

## Session Name:

### Green Futures:

How Innovation, Entrepreneurship & Sustainability will Drive the Next Economy

#### Instructor Biography

Brock Dickinson is Entrepreneur-in-Residence and an Adjunct Professor at the University of Waterloo. In this role, Brock works with students and faculty to help launch new entrepreneurial ventures, commercialize emerging research, and support the development of new incubation and business acceleration projects.

Brock was previously the Chief Executive Officer of MDB Insight, Canada's largest specialist economic development consultancy, where he worked with some 300 communities across North America to identify and pursue economic development, investment attraction, and job creation opportunities. The company was named to *Profit Magazine's* "Hot 50" list of Canada's fastest growing startups; he sold the company in 2017.

Before entering the private sector, Brock served in a variety of local economic development roles across North America, and spent six years as a consultant to the United Nations, coordinating environmental projects in more than 30 countries. In 1995, he was appointed Secretary-General of a UN development conference, the youngest Secretary-General in UN history.

Brock also serves as an Executive-in-Residence with Innovate Niagara, sits on the Industry Advisory Board of the Canadian Food and Wine Institute Innovation Centre, and is a member of the Niagara Free Trade Zone Taskforce. He also advises NAFTA/USMCA on environmental innovation.

A widely published writer and popular public speaker, Brock holds a BA from the University of North Carolina and a Master's in International Relations from Brock University.

#### Seminar Description

We all recognize that in the current economy, innovation drives business growth, and entrepreneurship drives job creation. At the same time, we understand that a growing array on global environmental concerns is rising on both corporate and political agendas. But have we really thought about what happens when these trends and forces collide with each other and begin to interact? In this fast-paced and entertaining session, Brock Dickinson will describe the surprising ideas behind our next economy, including how biodiversity spurs investment, why business moves faster than government on environmental issues, and what the success of YouTube tells us about the growth of green technology.

#### Topics Covered

- The role of innovation in business growth
- Entrepreneurship as the driver of job creation in the 21<sup>st</sup> Century
- How environmental challenges have become a business opportunity
- How these ideas come together in the field of green entrepreneurship
- How green entrepreneurs are reshaping the economy, and changing what comes next

## Learning Outcomes

By the end of this workshop, participants will be able to:

- Describe the ways in which multiple business and economic trends are coming together to create opportunities in green entrepreneurship
- Articulate how concerns about environmental sustainability are reshaping corporate agendas and activities
- Explain why the biggest successes and advances in the green economy will be driven by emerging entrepreneurs and startups, using innovation and new technology to disrupt existing markets