

## Chris Hines

Co-Founder and Director, Surfers Against Sewage

Chris has been working and campaigning for the environment for 30 years and revels in inspiring positive change.

He was a Co-founder and then Director of Surfers Against Sewage from 1990 till 2000. Regarded as “some of the Government’s most sophisticated environmental critics” by the BBC and “Britain’s coolest pressure group.” By the Independent, the SAS helped deliver massive environmental improvements. Chris was then Sustainability Director at the Eden Project for 5 years. This included conceiving and delivering “Waste Neutral”, an early version of the circular economy and helping embed the triple bottom line of sustainable business practice throughout the organisation. He’s been campaigning against ocean plastics since 1990! He’s given evidence to the UK parliament, the Monopolies and Mergers Commission, the European Commission, briefed the President of the European Parliament, been a special advisor to the Minister for the Environment and appeared on a wide range of media from BBC World Service and Panorama to CNN.

In 2008 he was awarded an MBE for “services to the environment” in the Queen’s Birthday Honours and an Honorary Doctorate of Science from the University of Plymouth. Surfers Path Inaugural Green Wave Award winner (a global award).

Has given presentations to a wide range of groups and organisations from BMW Guggenheim Future Lab to the Dutch Tax Office, Bombay Sapphire, Lonely Planet, the National Grid and the Global Surf Cities Conference and International Schools in the Hague and Geneva.

He now aims to deliver positive change by working with clients with a shared vision, including sitting on the BBC’s Sustainability Advisory Group.

Chris works on strategic planning, communications, leadership and embedding sustainability principles as part of a profitable business, and strongly believes that business can be a force for good in a challenging world.