

CULTIVATING HOPE IN THE FACE OF THE ENVIRONMENTAL CRISIS

A keynote speech by the founder and director of Making Design Circular, Katie Treggiden

Mainstream media is finally waking up to the scale of the climate emergency, as extreme weather events plunge whole nations into crisis. And the climate is just one part of an unfolding global catastrophe that includes ocean acidification, biodiversity loss, soil degradation, air and water pollution and more. Awareness of these issues is vital and yet behavioural psychology tells us that fear and guilt do not drive change. Overwhelm people with the enormity of the crisis and they are more likely to seek distraction. To change, we need hope. If we don't believe something will make a difference, we won't do it – at least not for long.

Katie Treggiden signs off every email “Stay curious, imperfect and defiantly hopeful.” She runs a membership community and online learning platform called *Making Design Circular*, designed to empower designers and makers to join the circular economy – to help them believe that they can make a difference. She writes books and articles and records a podcast – all created to inspire optimism in the face of the environmental crisis. In short, she is an environmentalist who has built a public profile on the concept of hope.

So, what happens when even Katie loses hope? In this highly personal talk, she will share her own story of losing all belief in a positive solution to the environmental crisis and how she found her way back to the ‘defiant hope’ that now offers a daily reminder in her email signature. And she will share the three-step process she has created that has already helped hundreds of others move through feelings of despair, reconnect with the natural world and take aligned action.

WHO NEEDS THIS KEYNOTE?

- Creative organisations that want to inspire and empower their teams to bring about meaningful change
- Any company with a workforce suffering from overwhelm, crisis fatigue and guilt about their own impacts
- Companies who want to improve staff engagement, retention and recruitment by demonstrating their commitment to environmental responsibility
- Companies who want to foster creativity, collaboration and innovation
- Organisations who want a stellar reputation for environmental and social responsibility



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WHAT WILL THE AUDIENCE LEARN?

- They will understand the role that optimism plays in bringing about change
- They will learn to discern the difference between passive faith and active hope
- They will discover a simple 3-step process they can implement when they feel hopeless that will help them to move through despair, reconnect with nature and take aligned action
- They will feel a sense of defiant hope and personal agency in the face of the environmental crisis
- They will feel empowered to bring about change within their own organisation

FOLLOW-UP ACTIVITIES

- A follow-up workshop that takes the theme of this keynote speech and works directly with team members to implement the three-step process in their own lives and roles
- Creative Sustainability Workshops for creative and leadership teams – identify values, seek inspiration and create roadmaps for change
- Carbon Literacy Training – a Carbon Literacy Project-certified workshop to help team members understand and reduce carbon footprints and why they matter

ABOUT KATIE TREGGIDEN

Founder and director of *Making Design Circular*, Katie Treggiden, speaks about defiant hope and its role in tackling the environmental crisis to creative organisations who want to make a difference.

She not only provides valuable insights into current trends, emerging talents, and innovative design solutions, but most importantly takes complex topics and explores them in a way that inspires hope. Why does that matter?

Because hope is the precursor to change. Be warned, inviting Katie to speak to at your event may result in outbreaks of hope, optimism and possibly even action on the environmental crisis.



NEED TO KNOW:

- Travels from Cornwall, (Southwest England)
- English as a first language
- Natural, empowering and engaging speaking style
- Other speaking topics: Waste: The Raw Material of the Future & Mending Objects to Mend People, Planet & Profit

IN NUMBERS:

- 6 books
- 1 podcast
- 2 awards
- 2 degrees
- 22,052 Instagram follows
- 23,349 X (twitter) followers
- 20+ years' experience