

## Nasdaq Sustainability Series: A Conversation with Mike Crowther, CEO of the Indianapolis Zoo

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moderator

- **Mike Crowther**, Chief Executive Officer (The Indianapolis Zoo) & Founder of the Indianapolis Prize

The Nasdaq's Sustainability Series provides a forum for organizations working on issues centered on sustainability, corporate responsibility, diversity and volunteerism.

Participants in this discussion panel included:

- **Allan Schoenberg**, Vice President, Corporate Communications (Nasdaq),

This discussion yielded the following key points:

- Overview of what the Indianapolis Prize is, when it began, what it honors and how often it is awarded;
- Discussion of past award winners and their work;
- Overview of this year's winner, Russell Mittermeier of the Global Wildlife Conservation, the work he did and why he was selected for the Prize;
- Discussion of companies benefitting from recent tax reforms and what they may do with extra capital;
- Active discussion if companies are obligated to invest in sustainable production - Is this an ethical or reputational obligation, or mostly an economic one;
- Discussion on who pressures companies to be more responsible, to use resources efficiently and to invest in conservation efforts;
- Review of the one thing that companies can do right now to support not only the work of Russ Mittermeier and other Indianapolis Prize winners, but conservation in general.