



## JOHN ELKINGTON

Founder and Global Ambassador, [Volans](#), founded 2008  
Chairman & Chief Pollinator, Countercurrent, founded 1983  
Ambassador for [The Churchill Fellowship](#) and [WWF UK](#)

Variously known as the “Godfather of Sustainability” and an “Ambassador from the Future,” John is acknowledged as one of the founders of the global sustainability movement. Mainly focusing on business and markets, he has worked as an advisor to an A-to-Z of businesses across the globe for 50 years.

He has co-founded four companies since 1978, all of which still exist in some form: Environmental Data Services (ENDS, 1978); John Elkington Associates, later Countercurrent and now Elkington Ventures (1983); SustainAbility (1987); and Volans (2008).

Over the decades, he has served on over 80 boards and advisory boards—and was a faculty member of the World Economic Forum from 2002-2008. He has addressed well over 1,500 conferences around the world.

He is the author or co-author of 21 books, including the million-selling *Green Consumer Guide* series. His most recent book—[Tickling Sharks: How We Sold Business on Sustainability](#)—was published in June 2024 by Fast Company Press.

He has received many awards, most recently the 2021 [World Sustainability Award](#).