

Green, Red and Black: Sustainable Business Practices in Tough Times and Beyond



Aili Jokela

Aili Jokela Senior Partner, Sustainability Practice Group Chair
Fleishman-Hillard

Sustainability practice group. This practice group provides communications consulting and marketing services to FH clients to help them respond to sustainable market trends and policy developments.

As co-chair of FH Sustainability, Jokela helps companies and organizations of all sizes to address a variety of needs ranging from green product and service marketing to corporate climate response. Her technical expertise in the areas of strategic energy management and energy efficiency has been honed in the Northwest's industrial manufacturing sector where she works with food processing companies and pulp and paper mills to help them reduce operating costs, increase productivity, and lessen environmental impact.

Beyond that, her sustainability experience includes wind energy, commercial and industrial green building design, and information communications technology (ICT). In her role as practice group co-chair, she is helping to manage FH's global carbon audit and its environmental management teams.

Past appointments include serving as co-chair of Fleishman-Hillard's Social Impact practice group, which specializes in cause branding, corporate philanthropy, and behavior change campaigns. Jokela's social marketing background includes national anti-obesity and youth fitness programs; community-based anti-tobacco initiatives; and the National Youth Anti-drug Media Campaign, the largest social marketing campaign ever sponsored by the federal government. In addition, she has worked for a variety of corporate foundations and non-profit organizations to address important topics including cancer prevention, digital learning, AIDS awareness, and youth empowerment.