

Tim Sanders

Keynote Title: A Recession Friendly Green Strategy

According to Sanders, when done right, going green is free.

In this keynote, he will show how anyone can help their company reduce its environmental impact, and at the same time, reduce its operating expenses along the way. His audiences will walk away seeing waste reduction as an exercise in thoughtful innovation as opposed to a cost cutting effort.

The key, Sanders says is to focus on the first two R's of sustainability - Reducing waste and Reusing whenever possible. When cause meets efficiency, results can be amazing. In the case of Interface Flor, the reduction in carbon footprint was over 50% in (3) three years – as the company saved over (\$ 300 million) three hundred million dollars.

His talk is also inspiring as he shows that anyone can make a difference and lead others to do the same. During these tough economic times, this is an important message, and a unique way to think about sustainability.

Prior to his keynote, Sanders will conduct a conference call with your team to determine the greatest eco-money savings opportunities. Based on this consultation, he'll put together a leave behind document summarizing five concrete ways the audience can save green by going green after the conference. He's helped companies overcome "overnight shipping syndrome", reduce printing and learn to become energy and travel misers. Through his use of story telling, humor and business insight, he can employ the environmental lens to business operations that can unearth sacred cows of convenience that can be cut in the name of good.

*As one meeting planner recently remarked:
"Sanders' talk is money!"*

