiatives he was experiencing in Davos.

These discussions were expanded in a fireside chat moderated by global impact strategist Nisaa Jetha. Her guest was Paul Simpson, Founder, President & CEO of Cornerstone Financial Holdings. Simpson illustrated his investment lens and how his company is driving green investment. Based in the Caribbean island nation of Jamaica, Cornerstone has a direct connection to the effects of climate change. In parallel, he emphasized the considerable renewable energy resources in Jamaica, as well as the potential for using green energy to boost the economy and foster better social and educational conditions.

Also on the topic of education, Shivaram KR, Founder of HUE Tech, introduced his comprehensive initiative to revolutionize learning. His company, whose name derives from Human Ultimate Evolution, uses cognitive pedagogy based on neuroscience and new technologies such as AI and Metaverse to enhance the educational experience and its effectiveness. The holistic learning methodology has already shown convincing results, including proficiency scores improved by a factor of three. Given the role of education in opening up opportunities for underserved and underprivileged populations, this approach is highly promising.

A chance of a lifetime

“The data now show that investing in climate protection and related solutions is not only smart, but the investment of our lifetime. We simply must keep going and work through whatever challenges arise,” says Zdenka, summing up the Davos event. “Hearing the innovative concepts of so many talented and smart people, who work on the frontlines of climate action, keeps me motivated and inspired. It’s an honor to work with such top people – some of the brightest in the industry!”

Thanks again, Zdenka and the Green Accelerator team. We look forward to the next event.

Mike Durrie is Editor in Chief of The Digital Economist, a global impact organization dedicated to bringing together technologies and human potential to achieve positive and sustainable outcomes for humankind and the planet. The opinions expressed here are his own and do not necessarily reflect those of The Digital Economist.