



Sustainability and Environment Business Council

The Sustainability and Environment Business Council (SEBC) within the International Trade Council is a forward-thinking body dedicated to integrating sustainable practices and environmental stewardship into the heart of global commerce. Recognizing the profound impact of trade on our planet's ecosystems and resources, the SEBC endeavors to harmonize economic progress with environmental responsibility. This council works towards a future where international trade not only drives economic growth but also champions environmental sustainability and social responsibility.

LEADERSHIP

Chairperson:

- Nicholas Ashby, CEO / Principal SE Asia, [Celadon Capital](#) / [Eaton Square](#) [[LinkedIn](#)]

Deputy Chairperson:

- Frank P Amoyaw, CEO, [LandMark Security Limited](#) [[LinkedIn](#)]

Board Members:

- Akram Hamid, President & CEO, [Dallata Trading Group Ltd](#) [[LinkedIn](#)]
- Imre-Gustav Vellamaa, Co-Founder, [R8 Technologies](#) [[LinkedIn](#)]

AREAS OF FOCUS

- » **Sustainable Trade Practices:** Advocate for and implement trade practices that balance profitability with ecological responsibility, ensuring that both businesses and the environment thrive.
- » **Carbon Footprint Reduction:** Promote strategies and technologies to reduce the carbon footprint of international trade activities, from transportation to packaging.
- » **Resource Efficiency:** Champion the judicious use of natural resources in trade, emphasizing recycling, reuse, and reduction.
- » **Green Supply Chains:** Encourage the creation and maintenance of supply chains that are environmentally friendly, transparent, and responsible.
- » **Environmental Regulations:** Assist businesses in understanding and adhering to international and local environmental regulations, ensuring compliance and promoting best practices.
- » **Eco-friendly Technologies:** Highlight and facilitate the adoption of technologies that reduce the environmental impact of trade, from renewable energy sources to biodegradable materials.
- » **Education & Awareness:** Organize seminars, workshops, and conferences to raise awareness about the environmental challenges and opportunities in international trade, empowering stakeholders to make informed decisions.
- » **Collaborative Partnerships:** Foster collaborations between governments, NGOs, businesses, and communities to jointly tackle environmental challenges in the realm of trade.
- » **Social Responsibility:** Beyond environmental concerns, promote trade practices that consider the well-being of communities, ensuring that trade benefits are widespread and inclusive.
- » **Circular Economy:** Advocate for a shift from a linear economy to a circular one where resources are reused, recycled, and regenerated, minimizing waste and maximizing value.



ABOUT BUSINESS COUNCILS

A business council, within the framework of the International Trade Council, is an assemblage of volunteer professionals, possessing deep industry knowledge and expertise. They collaborate to shape the Council's research, education, networking, and outreach initiatives, thereby ensuring their relevance to the current global business climate.

These industry experts meet regularly, whether in-person or virtually, to propose and guide the Council's research undertakings. They examine industry trends, scrutinize emerging markets, and explore technological advancements, providing valuable insights that the Council transforms into action-oriented research projects.

The business council acts as an advisory board, contributing to the development of educational resources tailored to the needs of businesses operating in international markets. They bring their firsthand experience to the fore, identifying the critical competencies necessary for success and helping devise educational programs that equip members with those skills.

In addition, the council facilitates networking events and initiatives, creating opportunities for members to connect, collaborate, and forge strategic partnerships. They also play a crucial role in driving the Council's outreach programs, reaching out to potential members, sharing the Council's mission, and amplifying its impact across the global business community.

Moreover, business councils provide a forum for discussion, enabling the exchange of ideas, fostering innovation, and promoting best practices within their respective industries. They also help bridge the gap between industry and government, advocating for business-friendly policies and voicing industry concerns to policymakers.

Lastly, the business councils play a pivotal role in the International Trade Council's mission to support and promote international trade. Through their collective knowledge, experience, and guidance, they contribute to creating an environment where businesses can thrive in the global marketplace.