



**Peggy Liu 刘佩琪**  
**Chairperson, JUCCCE**

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Speaker Bio

## About Peggy

Peggy Liu has been at the heart of the greening of China over the last decade, and consults companies and governments on sustainability and cross-cultural collaboration. Peggy is Chairperson of Joint US-China Collaboration on Clean Energy ([JUCCCE](#)), a leading NGO accelerating the greening of China for a healthier world. She co-founded JUCCCE out of the first public dialogues between US and China governments on clean energy. JUCCCE has led giga-scale change across China in sustainable cities, sustainable consumerism, energy efficient lighting, and smart grid. Her programmatic focus today, “Food Heroes” play-based education, improves diets in families to transform our food system for personal and planetary health.

As the most visible of China’s environmentalists, she is an informal ambassador of China’s green journey and explainer of how China works. Peggy is a regularly featured keynote speaker on stages such as WEF and TED, and a highly sought-after expert in major news and documentaries such as BBC, CNN, NPR, and Discovery Channel.



**One of the world’s leading environmentalists, and bridge into China. Charming and powerful, Peggy is an experienced TED speaker and uses powerful imagery and emotional stories to bring her points to life.**

**Speaker Offerings**

- ✓ Keynotes
- ✓ Panel speaker
- ✓ Moderator
- ✓ Press interviews
- ✓ VIP meetings for business and government delegates

**Highlighted Speaker Topics**

Business Opportunity in the Healthy China Policy	4
Lessons & Surprises: A Holistic View on Rapid Greening of China	5
Understanding China’s Unprecedented Urbanization	6
Catalyzing Inspiration for Product Innovation	7
Social Entrepreneurship: How to Make Giga-scale Change at Giga-pace	8
Belt & Road: A New Era of China’s Soft Power	9
Makeup, Jewelry, Lights, Camera, Action!	10

Peggy is one of the top healthy diet experts in the world, and founder of “Food Heroes: play-based food education for young families.” She is also on the advisory board of the EAT Forum, the leading food transformation platform.

JUCCCE belongs in the **top inner circles of personal & planetary health**, and Peggy has **unique market insights** that are suitable for companies working in healthy living looking for business opportunities in light of China’s 2030 national health reform.



## Sample Speaker Headlines

- Key trends in China’s health reform policy
- Business opportunities in healthy food with China’s nationwide health reform
- Food Education: The magic lever to achieve personal, planetary, and economic health

## Past Keynotes, Events, Documentaries, and Workshops

- “Launch of the Global Nutrition Report.” Drivers of obesity and diabetes in China. EAT Forum 2016
  - <https://www.youtube.com/watch?v=GRK7jCL85Dg&t=1100s>
- "China: from hunger to obesity in one generation". EAT Forum 2015
  - <https://www.youtube.com/watch?v=q1uvlXzRr-M>
- Documentary "Cities Changing Diabetes"

◀ Peggy speaking at a panel at the EAT Forum 2016, Sweden. The EAT Forum is the premier global food transformation platform

As one of the world's top environmentalists, Peggy is a Time Magazine [Hero of the Environment](#) in 2008 and the [Hillary Laureate](#) of 2010 for [climate change leadership](#). Being at the heart of China's greening, Peggy is one of the only few individuals who can offer **a holistic overview on the greening of China**.

As a board member of Drawdown, the first ever actionable plan to reverse global warming, Peggy can offer companies ways to **translate this plan into business opportunities**, as well as advice on **resource allocation and policy prioritization** for governments with limited resources.

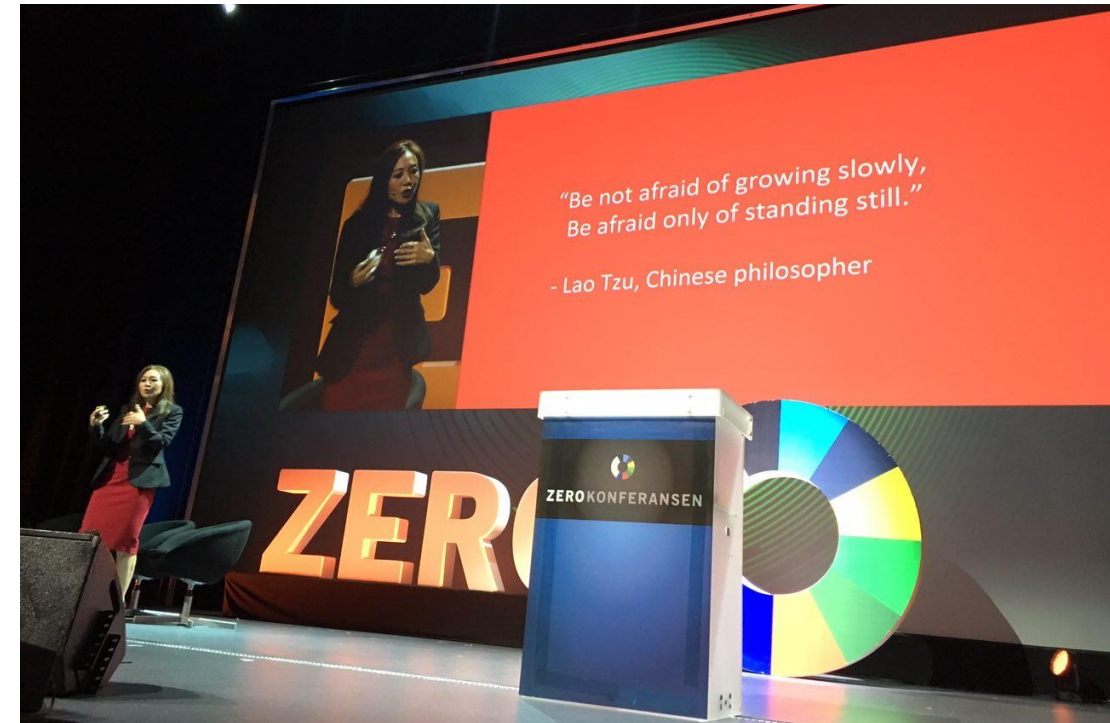
## Sample Speaker Headlines

- Market Insights: The Drivers Behind China's Unprecedented Green Journey
- Surprising Story about China's Unprecedented Green Journey

## Past Keynotes, Events, Documentaries, and Workshops

- "China's Rapid Green Transformation" assesses China's journey in the last 10 years.
  - <https://www.youtube.com/watch?v=QfVdGvq3UJY&t=20s>
- "China as a Cleantech Laboratory of the World" Opening speech at the first ever TEDxCh.
  - <https://www.youtube.com/watch?v=yP9IRbxtEw>
- Discovery Channel's "Powering the Future" Part 3 and Part 4
- Documentary "Catching the Sun"
  - <https://vimeo.com/ondemand/catchingthesun>

Peggy giving a keynote at ZEROKONFERANSEN 2016, the biggest event organized by the Zero Emission Resource Organisation based in Oslo, Norway



# Understanding China's Unprecedented Urbanization

As a Distinguished Professor at China Academy of Governance, a lecturer at China Executive Leadership Academy of Pudong, and the National Academy for Mayors of China, Peggy has **taught over 1000 Chinese government officials** on sustainable urbanization.

She is one of the top international experts **who truly knows how China operates at the government-level**. Her many successful initiatives at JUCCCE, such as the one that led to the Chinese government dedicating US\$7.2 billion to deploying Smart Grid by 2020, has given her the **key to unlocking the hidden power of China through collaborative leadership**. This insight is extremely valuable to corporations and people looking for keynotes on China insights.



◀ Peggy talking about China's urbanization on CNN's documentary "On China"

## Sample Speaker Headlines

- China: From Factory to Cleantech Laboratory of the World
- What are the Lessons from the World's only Eco-Urbanization Lab

## Past Keynotes, Events, Documentaries, and Workshops

- CNN "On China"

# Catalyzing Inspiration for Product Innovation

As the chairperson of JUCCCE, Peggy has created multiple futurist initiatives that ultimately helped push China to become the world's environmental leader today. With **global, futurist access to on-point market trends** to do with both planetary and personal health, Peggy can provide insights for service companies in the healthy living space that need innovation consulting. She will apply the lessons learned to **drive societal scale change** with new behavior model to **help your business think more innovatively.**

Peggy has also been a market entry consultant to Duke Energy, Danone, and the New Zealand government.

## Sample Workshop Headlines

- Hackathon/Ideathon Workspace Events
  - Rapid prototyping events for company employees
- Immersion Workshops on Consumer Trends
  - Interactive workshops on the changing trends in consumerism related to sustainability in China. JUCCCE and Peggy provide a unique scope on the niche Chinese sustainability market.
- Executive Workshops
  - Workshop sessions for executives to fill and enhance knowledge of Chinese culture and/or niche Chinese markets

## JUCCCE Consulting Services

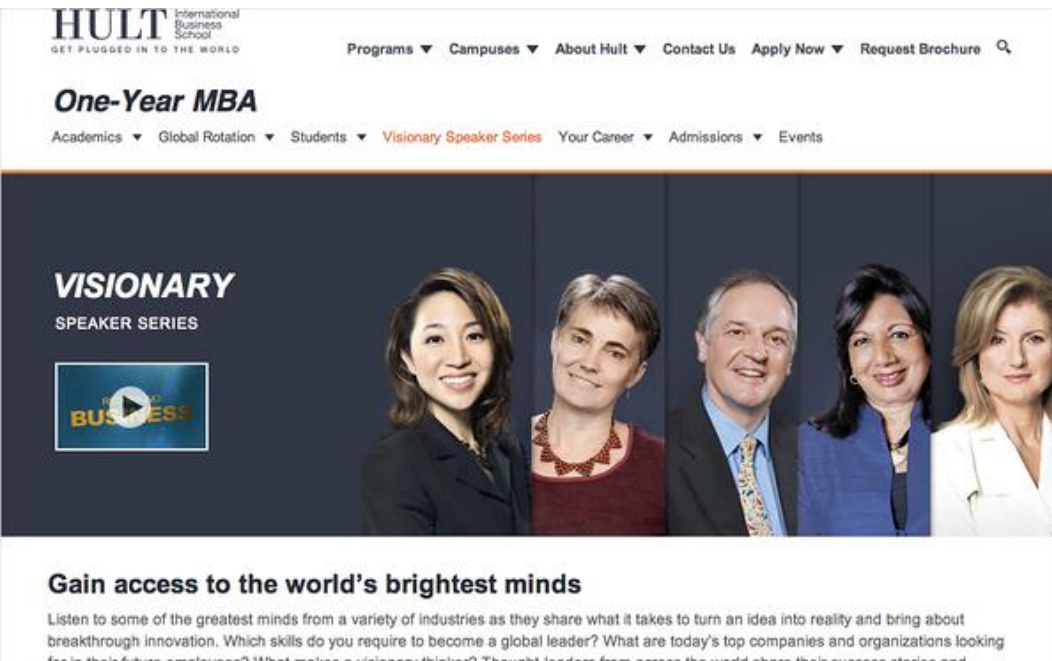
JUCCCE offers executive consulting services such as Trusted Advisory, Market Entry, and STG Guidance to selected clients. For more details, please contact Peggy Liu directly.



▲ Peggy giving a keynote at Danone's Leadership Conference. Danone is also one of the consulting clients of Peggy and JUCCCE

Named as **one of China's top 50 innovative business leaders** by *China Business News Weekly*, Peggy regularly mentors and judges social entrepreneurs (e.g. Hult Prize (social entrepreneurship at college level), The Circulars at Davos (circular economy), Unreasonable Impact), and has led many workshops on Climate Philanthropy.

With JUCCCE being at the heart of China's greening, Peggy holds **the key to catalyzing systemic change** for companies and innovators in need of **mentorships and incubators**; existing social entrepreneurs needing top-level networking opportunities; college students looking for skills to create change; and non-profits looking for forums. Peggy has completed program in Global Leadership and Public Policy for the 21st Century at the Harvard Kennedy School of Government.



The screenshot shows the Hult International Business School website. At the top, it says "HULT International Business School GET PLUGGED IN TO THE WORLD". Below that are navigation links: Programs, Campuses, About Hult, Contact Us, Apply Now, and Request Brochure. The main heading is "One-Year MBA" with sub-links for Academics, Global Rotation, Students, Visionary Speaker Series, Your Career, Admissions, and Events. The central image features five speakers with the text "VISIONARY SPEAKER SERIES" and a "BUSINESS" logo. Below the image, it says "Gain access to the world's brightest minds" and provides a brief description of the series.

## Sample Speaker Headlines

- Being in Service: Why Social Entrepreneurs are More Fulfilled People

## Past Keynotes, Events, Documentaries, and Workshops

- "Green Gold: 11 Sustainable Entrepreneurs and Their Secrets"

◀ Peggy featured as one of the Visionary Speaker of the Hult Prize



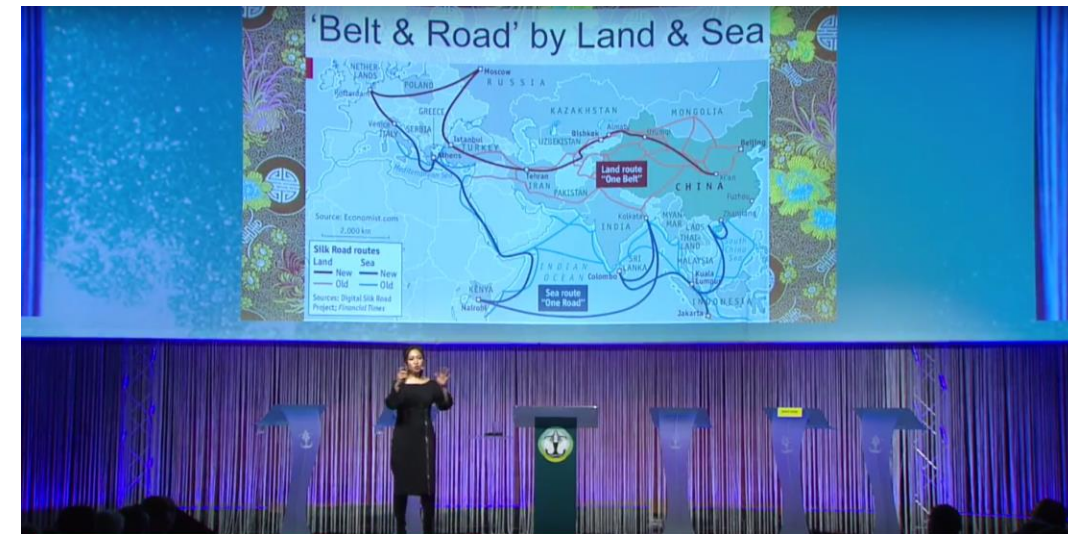
Peggy is an informal ambassador who teaches the Chinese government on how to effectively bridge the two cultures of east and west together through trust building and collaborative leadership. She has been involved at the governmental level, corporate level, and the grassroots level, offering **cultural and geopolitical insights to the belt & road initiative, which is critical in redefining global trade routes, geopolitics, and cultural understanding.**

## Sample Speaker Headlines

- Belt & Road: Redefining Global Trade Routes, Geopolitics, and Cultural Understanding
- A New Era of China's Soft Power
- A New Collaborative Politics to Replace Colonialism

## Past Keynotes, Events, Documentaries, and Workshops

- GBC "Belt & Road: A New Era of China's Soft Power"
  - <https://pan.baidu.com/s/1h4qrPi>
- "Dream in a box: Reinventing the American Dream" at TEDxOccidentalCollege
  - <https://www.youtube.com/watch?v=4NqMP7IzgFg>
- "Cultural Bridges - Service Jobs of the 21st Century" at TEDxShanghaiWomen
  - <https://www.youtube.com/watch?v=DNX3SbMxYxU>
- Discovery Channel "How China Works"



▲ Peggy giving a keynote on Belt & Road at Nor-Shipping, the leading worldwide maritime conference.

# Makeup, Jewelry, Lights, Camera, Action!

Peggy regularly teaches media training for women at the World Economic Forum and like circles. A fierce gender parity advocate, Peggy is the founder of PhoenixRisen.org, an organization working against sexual violation. This is for women who have already had some run-ins with press. **But what about venturing into documentaries, live TV, fashion shows, sponsorships, etc.? How do women combine our professional and personal stories into one compelling, strong, authentic public story? How can we best leverage media to represent women, our cause, our organization, ourselves?**



## Sample Headlines

- Makeup, Lights, Camera, Action! How Women Can Slay their Media Image

## Past Keynotes, Events, Documentaries, and Workshops

- Voice of America documentary feature “A Single Step: Journeys of Women Leaders”

# Why Invite Peggy?

As a true global leader, Peggy believes in the **power of collaboration to produce mutually-beneficial outcomes**. In fact, JUCCCE has **one of the top networks of the world**.

By telling a powerful and emotional story that are full of surprises, Peggy will inspire and give your employees and executives **a new sense of purpose and push them to think more innovatively in our increasingly globalized world**.

This is why countless corporations, governments, media and universities have invited her to speak at top events around the world. You don't have to do it alone.

**Be a part of our network. Be a part of JUCCCE.**

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