



# KATE GAERTNER



## SPEAKER SHEET

### THE WHAT-WHY-HOW OF BUSINESS CIRCULARITY:

Understand the tenets of business circularity; the value in its pursuit from a multi-stakeholder point of view; and how to employ circularity measures within your organization's supply chain, processes, and go-to-market product and service strategies.

### OPENING THE CORPORATE KIMONO WITH CARBON INVENTORIES:

Organizational footprints allow companies to baseline their impact on the environment. By conducting a carbon accounting of a company's entire supply chain - both upstream and downstream - a company can uncover the carbon "hot spots" in how it does business and seize opportunities to significantly reduce their environmental footprints, change behaviors and processes for the better, and to build closer, more strategic relationships with one's suppliers and partners.

### STAKEHOLDER CAPITALISM BEGINS WITH MATERIALITY ASSESSMENTS:

The most innovative, progressive and highest-valued companies - today and tomorrow - are the ones that are driven by purpose, highly transparent, and take a stakeholder-approach to their Brands, business models and growth strategies. Learn how to utilize and leverage a materiality assessment to build longevity and resilience into your company's operations.

### SUSTAINABILITY ROADMAPMING: MARRYING VISION WITH ACTION:

*"Vision without action is useless. But action without vision does not know where to go or why to go there. Vision is absolutely necessary to guide and motivate action."* - Donella H. Meadows. Understand how to roadmap a sustainability strategy that aligns your company's disparate efforts, sets lofty but achievable goals, and allows your organization to meet with success, a.k.a.: a company and a world aligned with the Paris-climate goals.

### HOW TO MOTIVATE AND CONNECT EMPLOYEES TO SUSTAINABILITY:

Build the 'Sustainability Muscle' of Your Employees. Organizations that take corporate sustainability seriously are equally committed to progressing the sustainability knowledge of their employees. Support your employee's capacity-building around sustainability measures they can employ in their own lives. Provide them with the frameworks and tools needed to implement personal sustainability measures successfully. Empower them to be sustainability power players in their own lives!

### CONNECTING WHAT YOU VALUE TO SUSTAINABILITY:

Connect what you value today with sustainability initiatives that reinforce your personal values. Learn how to kick start your individual knowledge-building around sustainability measures to take that are personally meaningful, actionable and impactful all year long.

*"Kate Gaertner explains how each of us can—must—work to reverse global warming. She reminds me of Body Shop co-founder Anita Roddick, who contrasted the pessimism of the thought with the optimism of the action. It's time for optimism and action."*

— John Elkington, Founder & Chief Pollinator at Volans

*"For many years, Kate Gaertner directed her sustainability expertise towards greening companies. Now she's using that knowledge to empower individuals on the path to sustainability...Whether you're a nature lover, penny pincher or brand new to going green, Kate will help you create a customized sustainability action plan that is sure to inspire you to become a personal change-maker."*

— Adria Vasil, bestselling author of the *Ecologic* book series

*"Kate Gaertner helps simplify what can seem a very complex process for many people, identifying value drivers that the average person can easily identify in their daily life, and what steps we can take as individuals to make changes in seven clear impact categories."*

— Melissa Bruntlett, author of *Building the Cycling City and Curbing Traffic*