

Joel Makower

Business. The Environment. The Bottom Line.



“Green” has become mainstream, though not necessarily Main Street, fueled by a media frenzy about companies, products, politicians, and entire cities seeking to be seen as environmental leaders. Amid this chaotic and often confusing environment, Joel Makower is a voice of pragmatic enthusiasm, helping companies sort through the hype and rhetoric in order to profit from the growing green marketplace.

For more than 20 years, Joel Makower has been a well-respected voice on business, the environment, and the bottom line. As a writer, speaker, and strategist on corporate environmental practices, clean technology, and green marketing, he has helped a wide range of companies align environmental responsibility with business success.

Joel is a **talented communicator** who can cut through the hype and haze to provide clarity and perspective on a range of business environmental issues. He brings to his speeches and clients a clear understanding of the opportunities and challenges facing mainstream companies as they try to address environmental issues in a way that drives bottom-line performance and top-line growth.

His **balanced, realistic, and credible approach** to green business and clean technology has helped senior managers in a variety of companies and sectors create strategic roadmaps, make the business case, articulate a vision internally, form meaningful partnerships, and communicate with a broad range of stakeholders.

The Associated Press has called Joel “The guru of green business practices.”

“This is an extraordinary moment in history — a time when companies of all sizes and sectors are finding that addressing their environmental impacts isn’t just a nice thing to do, but a business imperative. And more and more companies are seizing the moment, reinventing their products, processes, and policies to create new business value from more efficient operations, innovative products and services, new market opportunities, and increased ability to attract and retain top talent. That’s the promise of today’s environmental leaders.”

— *Joel Makower*

Themes and Programs

From Here to Sustainability

The Profit (and Pitfalls) of Environmentally Responsible Business

It seems as if every company is "going green," reducing the environmental impacts of their products, processes, and operations. In today's competitive environment, being green is no longer a matter of "doing less bad" or improving the environmental performance of just one part of a company's operation. And it's not simply a matter of "doing well by doing good," or even improving the bottom line by being more efficient. It's about growing the top line through innovation, new markets, increased productivity, enhanced customer loyalty, and increased ability to attract and retain talent. How are today's leading companies integrating environmental thinking into their operations in a way that creates lasting business value? I offer context, success stories, and cautionary tales.

What you'll learn:

- Why environmental issues have risen to the top in a growing number of companies
- How the nature of environmental issues is changing for companies
- Strategies leading companies use to harness green thinking to create business value
- The stories behind the environmental programs of leadership companies
- "How good is good enough?" when it comes to company environmental performance
- The challenges of communicating for environmental leaders
- How environmental concerns are leading companies to change their business models
- How a new breed of green innovators is transforming markets

Save the Buyosphere!

Selling Green in the Age of More, More, MORE

Green marketing is back, as companies ranging from GE to P&G are trying to cash in on the renewed interest in products that help consumers be greener and cleaner. How do you sell "green" in a world with a seemingly insatiable appetite for more, More, MORE? In a world in which Wal-Mart, GM, and BP are waving the green flag, how can marketers be heard—and believed? I offer real-world tales from the trenches, the latest market trends, and insight and inspiration to help marketers succeed in the growing green marketplace.

What you'll learn:

- The latest market research on consumers' green attitudes and shopping preferences
- What it really means when people say, "I'm concerned about the environment"
- The great, green chasm -- why consumers often say one thing and do another
- Unmarketing -- why it's sometimes better to do more and say less
- Is green concern a passing fad or the way of the future?
- How today's green heroes can become tomorrow's targets
- Will consumers switch brands to be green?
- The ten biggest green marketing mistakes

Joel's tailors each presentations to ensure that it is appropriate to the audience's interest, knowledge, and needs.

For Meeting Planners

"If you're looking for an **seasoned expert with a solid grasp** of the sustainability movement and the ability to tell its compelling story in a way that will truly inspire your audience, **you can't do better than Joel**. We're living in extraordinary times and Joel captures that excitement and identifies the tremendous opportunities which lie ahead."

— John F. Nawn, VP, Education, Professional Convention Management Association

"Our audience left your presentation with a much greater ability to identify and tell their green story. **Few people are better able** to put sustainable business, green technology, and environmental topics into a context that people can understand."

— David Swain, Clean Technology Group Lead, Text 100 Public Relations

"Joel was **rated the top speaker** by SRI in the Rockies Conference participants. No one has better, more practical, more useful insights into the state of the state of sustainability in corporate America than Joel Makower. His presentations are spot-on.

— Steven J. Schueth, Host and Producer, SRI in the Rockies Conference

"You were able to tailor your speech to be very relevant for our industry. **I love the way you engage the audience**. Your thought-provoking question "How good is good enough" **continues to inspire great conversation** and provides a valuable perspective."

— Amy Spatrisano, CMP, Meeting Strategies Worldwide

Other Useful Information . . .

- In addition to keynoting, Joel is usually pleased to participate in other activities surrounding an event, including media interviews, meet-and-greet events for key sponsors, and more. He tries to customize his appearances and presentations to each audience and organizer's needs.
- Joel runs presentations directly off his MacBook, using Apple Keynote (he brings his all the adapters needed for this) and prefers a lav mike and an offstage video monitor.
- References are available upon request.
- High-res photos of Joel can be downloaded at www.makower.com/joelpix
- Additional information about Joel can be found on his website, www.makower.com.
- Joel's recent writings can be found on his blog, www.readjoel.com.
- **For fees, contact your speaker's bureau, or Joel directly at joel@makower.com.**

Select Keynote Appearances

- Aspen Energy Forum
- Canadian Gas Association
- Chemical Specialty Manufacturers Association
- Edison Electric Institute
- Food Marketing Institute
- Gap Inc.
- Georgia Economic Development Association
- Industrial Design Society of America
- Japan Consumer Cooperative Association
- Kaiser Permanente
- Menasha Corporation
- Minnesota Governors Pollution Prevention Awards
- Nike
- Outdoor Retailers Association
- Procter & Gamble
- Professional Conference Management Association
- Smithsonian Institution
- SRI in the Rockies
- Sundance Resort
- Texas Department of Environmental Quality
- The Conference Board
- United Nations Environment Programme
- Wisconsin Environmental Initiative

Joel's Bio



For more than twenty years, Joel Makower has been a highly respected voice on the greening of business. As a writer and strategist on green business practices, he has worked with some of the leading companies and brands, including Clifbar, Clorox, GE, GM, Hewlett Packard, Nike, and Stonyfield Farm. He is chairman and executive editor of Greener World Media, a media company that produces the acclaimed business-to-business sites GreenBiz.com, ClimateBiz.com, and GreenerBuildings.com; co-founder of Clean Edge, a clean-tech research and publishing firm; and senior advisor at GreenOrder, a sustainability strategy firm. He also writes "Two Steps Forward" (readjoel.com), a popular blog on green business, clean technology, and green marketing.

Joel has been a keynote speaker on these topics at more than one hundred industry conferences and events. He has been a commentator of "Marketplace," public radio's nightly business show, and appears regularly in both broadcast and print media, including the *New York Times*, *Wall Street Journal*, *Forbes*, *Fortune*, *Business Week*, and *Business 2.0*; and on Larry King Live, Oprah, the Today Show, Good Morning America, All Things Considered, and on CNN, MSNBC, CNBC, and other networks. In 2007, he was featured in the Sundance Channel series "Big Ideas for a Small Planet."

The Associated Press has called Joel "the guru of green business practices."

A former nationally syndicated columnist, he is author of more than a dozen books, including *Beyond the Bottom Line: Putting Social Responsibility to Work for Your Business and the World* (Simon & Schuster, 1994), *The E-Factor: The Bottom-Line Approach to Environmentally Responsible Business* (Random House, 1992), and *The Green Consumer* (Penguin Books, 1990).

Joel serves as a Batten Fellow at the Darden School of Business at the University of Virginia, an advisor to VantagePoint Venture Partner's clean-technology practice, and in a board or advisory capacity for many other for-profit and nonprofit organizations.

"As climate change and concerns about everything from toxic toys to shrinking water supplies have climbed the list of societal concerns and risen up the chain of command inside boardrooms, 'green' has become the mantra for many companies. But the growing green marketplace can be a minefield for companies, requiring a new mindset and new tools for marketers."

— Joel Makower