John Elkington: 1-pager

Back in 2004, *BusinessWeek* called John “a dean of the corporate responsibility movement for three decades.” In 2008, *The Evening Standard* named him among the ‘1000 Most Influential People’ in London, describing him as “a true green business guru,” and as “an evangelist for corporate social and environmental responsibility long before it was fashionable.” And in 2009, a CSR International survey of the Top 100 CSR leaders placed John fourth: after Al Gore, Barack Obama and the late Anita Roddick of the Body Shop, and alongside Muhammad Yunus of the Grameen Bank[[1]](#footnote-1).

But what does he actually do? Here are ten roles he plays:

1. **Advisor**: In total he has served on over 70 boards and advisory boards for business, government and citizen sector organizations. Currently, he chairs advisory boards for Neste and Novartis - and is involved in around 20 organizations.
2. **Advocate**: He champions emerging agendas, among them the environment, sustainability, social innovation and entrepreneurship, and exponential progress.
3. **Author**: He is author or co-author of 20 books, the latest being [*Green Swans*](https://volans.com/green-swans-2020/)*: The Coming Boom In Regenerative Capitalism* (due April 2020 from Fast Company Press). And of over 50 published reports.
4. **Consultant**: He has run (or participated in) successful projects for scores of leading clients.
5. **Director**: He has been a director of successful businesses and organizations, and of two social enterprises that failed.
6. **Editor**: He has edited a number of publications, among them The ENDS Report, from 1978 to 1983, *Earthlife News* (in the mid-1980s) and *Biotechnology Bulletin* (for 15 years from 1983).
7. **Journalist**: He has written many hundreds of [articles and blogs](https://johnelkington.com/publications/articles-blogs/).
8. **Professor**: He is a Visiting Professor at the Doughty Centre for Corporate Responsibility/Cranfield University, Imperial College and UCL.
9. **Speaker**: He has given [over 1,000 speeches](https://johnelkington.com/speaking/) ranging from World Economic Forum and company Board meetings through to town hall events.

1. Take such surveys with a big pinch of salt. But as another indicator of impact, he has received awards from, among others, the American Society for Quality, the Winston Churchill Memorial Trust, *Fast Company*, the Rockefeller Foundation, the Skoll Foundation for Social Entrepreneurship, the Sustainability Hall of Fame, UCL, and the United Nations. He was also awarded an honorary doctorate by The University of Essex. [↑](#footnote-ref-1)