

PRESS RELEASE

Innovation and impact with a global changemaker: Benita Matofska is the UITP Summit 2025 keynote speaker



Brussels, 15 May 2025

As a speaker, author, and changemaker, [Benita Matofska](#) is known for her global work on sustainability, social innovation, and business transformation.

Helping international organisations navigate future readiness and resilience as a change consultant, Benita is a voice advising some of the world's most forward-thinking businesses.

And now, the world of urban mobility will be impacted by her passion to create a positive sustainable future for people, planet and the economy, as UITP announces Benita Matofska as our [Summit 2025](#) keynote speaker.

With [a full media pass, you can register for free](#) to hear Benita and other international names speak!

In this game-changing opening keynote, Benita will take us on a journey around the globe to meet inspiring changemakers who are creating a planet and people positive future with 7 Steps to Positive Change: Creating a Sustainable Future for Public Transport.

Benita is the author of *Generation Share*, a ground-breaking book, voted top isolation read for a positive future by Forbes.

In 2024, Benita co-founded *Climate Women*, a network for women who are passionate about preserving and protecting the planet. She previously created *Global Sharing Week*, a campaign addressing resource inequality reaching 100 million+ people worldwide.

An award-winning social entrepreneur, she is renowned for her ability to inspire and captivate audiences worldwide with her knowledge, dynamism and insights.

In a world with challenges such as climate change, instability and inequality, Benita ensures businesses stay relevant and secures their future by enabling them to create sustainable economic, social and environmental value.

Based on over a decade of research, Benita uses innovation techniques and global intelligence to inspire transformation for businesses, people and planet.

Driven by a passion to create global change and transform business into a force for good, Benita delivers her unique insights to people and companies seeking to future-proof their businesses by helping them to become resilient, future-proofed and sustainable.

With the UITP Summit as the global platform for the future of public transport and urban mobility, her work perfectly aligns with our drive towards more innovative and sustainable cities for all.

"I'm delighted to be bringing my inspiring stories and insights of positive change to this premier gathering of public transport professionals, experts and industry leaders. The UITP Summit is a wonderful opportunity to create impact for people and the planet and in my opening keynote, I'll share seven steps to create a sustainable future, ensuring this important sector is resilient and ready for the journey ahead."

Benita Matofska, UITP Summit 2025 keynote speaker

Meet Benita, one key fact at a time...

Author:

Wrote "Generation Share", highlighting the inspiring stories of people and initiatives around the world who are using sharing resources to create positive social change.

Founder:

*Founded *Climate Women* and *Global Sharing Week*, reaching over 100 million people worldwide.*

Speaker:

International voice on topics such as the sharing economy and social innovation, for the likes of UNESCO, Virgin, BBC Climate Creatives, and the European Parliament.

Recognition:

Awarded Natwest Venus Inspirational Woman of the Year, she is an RSA fellow and has featured in major media outlets shining a spotlight on work.

There are many milestones along the way as we navigate the road to Hamburg, and the announcement of our keynote speaker as approach the one month to go mark is a major moment.

Benita's insights will challenge us to rethink public transport not just as a system, but as a community-powered, inclusive, and sustainable force for good.

Alongside our local hosts, Hamburg Hochbahn, MOIA and the Hamburg Messe und Congress, the UITP Summit welcomes more than 10,000 public transport professionals ranging from operators, authorities, industry suppliers and policy makers from across the globe.

Don't miss this opportunity to be inspired by one of the leading voices in sustainability and social innovation.

Register as press with your free media pass for access to interviews, events, sessions and exhibitors!

Driving the Direction of Discussion with our Summit 2025 Programme