

IMPACT MAG

UK DECLARES CLIMATE EMERGENCY

UK follows Scotland's lead in declaring a climate emergency but what does this mean?

WHAT IS SUSTAINABILITY MARKETING?

What actually is marketing with sustainability? How do you integrate Development Goals in your messaging?

Issue no.1

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EMERGENCY**

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Dark money lobbying

When positive change is blocked by financial giants, it's time to take a stand. Our planet is at risk. The lives of human beings and animals are at risk. The delicate ecosystems that we depend upon are at risk.



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Masterclass How to turn sustainability into profit

June 19th 10am - 12pm

Chamber offices
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Impact Communication is the way we describe the bringing together of sustainability and communications.

What does Conscious Creatives do?

We started off working solely with a focus on digital advertising and marketing, becoming experts in SEO, Pay Per Click, Email Marketing, CRM Management, Branding and more.

We chose to partner with clients doing good work and from that journey Conscious Creatives have researched and educated ourselves around the world of sustainability.

What we found was that the United Nations has created the framework for a better future but what we need more than anything is the political will to make it happen. Understanding that change does not happen without creativity and strong communications so we balanced our work in both areas.

Conscious Creatives remain Google Partners but also have qualifications from organisations like the Global Reporting Initiative and have spoken on behalf of the United Nations Global Compact.

If you have a project that involves doing the right thing at it's core and would like support spreading your message then head to our website and send us a message.

CLIMATE EMERGENCY



The UK parliament has approved a motion to declare a climate emergency. What does that really mean, and what good will it do?

Despite the constant fog of Brexit hanging over the country, a glimmer of hope has appeared. In the UK, MPs passed a motion to declare an environmental and climate emergency.

The motion — which is not yet legally binding — was tabled by Labour leader Jeremy Corbyn. It was passed without a vote but represents a positive step from the House of Commons.

The move comes on the back of a sustained period of protest from Extinction Rebellion and others, including the school strikers led by activist Greta Thunberg.

And it was, in fact, one of Extinction Rebellion's main demands.

But what does the term 'climate emergency' actually mean going forward? Will it lead to wholesale change, or is it another token gesture?

What is a climate emergency?

In the face of a changing climate, increasing natural disasters and dwindling biodiversity, the term 'climate emergency' means one thing: things need to change.

Currently, there's no widely-accepted definition of the term. But generally, it's an admission that we need to commit to being

What is a climate emergency?

If nothing else, it's a strong place to start. The momentum will hopefully lead to legally-binding targets that are ambitious enough to make a difference

carbon neutral by a specified date.

The Committee on Climate Change has put forward 2050 as the necessary date. But others, including Extinction Rebellion, have said that a more ambitious target of 2025 is required. Scotland — which declared its own climate emergency days before the UK — have consulted experts and decided that 2045 is realistic. Their ability to capture carbon through forestry gives them an advantage over other areas.

Will it lead to any real changes?

As we mentioned, there's no set in stone definition as yet. This could be problematic. Without agreeing on a definition, it leaves policymakers and businesses with an excuse to duck out of committing to reducing emissions. And without any legal binding, it'll be hard to get the worst offenders to change.

If nothing else, it's a strong place to start. The momentum will hopefully lead to legally-binding targets that are ambitious enough to make a difference.

Why it's a cause for optimism

The motion was tabled by Jeremy Corbyn, but it started in grassroots movements. From Extinction Rebellion to school strikers, thousands of people played their part. And before it got to the UK parliament, smaller groups had already declared climate

emergencies. The UK followed Scotland and Wales, as well as counties such as Wicklow in Northern Ireland, in declaring the emergency. With such a positive outcome, we can all take heart from grassroots activism. Last week we covered the importance of activists such as Greta Thunberg. This week, her message has been received by the UK parliament.

The next step is to set emissions targets in stone. That means passing laws that hold governments and companies to account.

What we can do to ensure this doesn't fade away?

This is just the start.

If we're serious about being a leading figure in the fight against climate breakdown, we need to make individual and collective changes. One way is to commit to renewable energy. We've highlighted some of the best renewable energy companies in the UK for you to switch to.

Another way is to get your local politicians on side. This landmark was only reached because thousands of people took to the streets. In our local areas, we can ensure our elected officials know we're serious about the climate emergency.

Write to them, visit them during their clinic hours and make sure they know the climate is important to voters.

EXTINCTION REBELLION

What are they protesting about?

Extinction Rebellion is a group dedicated to fighting climate catastrophe. They're calling on governments to take action before it's too late.

Through peaceful protest, they're bringing attention to the greatest challenge human beings have ever faced.

Protesters in the UK want the government to tell the truth about the scale of climate catastrophe.

In terms of action, they want the government to legally commit to net zero carbon emissions by 2025.

Why are they blocking the streets?

For decades, scientists have told us that the planet is under threat from human activity.

For decades, governments have made token gestures and then returned to business as usual.

It's an inconvenience to have your journey halted. But the alternative is much worse.

In Extinction Rebellion's own words: "We don't want to disrupt people, but our Government's failure over the last 30 years leaves us no choice."

Will the protests work?

The coverage they've received has been massive. Prominent figures have turned up to speak to crowds and show support. Even the police have admitted that they find dealing with the group hard.

The Chairman of the Metropolitan Police Federation has said: "[We] are dealing with very, very passive people, probably quite nice people, who don't want confrontation whatsoever with the police or anyone else but are breaking the law."

The main law Extinction Rebellion are breaking seems to be "obstructing the highway". At its core, this law seeks to keep the world ticking over as usual.

This protest is a threat to the status quo, so protesters have been criminalised.

What about the backlash?

Of course, there has been a widespread backlash, not least from dismissive news presenters.

Hundreds of protesters have been arrested. Peaceful protesters in Paris have been pepper sprayed.

And beyond that, members of the public have criticised the groups. The main argument seems to be: why are you inconveniencing me?

Is 'inconvenience' a valid criticism?

In a word, no.

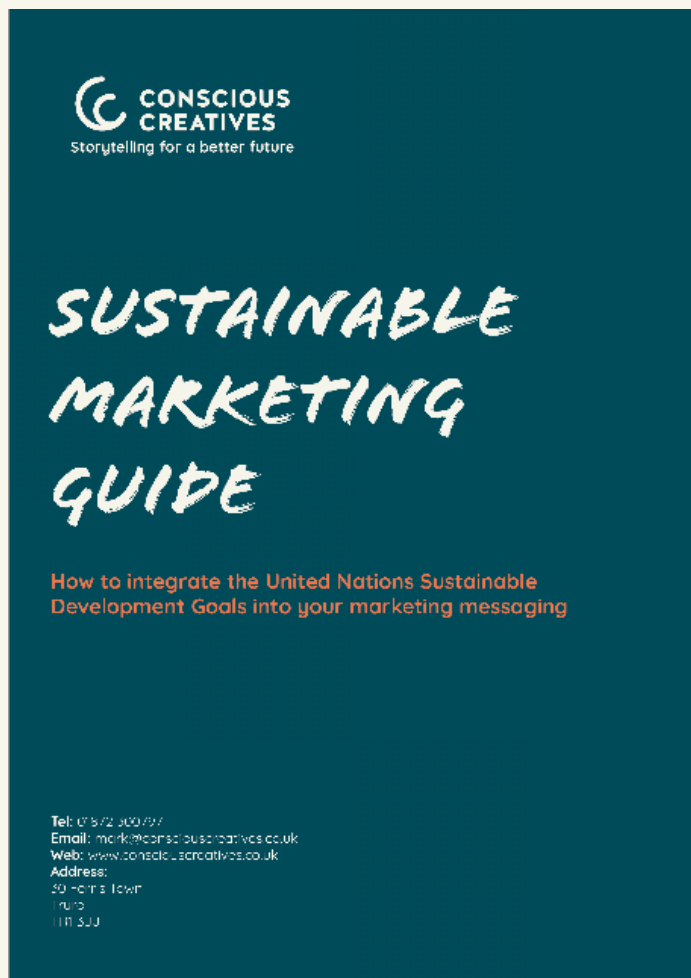
Think of the milestones of progress made in the past. From the civil rights movement to getting votes for women, protest has been a key part of the campaigns.

If we all just sat back and voiced our discontent quietly at home, nothing would change. It might not be pretty, but sometimes it's essential to ruffle some feathers.

So while we're not advocating anything illegal, peaceful protests will remain a vital tool in the quest for climate justice.



Use our **Sustainable Marketing Guide** to align your marketing with the **United Nations Sustainable Development Goals**



Get marketing considerations for 6 goals

Inspire your team and unlock creativity

Align your marketing comms with your core values

Get free and instant access by clicking the button below

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DARK MONEY LOBBYING

In private meetings and secret funding channels, we find a network of companies seeking to profit from the planet's demise.



How good PR fuels political power

A positive public image does a business the power of good. So when there are billions of dollars — or political power — at stake, some go to drastic lengths to improve their PR.

Take Russia, for example. After a hugely successful Winter Olympic games, hosted in Sochi, public spirit was skyrocketing. Vladimir Putin's approval ratings were high. In the following months, he ordered a bloody invasion of Ukraine. He used sport to garner approval, then exploited it for his own gain.

And on home shores, look to the world of football — specifically, Manchester City's owner. He's the deputy prime minister of the

United Arab Emirates and a member of the royal family of Abu Dhabi.

The UAE has been criticised by Human Rights Watch for “arbitrarily [detaining] and forcibly [disappearing] individuals who criticize authorities.” In Abu Dhabi, “unnatural sex with another person” can be punished with up to 14 years in prison. In this context, “unnatural” can be read as “homosexual”. So how does football come into this? The accusation is that prominent UAE figures are using Manchester City as a ‘soft power’ vehicle. In other words, a sports team performing well softens their image, distracting the world from the abuses on their shores. As we'll see, efforts like these can be incredibly lucrative. Now, we'll turn

our attention to how dark money lobbying is threatening our very survival.

Climate change and the fossil fuel industry

Fossil fuels are big business. The industry is valued at \$4.65 trillion — a number too big for most of us to comprehend. To put it into perspective, the world's most valuable company (Amazon) is worth \$795 billion. That makes fossil fuels almost 6x more valuable than the online retail giant. Public support for climate action is a threat to that number. So for companies that profit from fossil fuels, political lobbying is a must.

A recent report showed that the five largest

Reason for hope?

The EU is taking action. ExxonMobil were due to appear at an EU hearing on climate change denial, but failed to show up. They are now facing a ban from lobbying privileges — that is, access to Members of the European Parliament, parliamentary meetings and digital resources. This could be a turning point for the future of lobbying.

oil and gas companies spend nearly \$200m a year lobbying to delay, control or block policies to tackle climate change. At the same time, they publicly show their support for renewables and sustainability. The companies spent \$197m on branding campaigns suggesting they support climate action. When the public sees ExxonMobil, Shell or BP talking about the bright future of renewables, it sees an industry looking to change. Dig a little deeper and we find that not only are their efforts pitiful — 1% of their budgets went to renewables in 2018 — but they're actively lobbying to block, delay and control climate change policies.

This is greenwashing at its worst. The future of the planet and the prosperity of human life is at stake. Oil and gas companies cannot get away with this any longer.

Climate change denial: How to harness the power of doubt

We've seen the power of good PR, so it's no surprise that the oil giants are expert greenwashers. But there's another tool they use to great effect: doubt. With billions of dollars at stake, planting seeds of doubt around climate change is big business. In 1977, Exxon scientist James Black briefed the company that "doubling CO2 could increase global average temperatures 1C to 3C by 2050AD".

In the following years, ExxonMobil paid for newspaper advertorials that cast doubt on anthropogenic climate change: "Let's face it: the science of climate change is too uncertain," read an advertorial in 1997. "We still don't know what role man-made greenhouse gases might play in warming the planet." But they did know. Their own scientist told them. This wilful misleading of the public has created doubt for the past 40 years. Even today, climate change deniers have loud voices and similarly unsubstantiated views. So why is denying and disregarding the facts so common?

Climate change is a threat to the planet. Doing something about climate change is a threat to the status quo. When we admit that our actions have caused damage to the earth, the next step is to change our ways. That means changing capitalism and adding regulations. Of course, regulation is the enemy of big business. Reducing emissions, paying carbon taxes and making products in a more environmentally-friendly way all carry a price tag. So when the fossil fuel giants come together to fight against climate action, it's a commercial decision. They know the dangers of their actions, but there's too much at stake for them to commit to sustainability.

But, of course, there's much more at stake for the planet. In *The Oxford Handbook of Climate Change and Society*, denying climate change is seen as a defence of the modern Western social order. Conservative thinktanks and fossil fuel lobbyists use short-term profits to fuel their actions and defend the status quo. In short, they just want to be left alone to make their trillions without opposition. But we're not going to let them do that, are we?

How to hold fossil fuel giants to account

We've already shown how much is at stake for these companies. It might seem that, with a stranglehold on politicians, there's nothing we can do. But with a global movement of activists and concerned individuals, we can make a change. If you're fed up with the power of fossil fuel companies, stop giving them your money. Switch to a renewable energy provider at home and at work.

Protesting is a huge part of environmentalism. In recent weeks, schoolchildren around the UK took to the streets in an unprecedented climate strike. They rejected their normal school day to stand up for the environment that has been betrayed by the generations before them.

And these protests can have a literal, immediate effect. It's often the case that investment decisions — new power plants or airport terminals — are made on a local level. That means your elected politicians can and do have the power to say no.

Take back control and do some lobbying of your own — letters, emails, face-to-face meetings and social media posts all have an impact.

Demand transparency and scrutinise their funding channels. Create a groundswell of support in your constituency and your local politician will have no choice but to do the right thing — or face a defeat at the next election.

When we demand transparency from our politicians, we take control away from the fossil fuel giants. If it's all just a PR game to them, then it's time we started playing.

WHAT IS SUSTAINABLE MARKETING?

Sustainability marketing as a “plan that has sustainability in both the practice and the product”.



Sustainable Marketing As A Practice

In the world of digital marketing, consumers are more exposed than ever. Cookies are stacked high on every computer and we are being followed around the internet. This has seen a rise in ad blockers, VPN and now with the blockchain technology seeping into every crack of disruption, anonymity online is almost forcing marketers to think about the sustainability of their marketing channels. Can they continue this ‘defined behaviour indefinitely’?

It's about finding a balance now between leading the consumer through a journey to a point of sale in an efficient way but also in a way that doesn't tarnish the relationship

between them and the brand. Ethics in marketing play a huge role in sustainability marketing. Building a campaign must consider every touch point and how it affects the consumer, the environment and the community (especially the community built around the brand). I don't think the classic image of an old school used car salesman would've been considering sustainability for a moment.

We are also seeing the market begin to favour these marketing practices and actually draw a higher conversion rate. It's about 'speed' and pushing off the desperation for the need of an immediate ROI. It's about focusing on the long-term ROI of a consumer that loves the brand and their products vs

the short-term ROI of a quick sale.

“55% of global consumers willing to pay extra for products and services from companies committed to positive social and environmental impact up 10% from 2011” – Nielsen 2014 Doing Well by Doing Good

“1/3 rd of consumers (33%) are now choosing to buy from brands they believe are doing social or environmental good.” – Unilever International Study 2016

Here are some marketing practices that are not so good:

A third of consumers (33%) are now choosing to buy from brands they believe are doing social or environmental good.

- Unilever International Study 2016

Repeated discounts/offers – getting consumers to always and only buy because there is a discount shows there is a value mismatch somewhere as they don't value the brand enough to pay full price for the full experience. Heavy printing costs more in terms of ROI & the environment.

Clickbait – almost a classic in terms of marketing in 2018. Using a misleading headline to get a visit to a site just for the visit not so that the user actually gets any value.

Engagement-bait – this is a bit newer. Facebook is leading the charge here clamping down on brands using 'share and like to win...' type of marketing. I've never been a fan of these campaigns. It's not qualifying users it's just throwing shit against a wall and seeing what sticks.

Hidden t's & c's – trying to catch consumers out by hiding something in the copy or deliberately misleading people to try and gain an advantage has been wrong since good and bad became a thing. Don't rely on needing to hide something to get the sale.

Over communication – have you ever got yourself a 'free download' of some description and then had 5 emails a day selling you something...anything. Just as long as you make some kind of purchase. Email marketing is great but it has to be done with respect to the person's inbox. Our lives are becoming more and more full, so is the inbox. Think about the context of the email and how just continually selling might not be what they signed up.

Creepy retargeting/remarketing – retargeting is a great tool but there is a difference between reminding someone they left something in the basket or keeping your brand top of mind and hitting someone that visited your site once with 10 ads across 10 platforms all with their name on it asking them to buy a product they didn't know

existed. That might be a little dramatic but you get the point. These tools are great but they have to be used with a measured restraint.

Here are some marketing practices that are sustainable:

Inbound marketing – using content as a gateway. Building brand engagement by creating an experience in your content is only becoming more and more important. We are even seeing this happen in offline marketing. Brands are turning their stores towards experience rather than sales.

Indoctrination Emails – this simple 3 part email series is incredible at building brand loyalty from day 1. The minute anyone new joins your mailing list send them 3 days of 3 emails with nothing but value, free things and a brand story that connects. Here is a great opportunity to show your values, match them with the consumer and start to build a real connection.

Segmentation – using lead scoring or tagging in your CRM is a great way to implement a simple segmentation plan that will ensure the right context for your message. You can watch consumers for their interaction and react to it rather than trying to make them do something. For example, someone on your email list that has never bought might get an engagement email series after they have read 5 blogs and they will be offered a low priced entry product to get them started.

Acquisition Focused Advertising – Revenue over reach. I say this a lot. In 2018 there really is no excuse for using metrics like reach or CPM as a primary indicator of advertising. Marketing agencies and teams should be held accountable to quality measures like CPL or Cost Per Acquisition. Then it's up to the sales team to increase the Lifetime Customer Value. That clear definition gives more responsibility to the media creators and media buyers to listen to

their consumers and the sales team to focus on creating long-term relationships.

If we take my original definition of sustainable marketing, a "plan that has sustainability in both the practice and the product" we have to now consider the product.

It's up to the brands now to build sustainability into their core values. For those values to reach the product development team and for them to make moves to ensure that their products are sustainable.

We are in a world where simply moving towards carbon neutral is not good enough. It does not address the 3 main areas of sustainability and we are passed that. The planet cannot withstand the current consumption rate. We need to build businesses that not only take less but give back.

That is the challenge we really face.

Product sustainability needs to also be considered in terms of its viability. Can this product last forever? Can we always offer support? What do we do when its life cycle comes to an end? If you just put short-term cash flow at the heart of your product development then you aren't planning for long-term success.

I can't recall ever writing 'short-term' and 'long-term' so often in a piece but I think that's the real difference here between a sustainable and non-sustainable marketing plan. One looks at the long-term impact and one doesn't.

When writing your plans where are you looking?

HOW TO SUPPORT AND IMPROVE EMPLOYEE HEALTH

Concerned about your employees' mental and physical health? Here are some practical tips for managers.



The number of employee sick days reached an all-time low in 2018. But is that a good thing?

The stats suggest that employees are working through illnesses, stress and other mental health issues. While a commitment to work is commendable, sometimes it's just not healthy.

The welfare of your staff should be your highest priority — but there's a lot to consider. Today, we're going to look at how you can support and improve employee health.

Lead by example

If you're in charge, you're constantly setting a standard that others hold themselves to. If you turn up to work sick, you guilt-trip your staff into doing the same.

Working hard doesn't mean sacrificing your physical and mental health — but that's sometimes at odds with modern work culture.

Want to be a responsible workplace leader? Follow these tips:

- 1) Take regular breaks
- 2) Too ill to work? Stay at home

3) Don't always take work home with you

4) Prioritise wellbeing over deadlines

5) Talk about your struggles with employees

When you're unwell or facing mental health issues, stay away from work. Communicate the reasons why you're absent to your staff and they'll follow suit.

If you want your staff to give you their best work, you can't hold them to unrealistic standards. People can only deal with so much, and everyone works differently. Be understanding when people report stress or high workloads, and don't wait until it's too

64% of UK workers report suffering from poor or below average mental wellbeing. That's a damning statistic for the stake of UK work culture.



late to provide mental health support.

Get serious about mental health

64% of UK workers report suffering from poor or below average mental wellbeing. That's a damning statistic for the state of UK work culture. When we experience mental health problems, our bodies pay the price. In turn, we can't do our best at work or at home.

With high workloads and tight deadlines, it's natural that we fall behind on self-care. In any workplace, managers should be trained to identify mental health risks.

Mind — the mental health charity — offer courses for managing mental health at work. If you're serious about the wellbeing of your staff, it's time to make a commitment.

Encourage exercise in and out of work

Sitting in an office chair all day is not good for our bodies. So where possible, encourage exercise before, during and after work.

Before work:

Implement a cycle to work scheme and provide a secure bike parking area. Commuting by bike is great for reducing stress, reducing the risks of chronic illnesses and getting some fresh air.

If you've got the facilities, a shower and changing room is a great incentive for active commuting. Your staff don't want to sit in sweaty clothes all day, so give them what they need to freshen up.

During work:

Sitting down for long periods has been linked to type 2 diabetes, obesity, some types of cancer and early death.

Break this up by encouraging employees to take

short breaks every hour. It could be as simple as walking up and down the office or going to refill a water bottle.

Lead by example and show that you're serious about getting moving.

And to encourage healthy eating, provide free fruit throughout the office. If you arrange a catered meeting, stay away from pizza and takeaways.

While we're on the topic of food, encourage your staff to take their lunch away from their desks. It will get them moving, as well as providing a mental break from their work station.

After work:

Sports teams are great for exercise and company morale. If you've got some keen footballers, netballers or runners in the office, encourage them to set up after-work sessions.

For sports that require you to hire facilities — or those who wish to use a gym — consider subsidising part (or all) of the cost. A company with active employees is likely to reap the benefits later.



WHAT DOES A FUTURE WITHOUT FOSSIL FUELS LOOK LIKE?

With solar power now a realistic possibility for many homes, and battery capacity increasing by the day, it's possible that the world will one day phase out fossil fuels entirely.

Of course, there are hurdles to overcome. The sheer amount of money at stake for oil and coal companies means that the old guard will take some shifting. But with the renewable energy sector creating more jobs per unit of energy than fossil fuels, the economy might not have a choice but to go green.

From sustainable transport to improved public health, let's imagine a world without fossil fuels.

Electric vehicles and charging points

In 2013, just 3,500 electric cars were registered in the UK. That figure is now around 200,000 — and growing.

There are also 18,685 charging points across the UK, meaning it's easier than ever to take a long distance trip in an electric car. That was once the biggest problem for electric vehicle owners. Now, it's almost as convenient as using petrol or diesel.

In a 100% renewable future, distance between charging points won't even cross the minds of drivers.

In fact, charging points might not be relevant at all. Last year, in Sweden, the world's first electrified road opened for use — charging electric vehicles as they drove.

As demand for electric cars increases, and fossil fuels are phased out, public transport

will become entirely renewable. Many local bus services are already powered by electricity or biogas, and that is only likely to increase in the coming years.

Improved air quality and public health

With fewer polluting vehicles on the roads, air quality will skyrocket.

In 2018, London hit its annual air quality limit in just one month. The capital exceeded hourly nitrous dioxide limits 18 times before February — the maximum allowed under EU rules.

In the same year, King's College London released a report stating that air pollution could account for 36,000 UK deaths per year. A renewable future means improved public health and a better human experience in cities and towns. Cyclists stuck behind lorries in traffic will no longer be inhaling harmful pollutants. Pedestrians can finally feel the benefits of walking without the side effects of greenhouse gas (GHG) emissions.

Renewable jobs and learning from the past

When Margaret Thatcher ordered the closure of the UK's coal pits, the reason was not to benefit the environment. While coal is a dirty fuel source, Thatcher wanted the UK to transition away from traditional industry. As a result, the closures left thousands of workers without money to feed their families.

A renewable future must learn from those mistakes. The fossil fuel industry employs millions worldwide, who cannot simply be left like the miners of the 1980s when the world turns in a new direction.

The good news is that the renewable sector has huge employment potential. As we mentioned earlier, it currently employs more people per unit of energy than fossil fuels. The ideal would be to incorporate former GHG workers into renewable energy jobs if possible. That might not be possible, but our hope is for a smooth transition, whatever the outcome.

Self-powered homes and community schemes

In the UK, close to one million homes have solar panels installed. While the current government has been doing its best to halt that rise — removing subsidies and ending the energy buy back scheme — the future is most definitely renewable.

More homes and communities will be self-powered, with solar and wind making up the bulk of residential energy creation. As battery storage improves, thanks largely to companies such as Tesla, homes will be able to store leftover energy for a rainy day.

Advances in energy creation and storage will mean traditional energy companies are forced to adapt — or face closure. The government is doing its best to help these polluting giants, but public demand will force their hand sooner or later.

With the power firmly in the hands of individuals and communities, household bills will drop and we'll all have more pennies to spend elsewhere.

For those who can't install solar panels, perhaps we'll see more community solar farms or group purchasing schemes. If renewable energy can bring people together, it's worth a hundred times more than dirty fossil fuels. We're optimistic about the future. Yes, times are tough now and cooperation seems unlikely. But with a growing concern about the future of our planet, and an increasingly aware new generation, we can all dream of a world without fossil fuels.



**More and more people
are waking up to the
reality of climate change
and demanding that we
create a fair and equal
society**

EDITOR'S NOTES

This is an exciting time for both myself and for Conscious Creatives. We've had a long running blog, which has served us wonderfully in both bringing information out and getting lots of visitors to our website.

Our email list has however been woefully ignored for the best part of a year or more. I wanted to bring our list something useful and of interest, not simply a way for us to 'nurture a lead'.

It's been on my mind for a while now and it wasn't until recently that I realised we are missing an easy to read, concise monthly newsletter that leaves the jargon out.

We are in brand new waters here and it's a little scary. More and more people are waking up to the reality of climate change and demanding that we create a fair and equal society.

When we think of sustainability that's exactly what we think of. Defending our natural world and creating a society for all.

In our first issue I wanted to draw on some of the great work we have already done and then our parliament here in the UK declared a climate emergency.

It honestly caught me a little off guard. While it's an obvious decision to those of us in the field of sustainability that huge change is needed it's often been disregarded by our government either by language or by action.

I am also sceptical. It pains me to admit that but I cannot shake my apprehension. Our government that has a pro-fracking agenda and recently Jacob Rees-Mogg equated fracking to be of benefit to our climate because it has less carbon. When presented with the fact that while it may be lower on CO2 the methane that ends up in the atmosphere does far more damage he simply chose to ignore it.

So while it is a bold and necessary step forward we need to make changes with action and they need to be made immediately.

Thank you for taking the time to download and read this first issue. The design will change, the structure will change and hopefully we will be able to dedicate more resources to bring more stories and more breaking news.

But what will remain is the message. The message that our environment needs help and that we can all do our part.

OUR TEAM

Conscious Creatives is a team of dedicated creatives supporting organisations to fix our broken planet and economy



Mark Roberts

CEO

Mark is a passionate conservationist, activist, change maker, leader, speaker and creative.

Conscious Creatives is his vision for a company that meets the needs of the planet and society. Collaborating on the biggest topics of our lifetime to figure out a prosperous way forward.

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Laura Bernal

BUSINESS DEVELOPMENT

Laura is a social communicator with a background in advertising and communication. She generates creative actions and ideas towards change. She is passionate about focusing her work in professional and quality relationships. Conscious Creative represents for her a company that gives back humankind and aims to create and communicate ideas to provide a better world for all

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Cornwall Sustainability Conference

June 25th
1:45 - 3:30pm

Lighthouse Cinema
Newquay

Storytelling for a better
future

