



## Sasha Kazantseva-Miller

**Parish:** St Peter Port  
**Experience:** New candidate  
**Party:** The Guernsey Partnership of Independents

**Email:** [votesasha2020@gmail.com](mailto:votesasha2020@gmail.com)  
**Twitter:** [@votesasha2020](https://twitter.com/votesasha2020)  
**Facebook:** [@votesasha2020](https://facebook.com/votesasha2020)  
**LinkedIn:** [linkedin.com/sashakazantsevamiller](https://linkedin.com/sashakazantsevamiller)  
**Website:** [sasha2020.gg](https://sasha2020.gg)  
**Podcast:** <https://transitionislands.libsyn.com>

- International business executive - Google, L'Oreal and Priceline
- MBA from INSEAD, BSc from London School of Economics
- Entrepreneur and board member - Guernsey Ports, Island Mums, Afaafa, Transition Islands
- Community involvement - Chamber of Commerce, Startup Guernsey, Island Games
- Focus on economy, infrastructure and sustainable development

### Personal statement

I'm an experienced business and community leader that **gets things done**.

With my commercial acumen, passion for sustainability, international and local experience I can help advance the economic, environmental and social changes we want to see on our island.

**Please vote for me to see a new style of behaviour, collaboration and energy** in the States to help solve the complex challenges facing our community.

I'm married to Geoff Miller and we have three children, all born in Guernsey. I speak three languages fluently and have lived in London, Singapore, Bangkok, Madrid, Moscow and Ulaan Bataar, working for global brands, startups and small businesses and sitting on a variety of boards.

Since choosing to make Guernsey home eight years ago, I have been actively involved with business, sports and the third sector as

board member at Guernsey Ports and Startup Guernsey, a participant at the Island Games 2017, co-founder of Chamber of Commerce Sustainable Business Initiative, co-founder of Afaafa, a Guernsey-based investment and advisory business, and co-host of the Transition Islands podcast exploring ideas for sustainable development.

I also ran Island Mums between 2015 and 2020 - a community organisation, which grew to serve 1000+ households and 100+ local businesses.

I believe that living on an island we have a unique opportunity to effect positive change in a way that's just not possible in larger countries. Taking the right action together as a community, like we did around Covid-19, we can genuinely improve lives and build a sustainable future.

### Manifesto

#### Action for the economy, environment and education

There's much we love about Guernsey and want to preserve. Yet, we need to invest in

our future, enabling a sustainable, adaptable economy, fully funding public services and ensuring good value for money.

#### Infrastructure, Connectivity and Efficiency

We should strive for consistent public sector efficiency. I would support Guernsey Ports, Water and Dairy to be run more independently, while retaining States ownership, like Guernsey Electricity and Post. Upgrading our harbour will help meet the island's connectivity, commercial, recreation, tourism and sea defence needs for the next 50 years.

#### Governance and Engagement

We've significantly underinvested in our island. I would push for more transparent and accountable governance to manage capital investments effectively, such as a Revive and Thrive Development Board and Seafront Enhancement Corporation. I believe that the government and private sector should work closer together and support creation of an Economic Advisory Council.

#### Finance and Innovation

Accelerating support for Finance, such as Green Finance and Fintech, is an opportunity for ongoing innovation and "walking the walk". With my expertise in startups and investments, I would support reviewing Locate Guernsey and Digital Greenhouse mandates, so they can provide business relocation and set-up incentives and launch an Enterprise Investment Scheme.

#### Green Energy Fund and Climate Action

Let's be bold and invest now in energy transition and climate action by launching a £50 million Green Energy Fund, providing household grants to install electric boilers and make home insulation improvements. I'd like to see more locally grown food via community gardens, hedge veg and commercial growing. I will promote circular economic thinking such as on-island food and green waste composting.

#### Tourism and Nature

I would emphasise our unique heritage and explore investments into culture, active and nature-based tourism - a Victor Hugo Centre, water-sports marina, bathing pools and sports tourism. Creation of land and marine conservation areas, a Centre for Nature and elimination of chemicals will improve the quality of our environment and attract eco-tourism.

## VOTE Sasha Kazantseva-Miller

"Sasha's experiences across a wide range of business, social, environmental and innovation areas locally and internationally would make her an outstanding addition to the States."

John Hollis, proposer

#### Education and Skills

Investment into our people's education and health should remain a top priority, based on a lifelong learning skills strategy. We must bring constructive progress to the secondary school debate following Pause and Review. I am a keen supporter of the Guernsey Institute and University developments with specialist faculties such as Sustainable Finance, Business Education and Maritime.

#### Sustainable Tax and Employment

We must address the complex debate on tax while retaining competitiveness and sharing the burden fairly. The level of change required will depend on how well we invest in our economy and how far we move on public service reform. I am against any tax changes that make lower income households worse off. Creating the conditions for more people to return to, or stay in, employment for longer (such as mums and older generations) is helpful, together with a flexible population regime and progress on the pay-for-equal-value agenda.



## Action Not Words