

WASTE: THE RAW MATERIAL OF THE FUTURE

A keynote speech by the author of Wasted: When Trash Become Treasure (Ludion, 2020), Katie Treggiden.

We have a waste problem. We throw away a third of all the food we bring home from the supermarket, young people consider clothes ‘old’ having worn them once or twice, and single-use is the new normal. On a finite plane, the linear ‘take-make-waste’ model simply isn’t sustainable.

But *you* have a bigger problem. For every sack of trash consumers throw away, 70 sacks of waste are generated by the industries that produce its contents. As consumers get more eco-savvy, it’s only a matter of time before they start asking questions about all this waste.

But the bigger the problem, the bigger the opportunity.

Engaging the audience from the moment she steps onto the stage with a simple demonstration, Katie Treggiden will argue that there is no such thing as waste – that waste is merely a category and that objects and materials become redefined as waste when they cross a series of ever-expanding boundaries – from our skin to the Earth’s atmosphere. If we can recategorize once-valuable materials as waste, we can also recategorize waste as a valuable new raw material.

Katie will demonstrate the size of the opportunity by sharing empowering examples of waste used as a primary resource. From a swing made from human hair to glassware made from dumped domestic appliances – she will demonstrate our capacity for change and spark action.

WHO NEEDS THIS KEYNOTE?

- Creative organisations who want to make a difference but aren’t sure where to start
- Any company with a waste stream that is costing them money (as well as the service providers advising them)
- 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 scope of the waste problem but also the size of the opportunity for second-life materials
- They will feel inspired by the positive action already happening and learn from creative pioneers how small steps can make a big difference
- They will reconnect with a sense of defiant hope and personal agency in the face of the environmental crisis
- They will leave feeling empowered to bring about change within their own organisation

FOLLOW-UP ACTIVITIES

- Creative Sustainability Workshops for creative and leadership teams – identify values, seek inspiration and create roadmaps for change
- Cultivating Hope in the Face of the Environmental Crisis – action-based training to help team members move through feelings of despair, reconnect with the natural world, and take aligned action
- Carbon Literacy Training – a Carbon Literacy Project-certified workshop to help team members reduce carbon footprints and understand 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
- This talk covers UN SDGs 12, 13, 14 & 15
- Other speaking topics: Cultivating Hope & 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