



*Sian  
Cuffy-Young*

**Waste Educator & Speaker |  
International Mentor to Waste  
Entrepreneurs | Waste Consultant |  
Children's book Author**

As a result of being in Sian's audience, women stand in their true purpose, they create impact-driven businesses, they learn how to push past their limitations, and learn to do better things as she brings the importance of this valuable resource called waste to the forefront. Waste is SEXY and so it is Sian's intent is to spread the waste management gospel like warm peanut butter using her actionable, engaging, and unforgettable tips with the audience that must be shared with the world. Plus, Sian is also dynamic, engaging, passionate, and has an overflow of knowledge in this space.

For over the past 17 years, Sian has worked in the environmental sector, specifically in waste management and mining – two male-dominated sectors that most shy away from. Through that work, she has founded and runs a successful social enterprise called Siel Environmental, is an award-winning environmentalist, is an advocate and educator, and has transformed the way waste is seen and interacted with by individuals and businesses alike, all the while inspiring others to enter the space.

## WHAT PEOPLE HAVE SAID...

"Sian speaks through the heart and cuts through the noise, her message is powerful, vulnerable, and actionable. Wow."

*- Jeff Schiefelbein*

"Sian shares a powerful story of what it means to step into your own power."

*- Corean Canty*

# SIGNATURE TOPICS

## W2 - WOMEN IN WASTE MANAGEMENT - MOVING FROM PASSION TO PURPOSE

- Inspiring women to be involved in more insightful ways to discover their strengths and their purpose in the field of Waste Management.

## RESOURCE MANAGEMENT IN THE CARIBBEAN - WASTE AND THE CIRCULAR ECONOMY

- Emphasis on the principles of the circular economy through the reduction, reuse, redesign and recapture of waste materials into new products within the Caribbean region.

## TRANSFORMING THE WAY WE EDUCATE ABOUT WASTE

- Communicating the importance of waste management with the primary objective of increasing awareness and motivating action

## WOMEN IN UNCONVENTIONAL ROLES - LEADING WITH PURPOSE

- Women moving away from the traditional "female jobs" and leading with purpose and vision in traditionally male dominated professions.

## SOCIAL ENTREPRENEURSHIP IN T&T

- Engaging entrepreneurs towards opportunities and solutions to environmental and social issues.



*Get in Touch!*

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# WHAT PEOPLE HAVE SAID...

"Sian is infectious, fiery, knowledgeable, and inspiring. Her talk was incredible and she is a pioneer for female entrepreneurs around the world."

– Alex Dumas

"Sian talk will light up the room and instill change from the inside out. She is powerful, inspiring and vulnerable!"

– Nell Rose Foreman

"Sian is THAT firecracker speaker you need to motivate women to step into the person they were born to be."

– Cordeila Gaffar

# PRIOR SPEAKING ENGAGEMENTS

- Women in Tech
- Logy Talks Sustainability
- Caribbean Water and Wastewater Association (CWWA)
- North American Association for Environmental Educators (NAAEE)
- Trinidad and Tobago Chamber of Commerce
- Be Waste Wise
- Soroptimist T&T

# ACHIEVEMENTS

- Innovative Entrepreneur 2022
- Entrepreneurship World Cup winner Trinidad and Tobago;  
3rd place Caribbean – growth category
- Champions of Business Award nominee and Finalist
- Gestalt Woman Leader award
- Kenneth Valley Foundation progress award for  
environmentalism and advocacy

## AS SEEN AND FEATURED ON

- Trinidad and Tobago Television (TTT) Limited
- Trinidad Express
- Trinidad Newsday
- Trinidad Guardian W.E. magazine
- World of Waste magazine
- Discover TnT Magazine
- OMG magazine
- Loop Caribbean
- UWI Today Publication
- Hubert Humphrey fellowship
- United Nations Information Centre (UNIC)
- Morning edition
- CNC3
- WESN



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UWI



United Nations  
Information Centre  
for the Caribbean Area