

# Bianca Yamaguchi

(Publicly known as Bianca Y. Michaels)

Sustainability Consultant  
SDGs Consultant  
Zero Waste Specialist  
Circular Economy Specialist  
Ethical Consumerism Specialist  
Youth Advisor & Public Speaker



Japan,  
Osaka-fu,  
Suita-shi,  
Aoyamadai  
1-1-C19-110号

(+81)70-8931-8839  
Birth date: 1988  
Female (she/her)

Romanian national  
EU passport  
Japanese resident of 10  
years: Long-term Visa  
(exp Dec 2022)

Email: [bianca.y.michaels@gmail.com](mailto:bianca.y.michaels@gmail.com)

Bio: <https://www.biancaymichaels.biz>

Links: <https://linktr.ee/bianca.y.michaels>

## EDUCATION & CERTIFICATES

> **Currently: Harvard Extension School** - Global Development Practice (Graduate Course) 2020~TBD

- **Climate Change - From Science to Action** - Yale University, USA, 2021
- **Circular Economy - Sustainable Materials Management** - IIIIEE, Lund University, NL, 2021
- **Climate Change & Health** - Yale, USA, 2021
- **Microeconomics** - MIT USA 2019
- **Sustainability Science** - University of Tokyo 2018
- **Achieving the SDGs** - SDG Academy 2018

> **BA Psychology** - Ovidius University, Romania, 2010

**Member of:** Circular Economy Europe, LGBTQ+ Community, Women in Business Japan, Social Innovation Japan, Fridays For Future Japan.

**Driver's License:** EU and Japanese, B

## WORK EXPERIENCE

### HEAL THE WORLD JAPAN

Non-profit organization

Osaka, Japan -> Global

June 2021 - Present: Founder & Leader

**Climate Crisis Adaptation Educational Platform for the Youth.**

The goal of our organization is to prepare the next generation for dealing with the consequences of the Climate Crisis, through an educational platform that is being built based on the Gen Z needs, using social media and other creative outlets.

### ZERO WAY

Kobe, Japan -> Global

April 2018 - Present: Founder & Lead Consultant

**Business and Lifestyle consulting.**

The goal of the company is to support the shift towards a circular economic model, ethical and sustainable consumerism, and creation of social, economical and environmental value.

### ZERO WASTE JAPAN

Fukuoka, Japan -> Kobe

November 2015 - Present: Founder & Lead Consultant (Registered in 2017)

**Business consulting; waste management.**

The goal of the company is to support businesses to achieve a zero waste status.

### JAPAN CREATIVE ENTERPRISE

Tokyo, Japan

March 2015 - April 2017: Remote/project based (due to being on maternity leave)

April 2014 - February 2015: Director of Sustainability and Value Creation

April 2013 - April 2014: Director of Marketing Research and Communication

April 2012 - April 2013: Junior Consultant

**Business consulting.**

The goal of the company is to support the development of big corporations using the latest information in technology, team building, design, innovation and value creation.

### TOYOTA MOTOR CORPORATION

Toyota, Aichi, Japan

September 2011 - April 2012: Paid Internship Product Planning Division, Corporate Value Creation Department.

The goal of the department is to create value and develop methods to bring innovation to the company as a whole.

## LANGUAGES

**English** - Native level

**Romanian** - Native level

**Japanese** - Business level N2 (2014)

**French** - Good written skills, poor oral

**Spanish** - Good written skills, poor oral

**Italian** - Good written skills, poor oral

## OTHER SKILLS

Microsoft Office (Mac&Microsoft, EN&JP)

Web design using the Wix platform

Social Media Design & Engagement

## VOLUNTEER PROJECTS

YMCA Osaka Youth for Causes advisor

HULT Prize advisor & judge

Startup Ambassador

## PUBLICATIONS

Nagaoka Review

KUFS X SDGs Newspaper

## REFERENCES

For references, please contact:

Vlad Cristian, CEO of Japan Creative Enterprise

Relationship: former direct manager

Email: [cristian@japancreativeenterprise.jp](mailto:cristian@japancreativeenterprise.jp)

Phone: 090-1805-8114

## EXAMPLES OF PROJECTS: (chronological order)

### TOYOTA MOTOR CORPORATION

<https://www.toyota-global.com/JOV>

> Intern at the Product Planning Division, Corporate Value Creation Department.

Our team was in charge of online and offline (on-site) marketing research (both global and local), event planning and implementation, intra-company training and product ideation. I was in charge of:

1. "Japanese Originality Project", where I had to research and determine elements of Japanese originality and to ideate futuristic car elements.
2. "Global Creative Space" management of and communication with the Bucharest branch.
3. "Kansei Design Training" for employees.

### JAPAN CREATIVE ENTERPRISE

<https://www.japancreativeenterprise.jp>

> Junior Consultant

Assisting with marketing research, corporate trainings and event planning.

> Director of Marketing Research

I was in charge of Marketing Research and

Communication for all projects. We worked with medium and big corporations to support their strategic management and value creation. From ideation to implementation, we supported the entire process of product development.

> Director of Sustainability and Value Creation.

I started specializing in CSR, specifically waste management, carbon offset and ethical supply chains. I supported companies in their effort to reduce their waste, carbon emissions and environmental impact. I lead the development of strategic planning and implementation, media campaigns and value communication.

### ZERO WASTE JAPAN

<https://thezeroway.wixsite.com/zerowastejapan>

> Founder & Lead Consultant

We supported small businesses in their pursuit to reduce their waste, particularly plastic, single-use products, packaging and paper. We also focused on shifting towards cruelty-free, fair trade and ethical products and services.

We also helped launch a few campaigns with local authorities, like "MyBag/My Bottle", "B YOU - Bring Your Own Utensils", Candle Night, Farmers' Markets, Vegan Food Trucks, Plant-based Festivals etc.

### ZERO WAY

<https://thezeroway.biz/>

> Founder & Lead Consultant

We supported several social startups and local businesses, who are focused on bringing social and environmental value. We did workshops, seminars, trainings and individual consulting sessions in areas like zero waste, circular economy, sustainable development, strategic planning for social businesses, social media outreach.

Our clients varied: from local restaurants to compost collecting companies, from non-profits to schools.

We opened a zero-waste bulk-shop that we unfortunately had to close due to the pandemic.

### HEAL THE WORLD JAPAN

<https://www.healtheworldjapan.org/>

> Non-profit Organization Founder & Leader

We are currently working on developing online courses, a website and an application that will help young people understand, develop the skills and lead action to combat the consequences of the climate crisis, in order to give them a better chance at surviving in the uncertain future.

**Personally, I am also a public speaker, having been invited to talk at schools, universities, international conferences, corporate seminars and startup events. And I organize [TEDx](#) events.**