

Keynote Speakers



Majora Carter is an urban revitalization strategy consultant, real estate developer, and Peabody Award winning broadcaster. She is responsible for the creation & successful implementation of numerous green-infrastructure projects, policies, and job training & placement systems. After establishing Sustainable South Bronx and Green For All (among other organizations) to carry on that work, she built on this foundation with innovative ventures and insights into urban economic developments designed to help move Americans out of poverty. Her long list of awards and honorary degrees include accolades from groups as diverse as Rupert Murdoch's News Corporation, John Podesta's Center for American Progress, Goldman Sachs, as well as a MacArthur "genius" Fellowship. Her 2006 TED talk was one of the first 6 videos to launch their groundbreaking website. Majora is a Board Member of the US Green Building Council, and the Andrew Goodman

Foundation. Majora has continually set new standards of excellence with projects in her South Bronx community, while expanding her reach through philanthropic pursuits and business interests that have all pointed toward greater self-esteem and economic potential for low-income people everywhere.

Wednesday, April 22nd 10:20 am – 11:20 am MAC Rotunda



Juan Martinez is Director of Leadership Development and Natural Leaders Network for the Children & Nature Network. In 2011, Juan was named a National Geographic Emerging Explorer and represents The North Face as an ambassador for outdoor exploration. "My parents exemplified the values they preached to me—get an education, nurture your family, strive to do better. In my neighborhood it was gang members who succeeded, had what I wanted, and could provide for their families. It's not that I thought it was glamorous, it was survival." The teacher saw beyond the grade to Martinez's potential and promised he could pass the class by staying after school for the next three months and joining the Eco Club. Organizations like the Sierra Club and Outward Bound Adventures began to take notice, seeing not only his

enthusiasm but also his leadership skills. Today, Martinez is planting seeds again as a national spokesman for the importance of getting youth into the outdoors, especially those from disadvantaged backgrounds. He attends White House forums, advises the U.S. Department of the Interior on plans to create a youth conservation corps, serves as National Youth Volunteer Coordinator for the Sierra Club, and organizes youth delegations to conferences on green jobs and outdoor experiences. Above all, he focuses on inspiring and nurturing grassroots action by the 15- to 29-year-old "Millennial" generation. To that end, he spearheads the Natural Leaders Network of the Children & Nature Network, an organization creating links between environmental organizations, corporations, government, education, and individuals to reconnect children with nature.

Thursday, April 23rd 10:20 am – 11:20 am MAC Rotunda



ECO-FESTIVAL 2015

GREEN vs. GREEN?

Capitalizing on Nature to Grow a Sustainable Future