



WELCOME TO WINS NYC!

- Introducing WINS Hub NYC
- Meet the WINS Team Members
- Update from our 1st event
- Our next networking event
- WINS Spotlight: SOLES4SOULS

We are delighted to announce the launch of Women in Sustainability New York City hub. As the 1st expansion into the United States as of Fall 2020.

Led by **Sneha Patel**, an experienced sustainability professional, we're looking to bring together purpose-led, talented women from the widest variety of sectors, businesses and organizations who share a similar mission at heart; They are all are passionate about making a difference, about creating solutions to the environmental, social and economic challenges we currently face.

Through our online (and when possible, in-person events), Women in Sustainability creates a space for meaningful conversations, for new collaborations, learning and sharing. Our growing community of women come together for a boost of inspiration, practical help and real connection. And our NYC Hub will be no exception!

OUR WINS TEAM



SNEHA PATEL
WINS NYC Lead



SABRINA BLACK
Creative Director
SMB STYLE Design



RIDDHI PATEL
Digital Creator,
Sustainable Fashion



THEA DIEP TON
Communications Assistant
Sustainability Engineer

Sabrina is an experienced design professional in developing clients brands to better connect with their consumers. She currently owns SMB STYLE Design, a design firm with over 20 years experience in the CPG, Wellness & Beauty categories. Sabrina is looking to amplify her expertise & identifies with WINS core values.

Riddhi is a Sustainable fashion lifestyle blogger & digital creator. She is creating awareness within this space to bring sustainable fashion practices to the industry and is looking to provide insights from her lens to influence & create change along the way.

Thea is an Environmental Engineer currently focused on Green Building initiatives. She serves a mentor to her peers and strives to build positive relationships as she continues to build her Sustainability expertise.

UPDATE FROM OUR 1ST EVENT



ANNE BAHR THOMPSON
Brand Citizenship Pioneer,
Author of Do Good

Key takeaways to activate your purpose and Brand citizenship & circularity:

- Brand citizenship: brand is the human face of the business and citizenship: active participant in the society. People as consumers have to change their purchasing behavior alongside brands to activate the future outcomes.
- Create alignment within the business by activating your purpose as a brand and values -- even within the day to day decision making to do things differently as a business. Being transparent throughout your entire value chain to ensure that the values of your brand or business is being met. Be willing to step up and take into consideration your personal values as a change agent.
- Ensure your internal stakeholders are really communicating within the teams in your entire value chain to what your business/organization are sharing externally. Values need to align into the individual to team level, making sure they are getting measured.
- There are various challenges in Single Use plastics and ways to incorporate your brand citizenship to drive results towards your outcome is to engage your entire supply chain upstream and downstream to ensure measurable and actionable outputs are being tracked. With the UN2030 SDG's - creating a sustainable way to regenerate in the same ways to elevate the way you do things, we will have to keep raising the bar as part of Sustainable measurables.



PAULA LUU
Center for the Circular Economy,
Closed Loop Partners

Shifting careers as a change agent: How have you navigated through challenges in your careers?

- Being true to who you are as you are navigating through change and ensuring you are keeping with your personal value/purpose for the greater outcome.
- Being resilient if you are going through imposter syndrome at a point in your career and reminding yourself that a business is a powerful act of change and could really help connect your purpose with people and systems to move you through your aspirations or deciding the next step in your career.

NEXT NETWORKING EVENT COMING SOON!

SUSTAINABILITY WELLNESS+YOU

Sustainability isn't just about the health and well-being of the planet; it's about the health and well-being of people. From the air we breathe to the food we eat. Join us for conversation, open discussion or just sharing session on how we are creating sustainability and wellness in our daily lives.

Here are 5 Sustainable Wellness tips to consider:

- Create a serene environment
- Take a break from social media and electronics
- Practice new breathing exercises for respiratory wellness
- Enroll in a virtual Yoga class
- Buy yourself a sustainable gift of chocolate or a scented soap

WINS SPOTLIGHT

SOLES4SOULS

People living in poverty want a better life, but many lack opportunity. At Soles4Souls, we turn unwanted shoes and clothing into opportunity, by keeping them from going to waste and putting them to good use – providing relief, creating jobs and empowering people to break the cycle of poverty. At Soles4Souls, we are 4 making a difference. Our programs are focused on making a measurable impact on people and the planet.

Here are our 4 key impacts: providing relief, fighting poverty, protecting the planet, and empowering women.

We are 4 women:

“Micro-enterprise” means small business. And it's a powerful model for empowering women. We believe women deserve more than “making do.” Our micro-enterprise program helps women step out of poverty and reach their true potential.

Our micro-enterprise program helps create:

Opportunity-Shoes are a resource that individuals who live in extremely poor countries can use to start a small business. Constant supply-Your shoe donations mean a constant supply of quality product. This ensures these fledgling businesses can be sustained long-term. Real economic change-Small business owners earn sufficient income to purchase necessities like food, shelter and education for their families.

Learn more about us and our initiatives:
<https://soles4souls.org>

STAY CONNECTED WITH US:

www.womeninsustainability.net/hub/new-york-city
Instagram: [wins_network_nyc](https://www.instagram.com/wins_network_nyc)
LinkedIn: <https://www.linkedin.com/groups/8389591/>

CONTACT SNEHA FOR PARTNERSHIPS & SPONSORSHIPS:

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