



Founder, Tianmei's World Academy (TMWA) ·

Klaus Töpfer Sustainability Fellow (RIFS Potsdam)

Environmental Psychology & Systems Thinking

Researcher · TEDx Speaker · Social Entrepreneur

Quick Facts

- **Base location:** Potsdam/Berlin, Germany (available worldwide)
- **Speaking languages:** English (native-level), Mandarin Chinese (fluent), Romanian (native)
- **Topics:** Environmental Psychology (EP) · Regenerative Business & Social Entrepreneurship · Therapeutic Urbanism & Daoism · Trauma-informed Leadership · Inclusive Learning Design · Personal Business Models for One-Person Companies · Systems Thinking Approach to Time Management · Cross-cultural Dialogue & Peacebuilding
- **Typical audiences:** Universities & research institutes · Corporates & accelerators · Government & city innovators · Foundations & NGOs · Design & sustainability conferences

Signature Keynotes (40–60 minutes)

1. **Beyond Profit: Redefining Business for a Regenerative Future**
How every organization can become an entity that solves social issues and creates social value in a financially sustainable way. Practical levers, case studies, and leader mindsets for the polycrisis.
2. **Designing Environments Where People Grow**
Environmental psychology for everyday life: from workplaces and classrooms to cities. Simple design interventions that measurably improve focus, safety, and belonging.
3. **Therapeutic Urbanism & Daoism**
What Daoist principles (wu-wei, harmony with context, the “usefulness of emptiness”) teach modern cities about stress reduction, social cohesion, and mental health.
4. **The Invisible Backpack, Action – Reaction Model, Puzzle Mindset, and Center of My Environment**
Four original tools to rebuild agency, reduce learned helplessness, and lead by example across teams and communities.
5. **The One-Person Company**
From multi-potentialite to entrepreneur: personal business models, revenue stack design, and anti-burnout systems for independent professionals.

Custom talks are available. Each keynote is tailored to your goals and audience and can include short exercises or live polling.

Workshops & Masterclasses

- **Systems Thinking Approach to Time Management (2–6 hours)** — build a personal operating system balancing zoom-out life design and zoom-in task execution.

Adina Deacu — Speaker Booking Sheet (2025)

- **Regenerative Business Lab** (half or full day) — map your social value, stakeholders, and regenerative metrics; draft a roadmap beyond CSR.
- **Trauma-informed Leadership & Team Safety** (2–4 hours) — psychological safety, micro-rituals, and conflict as design data.
- **Therapeutic Urbanism Studio** (half day–2 days) — site walk + design sprint using Daoist and EP principles for place-based wellbeing.
- **I Am My Own Brand** (3–6 hours) — environmental design for confidence, presence, and authentic communication.

Formats & Fees (EUR)

Fees include pre-event briefing and light customization. Sliding scale available for mission-aligned NGOs/education.

In-Person (EU/UK)	(Intercontinental)
• Keynote (up to 60 min): €6,500 • Fireside/Panel (up to 45 min): €2,500 (as add-on to keynote: €1,500) • Half-day workshop (up to 3.5 h): €7,500 • Full-day workshop (up to 7 h): €11,500 • Conference MC/Moderator (per day): €6,000	• Keynote (up to 60 min): €8,500 • Half-day workshop: €9,500 • Full-day workshop: €13,500

Virtual / Hybrid

- Virtual keynote (up to 60 min): **€3,500**
- Virtual workshop (90–120 min): **€4,500**

Discounts

- Education/NGO/public sector: **20–35%** off list fees (case-by-case)
- Series/package bookings: **10–20%** bundle savings

All fees are exclusive of taxes (if applicable) and travel.

Travel & Logistics

- **Travel:** Client covers reasonable travel and lodging. For flights: flexible economy. Rail preferred in Europe when practical.
- **Accommodation:** 4-star business hotel or equivalent near venue.
- **Per diem/ground:** ground transfers and per-diem/meals per local standard or reimbursed at cost.

A/V Requirements

- Handheld or headset microphone; confidence monitor recommended.
- HDMI input (or clicker and onsite support), room audio for short video clips.
- Flipcharts or whiteboard for workshops; Wi-Fi for interactive polling.

Recording & IP

- Slide handouts: event-branded PDF (selected slides) available on request.
- Recording (audio/video/live-stream) requires **prior written permission** and a separate license. Short social clips (≤60s) are usually fine with attribution.

Booking, Deposits & Cancellations

- **Hold policy:** 7-day courtesy hold where possible.
- **Deposit:** 50% non-refundable deposit to secure date; balance due **on event day** (in-person) or **3 business days prior** (virtual).
- **Client cancellation:**
 - ≥60 days before event: deposit retained; no further fee.
 - 59–31 days: **75%** of total fee due.
 - ≤30 days: **100%** of total fee due plus any non-refundable travel.
- **Force majeure / speaker illness:** Adina will propose a mutually agreeable reschedule date or refund fees paid (excluding client-booked nonrefundable travel).

Representative Talks & Facilitation

- TEDx talks on entrepreneurial mindset & leading by example (various cities)
- Environmental Psychology Roadshow across 10+ Chinese cities (Beijing, Hangzhou, Chengdu, Wuhan, Shanghai, etc.)
- Research Institute for Sustainability (RIFS) — Fellowship lectures & workshops (across Europe & Asia)
- Cross-cultural dialogue sessions & “Learn & Travel” citywalk programs (Hangzhou)
- Design & sustainability conferences (Berlin Science Week; Greentech Festival panels; participatory design forums)

Why Book Adina

- **Interdisciplinary depth:** Environmental Design + Systems Thinking + Social Entrepreneurship.
- **Actionable tools:** The Invisible Backpack · Puzzle Mindset · Center of My Environment · Action-Reaction Model
- **Immersive learning environments:** Interactive micro-exercises; site-specific tailoring; clear take-home frameworks.

Add-Ons

- Leadership roundtable or student session (45–60 min) on the same day
- Executive briefing memo (2–3 pages) summarizing recommendations
- Post-event virtual Q&A (60 min within 30 days)

Booking Contact

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We welcome co-creating formats that best serve your audience. Share your goals and we'll tailor the experience accordingly.