

About Peggy Liu

Peggy Liu, Chairperson of JUCCCE, has been at the heart of the greening of China since 2007. She has dedicated her life to personal and planetary health. Named the "Green Goddess of China" by Chinese press, she travels the world to consult companies and governments on how to catalyze societal-scale change, scale sustainable innovation, and collaborate with China.

Peggy's superpower is bringing people together across borders and industries to change the world for the better. Peggy works across policy, economic, technical, and spiritual realms.

Peggy keynotes around the world on lessons from how China is tackling the world's toughest challenges: pollution, urbanization, epidemics, drought, obesity and diabetes. What can other societies learn without becoming China? How can individuals catalyze societal-scale change?

As the best-selling author of *Mesmerize the Media: Maximize Your Impact With More Press*, Peggy coaches women leaders on personal branding and transformational speaking. She brings about the rise of the Divine Feminine by strengthening the voices of women in the media.

Peggy is a World Economic Forum Young Global Leader. She was awarded the "Nobel" of climate change and the "Hillary Step". The Economist called her "one of the most innovative thinkers in Asia." Previously, she was a venture capitalist and founded one of the earliest ecommerce companies in Silicon Valley. Red Herring cover story dubbed her an "Internet Pioneer".

Peggy Led JUCCCE in These China-wide Changes

- Organized the MIT Forum on the Future of Energy in China from which JUCCCE was formed. This forum was the first public dialogue between US and Chinese government officials on clean energy in China, just as China was just starting to look seriously at greening itself.
- Introduced Smart Grid to China and catalyzed the revolution of electricity distribution to allow for renewable energies and energy efficiency at scale.
- Created the China Dream initiative in 2010 to reimagine prosperity for sustainable consumerism. This became China's national slogan. Environmental protection is now embedded into the national priority and identity of China.
- Educated 1000 Chinese government leaders (mayors and central government) on how to build sustainable cities. These trainings helped shape eco-city trends in China.
- Catalyzed China's change from incandescent lighting to energy efficient lighting, the largest leverage point in saving energy.
- Launched Food Heroes, teaching young kids and parents to eat in a way that is good for themselves and the planet.

Boards and Other Appointments

Peggy is 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. She is a board member of Project Drawdown, an advisor to the FTSE Environmental Markets Committee, EAT Forum and Volans, a Governor of the Hillary Institute. She is a Thought Leader at CriticalEye CEO network. She served as an executive advisor to Marks & Spencer, an advisor to PWC China, a sustainability advisor to HP, a member of the World Economic Forum's Global Agenda Councils on Sustainable Consumption 2012-13 and on New Energy Architecture 2011-12, and an energy adviser to the Clinton Global Initiative in 2008. She is a recurring judge for The Circulars at Davos (circular economy) and the Hult Prize (social entrepreneurship at college level).

Prior to JUCCCE she was an early-stage venture capitalist in Shanghai. In the 1990's Peggy was recognized as an Internet pioneer on the cover of 'Red Herring Hits'. She headed Channel A, one of the earliest e-commerce companies in Silicon Valley. Other executive positions in Silicon Valley included General Manager of Consumer Applications at Zaplet, a dynamic email communications platform, and VP of Marketing at SeeUthere.com. Peggy also served as a management consultant at McKinsey (<http://www.mckinsey.com/careers>), a product manager for Internet Chameleon- the first Windows software that used a graphical user interface to surfing the Internet, a

product manager for Symantec C++ and Norton OEM products, and a programmer on ISDN modems at Codex Motorola.

Academics

She is a graduate of Massachusetts Institute of Technology (MIT) in Electrical Engineering and Computer Science and completed a program in Global Leadership and Public Policy for the 21st Century at the Harvard Kennedy School of Government and a program at the Lee Kwan Yew School of Public Policy at the National University of Singapore.

Recognitions

As one of the leading green voices in China, Peggy was honored as

- a World Economic Forum Young Global Leader,
- Foreign Policy's shaper of US-China relations,
- the Hillary Step for climate change solutions in 2012,
- a Time Magazine Hero of the Environment in 2008,
- the Hillary Laureate of 2010 for climate change leadership,
- a Forbes 'Women to Watch in Asia' in 2010,
- a Huffington Post 'Greatest Person of the Day' in 2011,
- one of China's top 50 innovative business leaders by China Business News Weekly in 2012,
- the Shanghai Excellence Award 2014,
- an InStyle Magazine 'Woman of the Year' in 2019.
- an IPWS Women Leadership Award for Lifetime Achievement in 2020

In Chinese press, she has been recognized as a green leader on covers and in features such as

- Oriental Outlook ('China Dream'),
- Global Times ('Green Goddess'),
- Beijing Tatler ('Green Miracle'),
- The Guardian ('Climate Change Abolitionists'),
- Vogue China ('3 Women Who Better the World'),
- Psychologies ('10 Green Handkerchiefs award'),
- Madame Figaro 'Top Life' award 2012,
- Jessica ('Most Successful Women' 2013),
- L'Officiel ('China's Most Successful Women' 2014).

Select Speeches

Peggy's public speeches around the world give a unique window into China's decade-long green journey, and the relation of food education to all Global Goals.

Gigascale, Gigapace: China's Rapid Green Journey

Keywords: Sustainable Urbanization, China, Green Solutions, Innovation, Clean Energy, Sustainable Consumption, Government Policy, Environmental Progress, Pollution, Belt and Road

Food Education: The magic lever to achieve personal, planetary, economic health

Keywords: Food Innovation, Changing Diets, Innovative Education for Kids, Achieving Global Goals, Regenerative Agriculture, China, Hunger to Obesity, Government Policy

The First Comprehensive Ranking of Top 80 Carbon Drawdown Solutions

Keywords: Climate Change, Global Warming, Solutions

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

Keywords: Women's Empowerment, Media Training

Geographies covered:

Greater China, Europe, Australia/New Zealand, US

Peggy is a frequent speaker at World Economic Forum and TED, and appears regularly on BBC, Discovery Channel, and other media. Watch her in: Voice of America's "[A Single Step: Journeys of Women Leaders](#)", "[Cities Changing Diabetes](#)", "[Catching the Sun](#)", Discovery Channel's "Power the Future" [Part 3](#) and [Part 4](#), Discovery Channel "How China Works".

["China's Rapid Green Transformation"](#) assesses China's journey in the last 10 years.

["China as a Cleantech Laboratory of the World"](#) Keynote opening speech at the first ever TEDxChCh.

["Dream in a box: Reinventing the American Dream"](#) at TEDxOccidentalCollege

["Cultural Bridges - Service Jobs of the 21st Century"](#) at TEDxShanghaiWomen

As a leading expert on food education for personal and planetary health, she advocates around the world for better diets using Food Heroes' innovative classroom curriculum and family engagement at the dining table.

["Launch of the Global Nutrition Report"](#) Drivers of obesity and diabetes in China. EAT Forum 2016

["China: from hunger to obesity in one generation"](#). EAT Forum 2015

Book Features

"Gray Rhino", Michelle Wucker

"End of Copycat China", Shaun Rein

"Visions 2100: Stories from Your Future", John O'Brien

"The World We Made", Jonathan Porritt

"Green Recovery", Andrew Winston

"Green Gold: 11 Sustainable Entrepreneurs and Their Secrets"