



One of the Leading Green Thinkers in China

Peggy Liu is Chairperson of JUCCCE, an NGO at the heart of the greening of China since 2007. Named the "Green Goddess of China" by Chinese press, and "Hero of the Environment" by Time, Peggy is one of the most impactful environmentalists globally. She catalyzed China's leaps into cleantech, Smart Grid, ecocities, efficient lighting, green bonds, and sustainable diets.

Her efforts have helped a billion and a half people leapfrog towards personal and planetary health. Peggy was awarded the "Hillary Step", the "Nobel" for climate change solutionists.

Peggy was a venture capitalist and McKinsey consultant. She was dubbed an "Internet Pioneer" in Silicon Valley for founding one of the earliest ecommerce companies. She is an MIT-trained electrical engineer and completed public policy programs at Harvard Kennedy School and National University of Singapore.

Peggy shares with communities, governments and companies around the world the lessons she learnt in successfully tackling China's toughest environmental health challenges. Peggy teaches this "Tornado Leadership" methodology to empower visionaries to bring in a better future faster by magnetizing people into joyfully joining into a spiraling movement. For this, the Economist called her "one of the most innovative thinkers in Asia" and the World Economic Forum named her a Young Global Leader.

She has taught 1000 mayors and central government officials across China how to build ecocities. Her workshops on reimagining prosperity sustainably have been used to birth the National slogan "China Dream", used in Britain, and to reimagine Pakistani Dream 2047. She is an Executive Advisor to the sovereign Nation of Hawaii.

As a global speaker, Peggy believes that the most helpful skill is heart-based storytelling, and that cultural translators will have the most important roles of the next generation. She is the best-selling author of "Mesmerize the Media: Maximize Your Impact With more Press" on transformational speaking.

Topics (Selection):

- Naming the Goal
- Creating a Regenerative Future Today
- Perspectives from Around the World