

CHINA CROSSROADS

Thursday, May 9th, 2024, 19:30 – 21:00

Sustainability Redefined: Lessons from Twenty Years of Solving Real Problems in China

Richard Brubaker

Founder and Managing Director
Collective Responsibility

WhiteSpace | Jianing Building 5F | 500 Yanan Xi Lu
150rmb admission with drink | FREE for members
Scan to RSVP or email editor@shanghai-review.org



Through this discussion, Richard Brubaker will share his two decades of experience as a mission-driven entrepreneur, academic, non-profit leader, and consultant seeking to understand and solve the REAL problems of “environmental, social, and economic” China faces.

[Richard Brubaker](#) is the Founder and Managing Director of Collective Responsibility. Driven by the belief that change begins with a single step, he has spent the last 20 years in Asia as a catalyst to drive sustainability, corporate social responsibility, and social innovation. His work is centered on supporting firms to develop and deploy strategies against the growing social and environmental challenges that are faced. To date, he has overseen the development and execution of more than 250 projects including: (1) Executive briefings and workshops for ABN Amro, Rabobank, Target, Unilever, Michelin, Adidas, BMW, L’Oreal, Inditex, DSM, Porsche, Interface, Accenture, Standard Chartered Bank, Brunswick Group, and others, (2) Sustainability training & strategies for Unilever, Interface, Bayer, Nestle, Adidas, Porsche, and Bracossine, (3) ESG training and strategies for Shui On Land, MSG Solutions, Covestro, and Michelin. He is regularly invited to speak at leadership, sustainability, and innovation conferences to speak on corporate social responsibility, social innovation, entrepreneurship, sustainability, and leadership.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a “crossroads” of the world and itself at a “crossroads” in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.