



Peggy Liu

FUTURIST · GLOBAL POLICY EXPERT · INFLUENCER

Organisations making commitments on energy transition and supply chain sustainability cannot afford to treat China as a black box – yet most lack any reliable way to read Chinese government priorities, policy signals, or green innovation trajectories with operational precision. The result is strategy built on assumption: either over-reading China’s stated commitments or underestimating the scale and pace of what is actually being implemented at city and provincial level. For boards navigating ESG exposure, partner risk, and long-term energy strategy, this blind spot has material consequences.

Peggy Liu, founder and Chairperson of JUCCE, helps organisations close the operational intelligence gap on China’s green economy – translating two decades of direct engagement with Chinese government, industry, and civic institutions into strategic clarity on energy transition, sustainable consumption, and cross-border collaboration.

Peggy Liu's 2026 Biography

Why organisations work with Peggy Liu

- She has operated inside China’s sustainability apparatus at the point of policy formation – not as an observer or consultant, but as the person who introduced Smart Grid to China, trained over a thousand mayors on sustainable urban development, and helped birth the framing that became the national “China Dream” slogan. No other speaker in this space holds that depth of direct institutional access.
- Her “Tornado Leadership” framework – derived from running multi-sector, government-backed change campaigns across China – gives organisations a transferable methodology for scaling environmental commitments through complex stakeholder systems, rather than a theory of change.
- As a board member of Project Drawdown and a member of the WEF Global Agenda Councils on Sustainable Consumption and New Energy Architecture, she brings current, peer-level intelligence on global climate frameworks alongside her China-specific depth.
- For organisations with China supply chain, manufacturing, or investment exposure, she closes a specific and consequential knowledge gap: understanding what Chinese sustainability policy means in practice, at speed, at city and provincial level – intelligence that determines both risk exposure and commercial opportunity.
- Her background spans MIT-trained engineering, McKinsey consulting, Silicon Valley venture capital, and fifteen years of NGO leadership in China – a combination that allows her to address the same challenge simultaneously in technical, strategic, financial, and political registers.

AVAILABLE FOR

- Speaking

PEGGY'S SPEAKING THEMES

- Change Management
- Climate Action and Sustainability
- Cultural Intelligence
- Energy Transition
- ESG Strategy
- Geopolitics
- Scenario Planning & Strategic Foresight

LANGUAGES: Chinese, English

Biography highlights

- Chairperson and co-founder of JUCCCE (Joint US-China Collaboration on Clean Energy), founded 2007
- Named “Hero of the Environment” by TIME Magazine (2008); World Economic Forum Young Global Leader
- Hillary Laureate (2010) and Hillary Step Prize winner (2012) for the China Dream sustainable consumption programme
- Board member, Project Drawdown; Governor, Hillary Institute; advisor to FTSE Environmental Markets Committee and EAT Forum
- Distinguished Professor, China Academy of Governance; lecturer at China Executive Leadership Academy of Pudong and National Academy for Mayors of China – has trained over 1,000 Chinese mayors and central government officials in sustainable city development
- MIT graduate in Electrical Engineering and Computer Science; former McKinsey consultant and early-stage venture capitalist in Shanghai
- Regular speaker at the World Economic Forum and TED; featured on BBC, Discovery Channel, and Voice of America

Biography

Most organisations engaging on energy transition are working with an incomplete picture of China – the world’s largest renewable energy investor and the country whose government decisions on sustainable urbanisation, consumption, and grid infrastructure will define the trajectory of global climate outcomes. Filling that gap requires more than analysis from the outside; it requires someone who has worked inside Chinese policy systems long enough to understand how change actually moves through them.

Peggy Liu built JUCCCE from a 2007 MIT forum into an organisation that introduced Smart Grid technology to China, triggering an initial \$7.2 billion investment in electrical grid transformation, trained over a thousand mayors and central government officials in sustainable urban development, and created the China Dream initiative – a programme designed to reframe prosperity for China’s growing middle class that was subsequently adopted as the country’s national slogan. These are not advisory contributions. They are documented, policy-level interventions at national scale, carried out through direct collaboration with China’s Ministry of Housing, the National Development and Reform Commission, and senior government academies.

From this experience she has developed “Tornado Leadership” – a named framework for catalysing societal-scale change across complex, multi-stakeholder systems. The framework is grounded in the practical challenge of aligning government, industry, civil society, and media around a common direction, and has been applied in contexts ranging from sustainable consumption campaigns to food education policy. It is the kind of methodology that emerges from doing, not from theorising.

Her institutional affiliations place her at the intersection of policy, capital markets, and civil society: board member of Project Drawdown, Governor of the Hillary Institute, advisor to the FTSE Environmental Markets Committee and WEF Global Agenda Councils. For boards and executive teams navigating ESG commitments, supply chain exposure in China, or energy transition strategy with a China dimension, Liu offers something that cannot be replicated from secondary sources – an operational understanding of how green China works, built over nearly two decades at

its centre.

Key speaking topics

- China's green economy and clean energy transition
- Cross-border sustainability strategy and US-China collaboration
- Sustainable urbanisation and government policy alignment
- Sustainable consumption and behaviour change at scale
- Tornado Leadership and societal-scale change methodology
- Energy transition and smart grid innovation
- Food systems, diet transition, and global health

Ideal for

- Chief Sustainability Officers and ESG strategy leads at multinationals with China exposure
- Boards and executive committees assessing energy transition risk and opportunity
- Government affairs and public policy teams operating across US-China or EU-China markets
- Heads of strategy at energy, utilities, infrastructure, and consumer goods organisations

Audience outcomes

- A grounded, operationally specific understanding of how China's sustainability commitments translate into policy, investment, and market behaviour at city and provincial level
- A framework (Tornado Leadership) for accelerating internal sustainability commitments through complex multi-stakeholder systems
- Clarity on the practical distinction between China's stated environmental targets and the mechanisms through which they are implemented - directly applicable to supply chain, investment, and ESG risk assessment
- Insight into how sustainable consumption shifts are being shaped in China's middle class, and what this means for global demand patterns and brand strategy
- A more textured model for cross-border collaboration: what works, what is misread, and where the genuine points of alignment between Chinese institutions and international organisations lie

Peggy Liu's Videos





What Peggy Liu's clients say

Thank you for your enthusiastic, focused and impressively disciplined contribution to the high-level roundtable on Prosperity for the billions in Asia and the Pacific: Green Growth and Poverty Reduction

Kandeh Yumkella
Director-General, UNIDO

We had the pleasure of working with Peggy Liu at the B4E Global Summit 2011 in Jakarta. Peggy is a dynamic speaker and can address a wide range of topics relating to the environment and climate change. She has extensive knowledge of developments in China, both on the ground and at the policy level, and links this to the broader global agenda in a lively and engaging way.

Kisha Krishna
Manager, Speaker Outreach & Content

Peggy is an inspirational role model to many in the industry. Peggy stands out for her compelling presentation of thought-provoking ideas and knowledge of the industry. Her showmanship and positive energy make any event memorable.

Jonathan Woetzel
Director, McKinsey & Co., Co-Chair Urban China Initiative

Peggy Liu's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	EUR	GBP	USD
Home Country	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Asia Pacific	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Europe	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Middle East & Africa	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
South America	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
United Kingdom	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
US East Coast	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
US West Coast	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Virtual	Please enquire	Please enquire	Please enquire