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Alex Steffen

Executive Editor of Worldchanging
Bright Green, *Worldchanging: the Power of New
Thinking and Innovative Solutions*

THE LATEST: Read Alex Steffen's take on the BP Oil Spill on Worldchanging.com [HERE](#).

"We inherited a broken future. So we're building a better one." Alex Steffen is the founder of Worldchanging, the planet's most widely read website on sustainability. Every day, Steffen and his team of journalists and practitioners deliver bright new ideas that *The New York Times* lauds as "solutions-focused reporting on innovation." The ideas range from the small and clever to the huge and inspiring -- and all are proof that the tools and models to build a better future are already here. Steffen brings them all together on the site, in his talks, and in the *Worldchanging* book. Al Gore says, "Taken together, these solutions present a picture of a future that is not dark or catastrophic, but one that is full of hope and within our grasp."

Alex Steffen has been the subject of a CNN documentary, and serves on the boards of numerous NGOs. The *Worldchanging* book was named by *BusinessWeek* as one of the Best Design and Innovation Books of the Year, for 2006. Steffen's next book *Bright Green* was released in 2009. Not a compendium of products to buy, or a vehicle to make people guilty or anxious, *Bright Green* helps business people understand where the big opportunities for change are -- and what the world will look like when that change comes to pass. As with *Worldchanging*, it was one of the most talked-about green book of the year.

Alex Steffen Speech Topics

Bright Green

There's a new green in town. In this talk, Alex Steffen showcases this new approach to saving the planet by showing how an average North American family can -- through innovative technologies and profitable business opportunities -- live a wealthier and almost completely sustainable way of life by 2030. To combat "green fatigue" (the misleading marketing, the chiding environmentalists, the empty corporate mottos), Steffen offers real -- and not just "simple" -- solutions. His vivid talk is the first documented portrayal of measurable sustainable prosperity ever delivered. Regular people will find it inspiring. Business leaders will find it revealing and actionable. With authority, ingenuity, and hope, Steffen, in this talk, hits the epicenter of the next big trend: a bright (prosperous) and green (sustainable) future.

Worldchanging: the Power of New Thinking and Innovative Solutions



In his optimistic and customizable talks, Steffen shows us how to live prosperously now without harming future generations. Moving from sea-change concepts such to more obscure ideas, he shows us the forward-thinking tools, nascent social movements and innovative people that are answering the planet's most pressing problems and making possible the world we want. Steffen is a popular speaker among corporate audiences, for whom he delivers one inspiring, practical message: that business does not have to be destructive. He provides countless examples of how your company can (and must) embrace sustainability, openness and fairness, not as a sideline ethical concern, but as a clear path to profits and a thriving future: a win-win for the bottom line and the planet.

Sustainable Cities

For the first time in history, over half of the world's population lives in urban centers. How we grow these cities, how we choose to get around in them, how we provide housing, how well we incorporate nature into the places we live -- these are the challenges that will largely determine our future. Steffen tackles all these issues and looks at how quality of life is actually improved in the process of creating environmental sustainability in new cities and when retrofitting old ones.