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

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**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