

Business and Biodiversity Forum

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<https://www.cbd.int/article/cop15-business-biodiversity-forum#programme>

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Jennie Granström is the Biodiversity Lead of the H&M Group. Working in Stockholm at the head office, Jennie leads the work connected to H&M Group's biodiversity ambition. Jennie has been working at H&M Group for over 13 years and also has additional retail industry experience from 5 years at IKEA. In her current role Jennie work on integrating biodiversity into the whole H&M Group organization, including analyzing the impact on nature, goal setting and driving impact projects. Jennie is also active in the partnerships and collaboration H&M Group have in connection to biodiversity.



2020 UN BIODIVERSITY CONFERENCE

COP 15 / CP-MOP 10 / NP-MOP 4

Ecological Civilization-Building a Shared Future for All Life on Earth

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