

A Vision For Green, A Future For All

Forum 4 Global Initiatives in Harmony with nature



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Speaker 2

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Abstract

Future Green is committed to promoting green influence through market and marketing methods, connecting all channels upstream and downstream to truly provide sustainable green solutions. Our goal is to integrate environmental protection concepts into people's daily lives, allowing everyone to contribute to protecting the Earth.

Moreover, we raise public awareness and participation in environmental protection through various channels to promote a green lifestyle. In summary, FutureGreen is dedicated to fostering green development in a comprehensive and profound way to contribute to the achievement of global sustainable development goals.

Presentation Transcript: A Vision For Green, A Future For All.

Hello everyone my name is Ling Xu. I'm the founder for sustainability consulting platform called Future Green. Thank you so much for inviting me to attend this amazing World Green Science Day event, talking about sustainable future what is the definition for it.

Sustainable future means that we live a good life quality not for our generation but also for the future generation. We use the clean energy, we maintain the harmony between the nature with the human race, we protect all the assets from the earth. Sustainability is not a new word, it's actually an old word because everyone knows that we have to do something about it. But how we are doing it and why we are doing it.

That is something Future Green has been working heavily and hardly for the past few years. FutureGreen wants to raise the awareness of sustainability among the general public.

For the past few years we have working with the landmarks in China, we have working with artists, musicians, fashion designers and movie producers to put a lot of interesting events of the nature. We're working with Ngos for example like WWF or CI or shanshui conservations.

We promoting their aims, their works and their missions to the general public. We are not only given the general public some academic background about the conservations, about our nature, about the problem that we are facing but also this can be fun and fashion. We want every single one become a media on this part. So we encourage them to attend all the events because the events are all free.

We encourage them to use their social media to spread all these informations, so this is how we working with the general public and also we are working with some celebrities and Kols. For example we have IP called Sustainable Faces, what is mean the sustainable faces is in we invited Kol and young leaders to come on this project working with the artists, to use themselves as part of the art piece, make some videos about their voices towards the earth, how to protect the earth, how we find climate change. We use the young leaders power hopefully more people can follow these pioneers, can follow their works, so that is something we are doing with the channel public.

FutureGreen is also a company alliance. At the moment, we have more than hundred company has joined us. We are obviously focusing on sustainability area, we provide frequently events that engage company with international professionals institutions, Ngos and also technologies and some investments.

So at this platform we want to find a real and achievable solution for the companies, we want to raise business opportunities, we want to share informations, we want to real solve the problem. So that is how FutureGreen Alliance can be benefits to the companies and also benefits to all the partners.

FutureGreen also working heavily with local governments. We know on 2020, China has announced a 3060 carbon neutrality target, China has been putting on a lot of effort on achieving those goals. Cities they have regulations on supporting company to achieve their carbon emission goals. FutureGreen has established and hosted some big submit in the past, and working with the local governments. We want to share all the regulations, and all the financial supports, and all the technical support to companies who are willing to setting up in local cities.

Towards the sustainable future is not government's responsibilities, it is everyone's responsibilities. It needs all parties to get fully involved and fully engaged. FutureGreen is the platform that we created and we want to establish dialogues between all parties want to share information with no limitation and no boundaries. With this platform, we hope more company can join us, we hope more institutions, governments, professionals and talents individuals can join us together. We can build a future for all with the vision of green.