



Catalyzing Action:

EU SUSTAINABLE LIFESTYLES ROADMAP AND ACTION PLAN TO 2050

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Cheryl is the team leader for the EU FP7 funded project, SPREAD Sustainable Lifestyles 2050. Cheryl is an experienced business and sustainability professional with 15 years of cross-sector business experience and most recently working with leading multi-national companies on collaborative action projects for sustainable development with The World Business Council for Sustainable Development (WBCSD). From 2004-2010 Cheryl was the focal point for the WBCSD's work on sustainable consumption and sustainable finance with contribution to the WBCSD's 2008-2009 scenarios project, Vision 2050. Cheryl led the WBCSD's work exploring the relationship between business activities, consumer behavior, individual lifestyles and environmental and social challenges. Cheryl also led the WBCSD-UNEP FI initiative which brought business together directly with financial institutions to accelerate the valuation of sustainability in the capital markets. In 2001-2004 Cheryl was focused on the health agenda, and a process for dialogue between company executives, medical professionals and hospital administration aimed at the social responsibility of companies related to impacts on health. From 1995 – 2001 Cheryl held different positions in the areas of sales, marketing, and human resources in various companies and foundations.