

5th International Conference on **Pollution Control and Sustainable Environment**

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10th Edition of International Conference on **Water: Pollution, Treatment & Research**

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Sustainability is cool**Monika Poppy**

Sustainability is Cool, UK

The marketing and PR of corporates and charities are drastically changing. No longer are social media and influencers only used for promoting and selling products but helping governments and projects raise awareness and implement ideas. The power of influencers and digital media is everywhere and through new tools its becoming scalable. There's been proven studies on how Persuasive power lies in expertise and social proof in followers with the same interests. Sustainability has become more than a niche movement through raising interest from the younger demographic through social media. Why is this the new route for marketers? Why is this an important and positive movement? How can your project benefit from using these channels? We will be looking at these points and the future prospects of social media influencing in the age of digital communication. We will also be looking at how Sustainability is cool was one of the pioneering platforms for implementing sustainable change and why Monika Poppy was chosen as one of the top influencers in Sustainability and the platform received social enterprise status.

Biography

Monika Poppy grew up between Sweden & London and has academic background in Energy & Sustainable development. In 2016 she started Sustainability is cool platform with the goal to make sustainability accessible to the general public through educating through reviewing sustainable brands and services. The purpose of the channels is to spread knowledge mainly targeted to audiences in urban areas. It's to simplify the knowledge and the resources of sustainable goods and services available whilst maintaining modern standards. Since then she has appeared on news and live appearances worldwide, worked with well known institutes and gathered a combination of over 20,000 followers on her social media channels that include both fellow sustainable leaders, famous institutes, brands and the general public.

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