



XXXI BPW International Congress

17 – 21 November 2024

Nominations



Siiri Tiivits-Puttonen
Candidate for Standing Committee Chair
Environment & Sustainable Development

Member of
Nominated by
For position of

BPW Estonia Green Club
Merle Saviak, President, BPW Estonia
Standing Committee Chair – Environment & Sustainable
Development

My Vision

I am delighted to be a candidate for the position of Chair of Standing Committee Environment & Sustainable Development.

Since 2020 I have been Chair of BPW Europe Green and Sustainable Working Group and since 2021 Chair of IFBPW Green and Sustainable Taskforce.

During these 4.5 years I have been organising a nationwide program called "Women in Business – GREEN AND CARING WORLD", being a leader and organiser for many actions internationally. I am the founder of BPW International Earth Day celebration, during which the song "I am the Earth" is sung in 4 languages - has been specifically written for BPW and is available on YouTube internationally. Pledges are collected from all over the world. The social media reach was 600, 000+.

My mission is to share green knowledge and practices worldwide is:

- This year, a green resolution, prepared by the task force was adopted, which will be presented on globally at the BPW International congress in St. Kitts and was approved regionally in March 2023.

My vision is to implement the green and sustainable resolution among all BPW members. The world we live in, is in constant change. At an ever-increasing pace we need to keep up with technological innovation, replace outdated activities with sustainable ways of thinking, while coping with a growing flood of information.

We women can only make a difference and shape a green and sustainable world, if we take action. If we want women to lead sustainably tomorrow, we need women that are aware of the problems of Mother Earth today. Knowledge about this decides who will be a future leader and who won't.



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Our goal is to shape sustainability from a woman's perspective. Therefore, we need to organise lectures, events, workshops, hackatons in the following sectors:

- Sustainability in Politics
- Sustainable Economy & Industries
- Sustainable Awareness & Lifestyle

My will is to work on the green and sustainable area, so that every region and Federation and BPW Club will make its own guidelines and procedures on how to be part of saving nature and the world for the next generations.

I propose to start the BPW Green Ambassadors movement. Green Ambassador is the person who is the member of the Green and Sustainable working group and is the bridge between the local organisation and working group to share the information, motivate club members to join in events, organising events and following the fulfilment of guidelines prepared in resolution: "Together For A Green and Sustainable World".

The actions, together with communication, are giving to the organisation following benefits:

- Organisational growth - more young members.
- Possibilities to write projects for getting foundation to raise awareness for both BPW and sustainability.
- An active green entrepreneur women network.
- Giving your part for saving the planet for future.

Green and sustainable is possible!

BPW Offices held

- Member of the BPW Estonia's board 2017-2024.
- Communication Officer of the BPW Estonia 2018-2021.
- BPW Estonia program "Women in Business – GREEN AND CARING WORLD" founder and leader 2020 – date.
- President of BPW Estonia Tallinn Club - 2020-2022.
- President and founder of BPW Estonia Green Club 2023-2024.
- Chair of BPW Europe Green and Sustainable Working Group 2020- date.
- Chair of BPW International Green and Sustainable Taskforce 2021- date.

Positions in other International and National Organisations

- Cross sectoral green business platform - Green Tiger - Responsible of digital channels www.rohettiiger.ee Jan 2020 – present.
- Board of European Students of Technology alumni Estonia, founder, and member 2000- date.
- Board of European Students of Technology active member 1995-2000.



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CURRICULUM VITAE

Education

- ESG Executive Development Program, Estonian Business School 2024
- Entrepreneurship and business administration, Estonian Business School 2024
Environmental and Chemical Engineering Technology TalTech 2000
- Secondary School Tallinn Technical Gymnasium 1995

Professional Experience

I am an accomplished eCommerce and digital channels strategist with a fervent dedication to green and sustainable business development. With over 25 years of experience in eCommerce business and development, I have honed my expertise in strategising and leading successful initiatives in this field.

Nature has always been extremely important to me and I have dedicated my life to promoting a green and sustainable business world.

Siromo – I am an eCommerce strategist, ESG consultant, board member, owner Aug 2013 to present.

eCommerce – I am a founder and lead in different companies 2000-2013

My passion for environmental sustainability extends beyond my professional endeavours. In my current role, I combine my extensive experience in eCommerce with my passion for sustainability to drive impactful change. I have successfully integrated sustainable entrepreneurship principles into digital platforms, most notably through the creation of www.roheettevotlus.ee.

My vision extends globally, with plans to expand the platform internationally as www.greenambassadors.net.

Additional Information

My skill set encompasses a wide range of competencies essential for driving business growth and sustainability. I am adept in ESG, process management, online and automated marketing management, communication, logistics management, online customer service management, negotiation, business planning, sales (both B2B and retail), and more. My strategic insights and proven track record of delivering results have positively influenced and propelled various businesses forward.

Please see the full CV: <https://www.linkedin.com/in/siiri-t-87979428/>



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SUPPORTING STATEMENT FOR SIIRI TIIVITS-PUTTONEN BY Merle Saviak, President, BPW Estonia

I recommend Siiri Tiivits-Puttonen for the position of Chair of Standing Committee Environment & Sustainable Development.

Siiri demonstrated her dedication and strong leadership skills in various environmentally friendly initiatives, her contribution to BPW Estonia/Europe and BPW International has been significant. Since 2020 she organised a nationwide program "Women in Business – GREEN AND CARING WORLD" creating a network of over 3000 female entrepreneurs. Program has been active for 4.5 years, it inspired 500 entrepreneurs.

Webpage for entrepreneurs focusing on green entrepreneurship was created as part of the program, which provides all the necessary information for starting a green business or making existing businesses green, contains over 150 articles and has ca 2500 monthly visits. Green entrepreneurship community has 3000+ members.

She is founder and leader of the BPW Europe Green and Sustainable Task Force which meets monthly basis. This year a green resolution, prepared by the task force was adopted, voted in Europe Presidents meeting in Rome and hopefully will be voted globally at the BPW International congress in St. Kitts.

Siiri has been a long-standing member of the BPW Estonia's board, BPW Estonia's Communication Officer, president of BPW Tallinn club and first president of BPW Estonia Green Club.