

CHINA CROSSROADS

Thursday, March 14th, 2024, 19:30 – 21:00

A Better Future Faster: Creating Momentum for Large-Scale Social Change with “Tornado Leadership”

Peggy Liu

Chairperson of JUCCCE

Joint US-China Collaboration on Clean Energy

Introduced Smart Grid to China

Coined “China Dream” as Sustainable Prosperity

Named “China’s Green Goddess” by Chinese Media

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One of China's leading environmentalists who has had a huge impact on China, helping to catalyze clean energy, ecocities, and smart grid access across China, shares her 3 phase framework for creating momentum for large-scale societal change: Creating from the future, measuring momentum, and orchestrating resonance.

[Peggy Liu](#) is Chairperson of JUCCE and a leading environmentalist at the heart of the greening of China since 2007. 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 keynotes around the world on lessons she learnt in tackling China's toughest environmental challenges: pollution, urbanization, epidemics, drought, obesity and diabetes. Peggy's superpower is bringing people together to bring in a better future faster. Peggy's "Tornado Leadership" methodology draws from her work across policy, economic, technical, and spiritual realms to lead these China-wide changes: (1) Organized the MIT Forum on the Future of Energy in China from which JUCCE 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. China quickly became the world leader in renewable energy investments. (2) Introduced Smart Grid to China and catalyzed the revolution of electricity distribution to allow for renewable energies and energy efficiency at scale. Now China is the world leader in implementing Smart Grid innovations. (3) Educated 1000 Chinese government leaders (mayors and central government) on how to build sustainable cities with the earliest trainings on "ecocity development". This curriculum helped shape eco-city trends in China. Now China is leading the world in building sustainable cities. (4) Catalyzed China's change from incandescent lighting to energy efficient lighting, the largest leverage point in saving energy. Now China is the world leader in LEDs. (5) Created the China Dream initiative in 2010 to reimagine prosperity for sustainable consumerism. "China Dream" is now the national slogan. A healthy environment is now embedded into the national priority and identity of China.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.