

The Future of the Cities: Bright or Bad?

The cities are a key contributor to climate change because our urban activities are a major source of greenhouse gas emissions. Today we see many cities racing to set ambitious climate goals, developing innovative climate adaptation and climate mitigation plans. We already have all the cutting-edge technologies to achieve climate neutrality. But we do not want to lose the comfort that the vast majority of the world's population has gained throughout history. “The story how the cities will tackle climate change will be the story how we redesign and rebuild the urban environment. The more we delay, the bigger the challenge becomes.” (J. Troni) We have to rethink our values and design principles of the systems, organizations and the business, products and services. But above all, we have to step out of our comfort zone and change our habits.

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Ana Struna Bregar has been working on sustainability management since 2017, when she became CEO of the CER Sustainable Business Network, a network of progressive companies and organisations accelerating green transition. She holds a degree in Architecture. In 2020, she was the initiator of the Slovene Alliance for a Green Recovery after the Covid, for which CER won an award from the main Slovene business magazine Finance. She is ESG consultant, author of various articles, moderator and a speaker at professional events. She gained her knowledge about sustainability management at the University of Cambridge Institute for Sustainability Leadership and Yale School of Management.