



SUSTAINABILITY IS NOT AN OPTION

# JOSEPH B. MALKI

The charismatic, funny and entertaining Joseph Malki started in his late teens as a grassroots environmental activist in Northern California, evolving into a leading innovator advancing the green movement in a myriad of sectors. Joseph's specialties are in the strategic intersection of sustainability, marketing, events, media and technology design. Principal among Joseph's talents is an ability to connect with wide range of audiences from conservative to radicals. He is accessible, humorous, self-effacing and irreverent yet compassionate and balanced: view point.

Joseph is an ecological visionary with a long history of committed ecological activism. He is a military veteran and has over 20 years of consulting and industry experience delivering insights into the shape of strategy for a radical green future. Joseph has been a keynote speaker, panelist and delegate at events around the world. He is the Chief Sustainability Officer for Circa Next, Inc. a start-up focused on women and sustainability in media.

By 1999 Joseph had organized 15 ecological and social justice campaigns and was the Central Valley Coordinator for *Earth First!* in the historic and bloody battle called Redwood Summer.

Joseph Malki is also a co-founder and partner at Seven-Star, Inc. –the world's premier green event producers and winners of the 2008 Gold EPA Waste Wise Award. In 2009, he co-founded the GreenCities.com event series in Alabama, Florida and New York. Earlier in 2008, Seven-Star was chosen to green the Democratic National Convention and diverted over 163,000 pounds of waste to recycling and composting. In 2007, Seven-Star was chosen by the Honorable Al Gore to green the world's largest concert -Live Earth! This concert spanned across seven continents on July 7th 2007 to combat the climate crisis. Joseph was the sustainability ambassador to China for Live Earth and architected its global volunteer recruitment and management website in five languages.



Joseph's presentations:

- Community Eco-Organizing
- Green for Republicans
- Green Marketing Ethics
- Sustainable Media Future
- The Role of Eco-Radicalism
- America & Sustainability
- Green Cities -Infrastructure
- Sustainability is Conservative
- Capital Markets Partnership
- Greening Events & Venues
- Sustainable Marketing
- Green Social Media
- Green IT and Infrastructure
- Vision of Ecology Corps
- Green Cities Institute
- The Failings of Green
- Accelerating Green Economy
- Christianity and Sustainability
- History of Green Movement
- Green Community Planning
- Open Space Facilitator
- Green Host & MC

## A TOP SUSTAINABILITY EXPERT

## PAST PRESENTATIONS INCLUDE:

### 2009

- Master of Ceremonies at Green Cities Florida
- Presenter with Jacksonville Green Expo, Florida
- Presenter National Association of Sports Commissions Event Symposium (Denver, CO)
- Presenter at South by Southwest SXSW (Austin, Texas)
- Keynote at Plan Green (UC Davis, California)

### 2008

- EPA Waste Wise Award Ceremony (Washington, DC)
- Americana Music Festival & Conference (Nashville, TN)

### 2007

- Live Earth (Shanghai, China) BBC, CNN, Al-Jazeera
- Keynote at Festival and Events Association (Sydney, AU)
- Cater Source & Event Solutions Expo (Las Vegas, NV)
- Texas Wedding Planners Association (Houston, TX)
- The Climate Project Presenters (Nashville, TN)

### 2006

- Founded Asheville Green Drinks (held every Friday Night)
- Delegate to Carbon Expo, (Cologne, Germany)



### Videos of Joseph:

<http://tinyurl.com/l66guc>

<http://tinyurl.com/create.php>

<http://tinyurl.com/m3uxt7> (click on Shanghai)

### Interviews with Joseph:

<http://tinyurl.com/lceycv> (iTunes)

<http://tinyurl.com/lk75uq>

<http://tinyurl.com/dh252e>

<http://tinyurl.com/o7wsd7>

### Social Media with Joseph:

Follow me @greencity

[www.facebook.com/joseph.malki](http://www.facebook.com/joseph.malki)

[www.linkedin.com/in/josephmalki](http://www.linkedin.com/in/josephmalki)

IN 2009, JOSEPH FOUNDED GREEN CITIES INSTITUTE DEDICATED TO BRINING SUSTAINABLE TRAINING TO THE WORLDS POOREST.

In May of 2009, Joseph launched the Green Cities Institute (GCI) dedicated to providing and promoting regionally appropriate and dialect specific education, training and eco-edutainment around sustainable practices on urban, rural and biosphere management.

The institute is currently organizing its own infrastructure to develop ICMT (Information Communication & Media Technology) for native language & class agnostic green workforce development training focused on Western North Carolina and Central America. GCI will also develop and broker news and entertainment content for our mission to deliver global sustainability literacy using the power of arts and culture.

He has steered his services to America's top organizations including the State of California, the City of San Francisco, Lowe McAdams Health Care, Alcone Marketing and Hample & Stefanides, among others. In 2002, Joseph served as the Director of Marketing for Event Pro Strategies, developing projects for American Idol, US Army-NASCAR, Turner Networks, and Loews Theaters. Joseph serves as an outstanding keynote, MC, panelist, and open space host. *His informative presentations feature a critical and humorous look at sustainability from many perspectives.*

TO ARRANGE AN ENGAGEMENT WITH JOSEPH MALKI CONTACT:

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# VISIONARY GREEN LEADER