



## **Florence WIJSBROEK**

Founder/President Balkan Institute for Sustainable Development  
<https://www.bsdi-institute.eu>  
Founder/CEO Sofiaconcept

Florence Wijsbroek, a dual Franco-Bulgarian national, is founder and president of the Balkans Institute for Sustainable Development (BSDI) and CEO of Sofiaconcept Company based in Bulgaria.

Driven by a real sense of awareness and convinced that the new economic, social and environmental challenges will change the world, Ms Wijsbroek works on a daily basis to understand this.

President of the Balkan Institute for Sustainable Development and Managing Director of Sofiaconcept, Ms. Wijsbroek initiates and coordinates activities in the field of sustainable development in the Balkan countries (the Republic of Serbia, the Republic of Northern Macedonia and the Republic of Bulgaria, Armenia, ...) and more particularly in the implementation of the 2030 Plan. Thus, on the initiative and under its editorial coordination, the White Paper on Circular Economy and Sustainable Development in the Balkans was published.

The actions implemented by BSDI, mobilize state representatives, companies, NGOs and citizens from several countries, in concrete actions for the achievement of the SDGs of the 2030 Agenda. Thus, we work on the creation of specific tools to accompany cities in their transformation into sustainable cities, we accompany companies in the elaboration of their concrete plans and sustainable investments and protecting the planet.

Ms. Wijsbroek also intervenes at the international level in the preparation of reports such as the report on good practices in French-speaking countries for the Secretary General of the OIF. To this end, she participated in the summit of states in Yerevan where she presented the results of the research.

Her experience in a European and international context in the field of sustainable development and Corporate Social Responsibility and her constant and regular exchanges with all stakeholders and experts on new societal issues are her best assets. Ms. Wijsbroek also acts as an expert in the development of various European projects. The diversity of projects initiated during her career has enabled her to conduct the evaluation of government policies in the field of implementation of the SDGs.