**The Role of Environmental Leadership in environmental sustainability: A Qualitative Content Analysis**

Nada Mohamed Ali, Sakarya University of Applied Sciences, Graduate Educatin Institute, Department of International Business , Mail: nadamohamedali21@gmail.com

0009-0006-7828-6880 ORCID No o5346298674 GSM

Doç. Dr. Selma KILIÇ KIRILMAZ, Sakarya University of Applied Sciences, skirilmaz@subu.edu.tr , ORCID No: 0000-0002-8478-1910, GSM: 05537454260

Doç. Dr. Mustafa Abdül Metin DİNÇER, Sakarya University of Applied Sciences, metindincer@subu.edu.tr, ORCID No:…, GSM:…

**ABSTRACT:**

This study investigates the role of environmental leadership in protecting nature and biodiversity through a qualitative content analysis of seven initiatives from the World Economic Forum's "The Pioneers for Our Planet" series.

The findings reveal that effective environmental leadership integrates sustainable practices with technological innovations to address ecological challenges. This research underscores the crucial role of leadership in driving initiatives that significantly contribute to biodiversity conservation and environmental sustainability. It also emphasizes the need to further explore the specific strategies and skills leaders employ to navigate complex environmental issues. By analyzing these initiatives, the study provides valuable insights into the mechanisms through which environmental leadership fosters sustainability and biodiversity protection.

**Keywords:**

Environmental leadership, Environmental sustainability