

inspiring  
sustainable  
business



# Tina Teucher

Lectures on Sustainable Innovation,  
Moderator of Future-related Events,  
Sustainability Communication for Business Solutions:  
Tina Teucher's enthusiasm for the future is contagious!



# Sustainable Business



## Speaker

Enthralling and rousing: presentations on megatrends, sustainability and corporate social responsibility (CSR).



## Event Moderator

Refreshing and inspiring: shaping events, panel discussions, galas and award ceremonies.



## Author

Books, articles and interviews on exciting solutions of today for a good tomorrow.



## Consultant

Activating and supporting: visions, strategies and ways for future-proof organisations.

# We cannot save the world

unless everyone believes  
in it and takes action.



## Profile

### Passionate Bridge Builder

Tina Teucher inspires new ways of thinking - for success and resilience through sustainability, corporate social responsibility (CSR) and sustainable entrepreneurship. Her presentations, conferences and publications encourage positive transformation both in companies and society.

A cultural scientist, Tina Teucher holds an MBA in Sustainability Management from Leuphana University Lüneburg. From 2009 to 2014, Tina Teucher was executive editor at forum Nachhaltig Wirtschaften, a magazine for decision-makers in the fields of sustainability and business.

Tina Teucher has been working as a Sustainable Matchmaker to connect future-oriented approaches since 2015. She brings organisations, people and compa-

nies together to create jointly the right framework for a truly sustainable economy. She advises companies and institutions on future-oriented changes to their business model, sustainable transformation with entire teams or strategic questions of entrepreneurial commitment.

Tina Teucher is an active volunteer board member of social-startups.de, as a judge for the CSR Award and for the sustainability label Green Brands, among others. She is involved both in the Future Coop supervisory board and in Think Tank 30, the young network of the Club of Rome.

**Innovation is  
boring**

unless it improves  
life on earth.



# Speaker

## Using Megatrends. Strengthening Future Competence.

Keynote speaker, lecturer, expert on sustainable business: Tina Teucher's presentations inspire enthusiasm for a variety of opportunities for far-sighted companies and provide orientation to shape actively society and future markets.

She encourages people to rethink with presentations in three languages: In the long run the ones who are really successful are not the ones who sell the most, but the ones who help people lead meaningful lives.

Many good examples from large corporations as well as small and medium-sized enterprises show how corporate management can be shaped for the future generations and how tangible future competence can be developed through social and ecological innovations.

With a keen eye for the big picture facts, strategies and exciting examples, Tina Teucher inspires people and organisations to strengthen their positive impact systematically: to accomplish meaningful work, green innovations and long-term success. Economic, social and eco - logical!

# Keynotes & Lectures

## Megatrends & Future Competence

### *Business Models for Future*

Decision-makers can tap huge potential for innovation and new successful business models if they recognise and use megatrends for themselves.

Young people are taking to the streets to demand climate protection and justice. What are companies doing? They are decision-makers but they are stuck in a state of fearful paralysis. They could see the crisis as an opportunity and create added value. Sustainable management means combining tradition and innovation in order to be successful on all levels in the long term: economically, ecologically and socially. Future-competence strengthens the trust of customers and employees. This lecture provides orientation for reinventing and seizing opportunities with practical examples from seemingly ultra-conservative sectors.



## Sustainable Leadership

### *Leadership in Transformation*

Those who see the importance of their work can create meaning for their work. Teams can create added value and help their companies to succeed. Demand in the world of work are growing: the interests of the individual, the company and society need to be thought together. New Work concepts such as crowdworking, corporate democracy or work-life balance are being discussed simultaneously. They should all come under one roof through „good leadership“. But how can this be done? This keynote with numerous practical examples shows: Only future-oriented leadership is real leadership. Sustainable leadership leads through values, role models, non-tangible incentives and good questions.



## Economic Change not Climate Change!

### *Success through Sustainable Innovation*

„I can't change anything on my own anyway.“  
– One million people

Many employees believe that as individuals they cannot make a difference for the climate, the environment or social justice. But together they are many. Billions of euros are flowing into sustainable alternatives such as the organic sector, renewable energy and sustainable mobility. The trend is: economic change not climate change. Are you and your company fit for the future? This lecture provides practical tips and tools on how sustainable innovation can lead to success and what each individual in the business environment can do to achieve savings and develop new business fields, improve satisfaction at work and promote future competence.



No one knows  
the solution

unless they  
look for it.



## Event Moderator

Refreshing, charming, inspiring.

A good moderator is like a safari guide: the main characters feel right at home in their surroundings. Tour guides provide orientation and context. Audiences experience exciting new perspectives and leave with the feeling: „I was right in the middle of everything instead of just tagging along!“

As a moderator Tina Teucher enriches conferences, award ceremonies, galas and conferences on future topics. Guest speakers get an ideal stage, participants feel involved and get to the heart of their subjects. With Tina Teucher as moderator, everyone gets inspired.



Sustainable Building / Expo Real 2019, Munich  
nachhaltig.digital Conference 2018, Bonn



Ökoprofit Anniversary 2019, Hanover

IKEA Mobility Forum 2019, Karlsruhe





## An welchem Ort sind Sie gerade?

waldeck tegernsee  
 aachen münchen - homeoffice  
 im bairischen home office  
 grevenbroich köln düsseldorf  
 stuttgart **büro**  
**bonn** münchen- zu hause  
 büro in hamburg frankfurt im ho  
 basel chen



1 hour, 9 experts, full insight: At the lunch talk „By far the best events“, nine personalities showed how online events can be made vibrant. Video recording:



# By Far the Best Events

Covid-19 has gripped humanity since early 2020: working from home, never seeing people, no events. Monotonous? It doesn't have to be.

Team Karin Burger's creative experts brought powerful new event formats to computer screens. In hybrid events, some people are on site - especially the organisers, main speakers and presenters. The audience watches in the office or from home. Tina Teucher transforms her audience from spectators into participants with active moderation and purpose-

fully applied tools. Her toolbox comes equipped with a lot of online expertise, dynamic conversational skills, a talent for improvisation, live interviews, audience questions and quizzes, involvement through chats and energy boosters, online tools to increase participation, background music and, of course, qualified background knowledge of future-related and sustainability issues.

Online events offer many advantages:

- Reach more people
- „plug-in“ speakers from all around the world
- minimise infection risk
- reduce travel spend
- emit less CO<sub>2</sub> – protect the environment



# Hybride Events

## Waldeck Wild Brunch



Tastes good, does good, costs nothing: The [Waldeck Wild Brunch](#) on 06/28/20 was dedicated to edible wild plants. At the hybrid event, Tina Teucher was able to involve some of the interview partners directly on site at Hollerhöfe, while other participants and the audience were connected online. Videos, camera work, audience polls and the chat function made the online event dynamic and multifaceted. Tina Teucher led through the different formats, and Tom Friedländer played and sang on the piano as musical side-kick and co-moderator. Almost 2,000 participants were able to learn from wild herb expert Dr Markus Strauß and, alongside the hosts, try out delicious recipes such as ice cream and smoothies in their own kitchens. Guests included Prof Dr Ernst Ulrich Weizsäcker from the Club of Rome, who spoke about sustainable lifestyles from his many years of experience.



## B.A.U.M. Award Ceremony 2020

In September 2020, Tina Teucher moderated the award ceremony of the [B.A.U.M. e.V.](#) (German Working Group for Environmentally Conscious Management) not for the first time - but for the first time as a hybrid online event as a live broadcast. She succeeded in creating entertaining and charming transitions between the presentations of the many different award winners, interviewers and board members.



## Online Festivity of Volksbank Mittweida

Hosting a party online and actually creating a festive atmosphere - is that possible? In cooperation with the [Volksbank Mittweida](#) Tina Teucher accomplished this tightrope. This event also benefited from the good teamwork between the experienced moderator and her speaker colleague Tom Friedländer for the musical accompaniment. With this event, the bank, which has strong regional roots, succeeded in triggering a feeling of togetherness among the more than 1,000 spectators. Through versatile elements such as raffles, surveys with the tool „Mentimeter“ and numerous surprises for young and old, the customers and members of the bank were able to participate and had a lot to celebrate. Tina Teucher guided through the evening in the pop-up studio of the newly established innovation centre Werkbank32.





The workshop was already successfully held in autumn 2020 with the alumni of the study programme Print and Media Technology Munich and the dmt friends association. Photos on the right: Mike Narsesian

# Interactive Lecture & Workshop

3 hours | online via Zoom

## Escape the Powerlessness

The „VUCA“ world seems to overwhelm us: everything is becoming increasingly volatile, uncertain, complex and ambiguous. We sit paralyzed like a rabbit facing a snake, stiff with fear of the future, immobile, not knowing where to run. Yet we are the generation with the largest windows of opportunity in human history. So how do we free ourselves from the serpent's gaze and assume our full creative power? Where can we start - as individuals, family members, citizens, corporate representatives, consumers, decision-makers in so many fields? And where is it worthwhile? Inspiration, best practice examples, conversations, discussions and a thought-provoking group format, action impulses and a passion for change.

**How every individual can pull a lever for more sustainability.**

# Procedure - exemplary

*Adaptable to the respective group of participants*

3 hours, e.g. 10am to 1pm, lecture, moderation & interaction

10:00 Admission & Welcome

10:03 Interactive impulses by Tina Teucher:

- What is sustainability?
- What are the benefits of sustainability?
- What does business do?

10:45 Questions and answers / Q&A

11:00 Group discussions 1

11:15 Group discussions 2

11:30 Break

11:45 Interactive impulses by Tina Teucher:

- What can each individual do?
- Best practice examples

12:15 Group discussion 3

12:30 Group discussion 4

12:45 Immediate measures by Tina Teucher:

- 5 things anyone can do right away
- What to do now

12:55 Farewell & prospect

13:00 End

## Escape the Powerlessness

### Action Plan for More Sustainability in Life and Work



Tina Teucher

[www.TinaTeucher.com](http://www.TinaTeucher.com)





# TAG DER INSEKTEN



## #pureonline

Between 2017 and 2020, Tina Teucher organised and moderated the Day of Insects for the Insect Respect quality label. The conference has already taken place six times in Germany and Switzerland. Due to the Covid 19 pandemic, Insect Respect postponed the event and instead offered an online kick-off in October 2020 under the motto „Everything could be different“. Tina Teucher led the discussion between the renowned sociologist and future thinker Prof Dr Harald Welzer from FUTUR-ZWEI („future perfect“) and Insect Respect initiator Dr Hans-Dietrich

Reckhaus: What will have saved biodiversity? Who will have helped us to experience a civilisation worth living in, in the future? The moderator actively involved the approximately 100 participants and gave them the opportunity to ask questions and share thoughts and experiences.

From May 2020 to October 2021, Tina Teucher also organised and moderated Insect Respect's monthly „Hour of Insects“. The purely online event came to life using impulses from experts, group work, music („insect concert“) and the direct exchange of participants via chat and surveys.





# Publications (excerpt)

## Planting hope is economical: How Sekem is greening the Wahat Desert

2022, ([to the article](#))

## Future Economy Solutions Summit: Role Models for Business in the 21st Century

2022, ([to the article](#))

## Water is life – These techniques work to protect the climate

2022, ([to the article](#))

## Why the new UN Decade on Ecosystem Restoration is a Chance for Businesses to Take Sustainability Action

2022, ([to the article](#))

## Ecosystem Restoration Camp “Virsoleil“

2022, ([to the article](#))

## OurLand: Restoration & Education in Thailand

2022, ([to the article](#))

## Refugees and Restoration

2021, ([to the article](#))

## Covid-19 und Nachhaltigkeit: die Chance zum Neuanfang.

2020, In: Handelsblatt Change ment, 6/2020, pp. 32-36. ([to the article](#))

## Handbuch Biodiversität verstehen

2021, with Bergius, S., ed. by Netzwerk Weitblick für Nachhaltigkeit & Journalismus. ISBN 978-3-949407-00-0

## Digitale Lösungen für lokale Communitys: Purpose, Genossenschaftsprinzip und Digital Responsibility bei der Future eG.

2020, with Dalle Molle, C. In: Hildebrandt, A.; Landhäußer, W. (Hrsg.) 2020: CSR und Digitalisierung. Der digitale Wandel als Chance und Herausforderung für Wirtschaft und Gesellschaft. 2<sup>nd</sup> ed., Springer/Gabler Verlag (management series Corporate Social Responsibility) (ISBN 978-3-662-61836-3)

## Take a Deep Breath for Clean & Green. Air pollution and solutions.

2017, In: Organic Growth Vol. 12&13; October 2016 - March 2017; APPL Foundation, India. pp. 15-19.

## Externe Kommunikation und Nachhaltigkeitsbericht

2016, with Kleene, Martin and Wöltje, Gregor. NWB-Verlag: Herne (Part of N-Kompass-Dossier). ISBN 978-3-482-66441-0

## Zuhören, Reden, Handeln: Herausforderungen der Nachhaltigkeitskommunikation

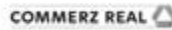
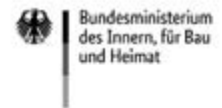
2013. In: Neumann, F.; Keuper, F. (Hgg.): Sustainability Management – nachhaltige und stakeholderorientierte Wertsteigerung. Berlin. ISBN 978-3-832-53286-4

## Nachhaltigkeit: Zur Diskursgeschichte eines Konzepts

2012. Saarbrücken. ISBN 978-3-639-38807-7

# References

akzente



Dr Reckhaus



ebmpapst

ECO-World



Forum Nachhaltig Wirtschaften



THE HUFFINGTON POST



# References

*“Tina Teucher’s contribution was instrumental in making our event so successful. We got a lot of good feedback.”*

Deutsche Bahn (diversity)

*“Tina Teucher was a blast. She managed to keep people spellbound, to inspire them, to thrill them.”*

Priska Hellmüller-Luthiger, PHBern Institute for Continuing Education and Media Literacy

*“Charming and very personable, good background knowledge, excellent cooperation.”*

Green Cities Konferenz

*“Tina accompanied us very well at our events with her positive, winning manner: at a classic panel discussion as well as at a dialogue-oriented speed dating. Open and flexible, committed and likeable.”*

IKEA Germany

*“Her keynote went down really well with us and was very inspiring for everyone.”*

Judith Rahner, Merck KGaA

*“We and our participants really enjoyed Tina Teucher’s in-house facilitation. ‘As if she were one of us’ was a phrase often heard. The event was a success all round.”*

Patricia Siebel, Edding AG

*“Exciting keynote with useful best practice examples for our work.”*

Sustainable Palm Oil Forum

*“Inspiring and refreshing day moderation.”*

Central German Sustainability Conference

*“Focused and passionate about the topic - the discussion was to the point.”*

YES! – Young Economic Summit

*“Tina Teucher’s presentation was very inspiring for our work in setting up sustainability management.”*

Markus Klehr, Karlsruhe Transport Authority

There are more than  
enough good people  
if you count words,  
not actions.



## Contact

Enquiries about lectures, keynotes and  
moderations speaker management:



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