

IMPACT MAG

ARE YOU PLASTIC FREE?

With concern for our oceans growing, 2019 has become the year of reducing plastic.

CORNWALL SUSTAINABILITY CONFERENCE

We join leaders from the South West to talk all things sustainability and what it means for the Duchy

Issue no.3

July 2019



Plastic free July

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30 Ferris Town, Truro, TR1 3JJ
hello@consciouscreatives.co.uk
01872 300797
www.consciouscreatives.co.uk

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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.

GOING PLASTIC FREE IN YOUR BUSINESS



The oceans are suffering, so is it time to say no to plastic?

With concern for our oceans growing, 2019 has become the year of reducing plastic. While individuals have a responsibility to do their bit, we also need industries to make wholesale changes.

Large or small, every company can do their bit to set an example to others. Making sustainable changes — like going plastic-free — will spread to your customers, suppliers and stakeholders.

Leading the way will have a huge impact on your business — and the planet. Today, we're going to discuss how your company can go plastic-free.

The scale of the problem

Every year, around 8 million metric tons of plastic are thrown into the ocean.

That waste isn't just from careless littering on the beach. Plastic that is sent to landfill gets blown around, gathering around drains and then poured into the sea.

And microplastics — found everywhere from washing clothes to car tyres — are thought to number 51 trillion in our oceans alone. They cause untold harm to our ecosystems and, most likely, our own bodies.



Plastic is choking the environment we so greatly depend on. Unless responsible individuals and organisations take drastic measures, the effects are going to be ugly.

Is it possible to go plastic-free?

The scale of the plastic problem is huge, mainly because it's cheap and it's everywhere. It seems hard to go about our lives without using plastic.

But there are alternatives. With a little innovation and some changes to our routines, we can drastically reduce the amount of disposable plastic we use.

While small gestures like banning plastic straws are a step forward, the approach needs to be more holistic. Step one is to look at your supply chain and audit the amount of waste you are generating.

Speak with your suppliers directly and ask them about sustainable alternatives — to plastic packaging, for example. If they don't have any, find one that does.

When we put our money into sustainable companies, we force business-as-usual companies to adapt.

Our friends over at Surfers Against Sewage created the Plastic Free Communities network, to help companies and communities reduce plastic usage together.

Tips to reduce your company's plastic usage

Go plastic-free in the office

Remove disposable cups and cutlery — We use disposable cutlery for around three minutes on average. That's a waste that is hard to justify. Provide reusable, plastic-free alternatives in the office.

Provide reusable bags — Plastic bags didn't become harmless when they started costing 5p. Keep reusable bags in plain sight, so those who stock up on kitchen supplies aren't forced to buy unnecessary plastic.

Use zero-waste shops for food and drink — Tea, coffee and office snacks are usually packaged in plastic. Find a local shop that lets you bring your own containers to stock up on office supplies — and search for tea bags that aren't sealed with plastic.

Go plastic-free in your operations

Conduct a waste audit — Learning what your company sends to landfill is one of the first things you should undertake. You'll also probably uncover inefficiencies that are costing you dearly.

Incorporate it into your KPIs — If it's important to your company, it should be in writing. Set targets for going plastic-free (or at least reducing your plastic usage) and commit to them.

Invest in sustainable packaging — For retailers, online sales are huge. That means packaging costs are probably also substantial. Seek out recycled and recyclable packaging to reduce your plastic footprint.

Every company has a responsibility to reduce its impact on the planet. Drastically reducing your plastic usage is a huge first step.

About the author: Rhys Herbert

Rhys Herbert is Conscious Creatives' Head of PR. He writes blogs and produces images for a range of clients. His passion for the environment can be seen in his latest photography project on urban trees (featured in Issue 2).



SUSTAINABILITY CONFERENCE

We joined a panel of very smart and brilliant speakers for the Cornwall Sustainability Conference.

My talk was on 'Storytelling for a better future'.

"A story is the telling of an event, either true or fictional, in such a way that the listener experiences or learns something just by the fact that they heard the story"

Mark W Travis

When I asked myself before the presentation what stories I thought of when I read this definition there was one that stood out for me.

FATHER CHRISTMAS

What other story do we grow up thinking to be true and then when we finally find out that it's not true, do we simply keep on as if it was?

This story is so sacred still that we still haven't fully addressed our consumer behaviour around this time in the world of sustainability.

Consumerism around this time is outrageous and I recently heard that during Christmas, there is enough wrapping paper created to go around the entire globe EIGHT TIMES!

Why sustainability needs a story

1. Climate breakdown and inequality in society are two of the greatest threats we face as a human race.
2. Facts and figures are not getting the job done, we have to find a more creative way to get the message out.

We have to create a new narrative for people to get onboard with. If we keep using language that is divisive and attempting to be morally superior we will never achieve the goals.

I believe that we can learn a thing or two from the best practice of storytelling

The Heroes Journey

One of the most classic story structures of all time is the heroes journey.

1. The ordinary world
2. The Call of Adventure
3. Refusal of the Call
4. Meeting the Mentor
5. Crossing the First Threshold
6. Tests, Allies, Enemies
7. Approach to the inmost cave
8. The Ordeal
9. Reward (Seizing the Sword)
10. The Road Back
11. Resurrection
12. Return with the Elixir

Bringing storytelling into your business

Step 1: Stakeholder map

Step 2: Use a framework to know what sustainability issue is most important to your most influential stakeholders

Step 3: Build a new story that tells your journey and use it in your main marketing channels

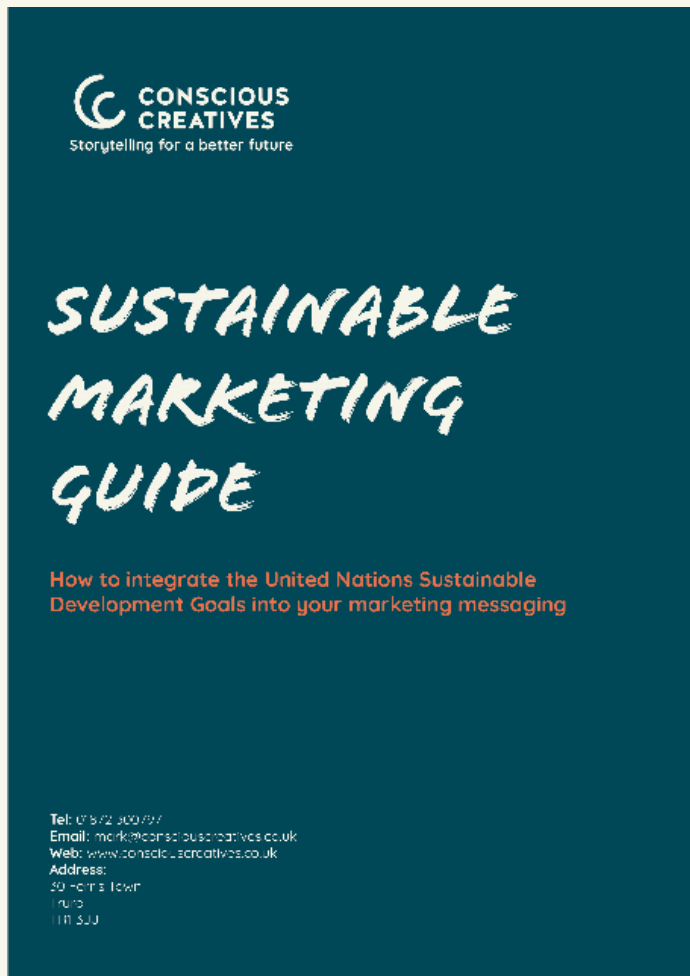
Your homework

Commit to an area of sustainability that you can have a positive impact on
Write out your story like a heroes journey

Find the courage to share that story because every single one of your stories are important!!



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

[Send me the guide](#)



FINDING JOY IN SUSTAINABILITY



There are two kinds of people in the world: the ones that do not care and the ones that care too much. I obviously fit into the second category, why else would I think about a distinction in the first place?

The other day, a dear friend of mine asked me if I wanted to go on a spontaneous weekend getaway to Milano. How do we get there, was the answer she received back immediately and she remembered that I told her about not wanting to travel by airplane again this year - of course, due to environmental reasons. So I said no.

Later, in a group chat, friends I know back from school invited me to a trip to the Zoo. Again, it did not feel right to say yes,

because going to the Zoo does not fit into my ethical beliefs anymore. I don't want to be the "bad guy" all the time, honestly that's not something anyone wants to be at all. Yet all the information I gathered about sustainability, environmental aspects, and wildlife led to my bad conscience when it comes to certain aspects of life.

Doing the right thing

When I think back, I remember being a very happy and carefree person. The more I learned during my Bachelors' degree and my private interests in the environment, the less I enjoyed things that most people seem to like. Reading about high CO2 levels in the atmosphere, plastic in the oceans and the

extinction of species, I often feel like quitting my part-time corporate job, not actually starting my Masters' degree and doing something more meaningful.

Yet, society tells me that I need to work at least 40 hours a week, take care of retirement provision, and save money for a family home that I perhaps will own some day. But how can I even think about a retirement provision, when there are so many uncertainties surrounding my future?



The future?

Sometimes thinking about the future feels surreal. So many things that we take for granted these days might change completely in the next several years. Environmental impacts are threatening our daily lives and will continue to do so. Still, it feels like most people, including politicians and powerful decision-makers, have yet to realize the gravity of this problem.

While I try to do as much as I can, I often have the feeling of not doing enough. At the same time, it seems like most people couldn't care less. This often leaves me without hope and motivation to go on.

How to cope with feeling overwhelmed

I have recently talked to a friend and wildlife conservationist about my struggle in finding motivation and joy for doing the right thing. We had the most honest conversation about being paralyzed by feeling unable of making a difference.

My friend calls this feeling "Weltangst", which basically means fear of the world. He often found himself hopeless about animal cruelty and the damage of our planet and experienced the same loss of motivation and the feeling of being unable to cope with bad things in the world.

If you struggle with the same problems, here is a list of suggestions that might help you:

1. You care about the environment, the climate, plastic pollution? Try to focus on a topic that is of particular importance to you, like conscious consumerism, corporate sustainability, or climate activism.

2. As soon as you determined that focus area, become an expert in that field. Gather information, read papers, articles and find experts in your circle to talk to. The more you know about a certain topic, the better you know how to tackle the problem.

3. Figure out how you want to communicate that expertise. If it's corporate sustainability – get involved! Maybe there is a sustainability department at your workplace that you could talk to. Or write open letters to corporations you want to act more sustainably. If you choose to focus on a sustainable lifestyle, you could start a blog or use your social media channel to educate your friends and family about your more environmentally friendly choices. Ask your friends to join you for Fridays for future protests - there are a lot of different approaches, you will definitely find one that suits you!

I know, sometimes it is hard to see "the bigger picture" but I hope knowing that other people struggle too helps you to continue with what you are already doing.

In the end, there are far more people who want to save this beautiful planet than you might think – we just have to work together and be as loud as we possibly can!

About the author: Maria Angerler

Maria studied Environmental- and Bioresource management in Vienna. She is currently working in a sustainability team of a bank. Her responsibility lies with non-financial figure reporting and communication of sustainability topics. As a part of Klimareporter.in she also blogs about environmental and climate related issues.



ARE YOU SETTING BOUNDARIES?



Last month we explored the sweet spot of connection, based on people, context and content of the connection.

This month we are exploring boundaries. Even if we have the sweet spot of connection, and often when we do not, boundaries are how we maintain a resourceful state and not be in frustration, overwhelm or resentment.

When you are in your activism, promoting climate care and stewardship, boundaries are key to you being clear on what is and what is not ok for you. If you find you are walking away from conversations or situations knowing in your heart you have either agreed to a thought or opinion shared, or to participate in an event, not making your

heart sing, or not challenged a view, you might want to learn how to be clear on your own boundaries, including saying 'No'.

Placing boundaries takes courage and practice. Not having boundaries in place can lead to energy exhaustion and you being in situations that do not serve you, taking your energy from those areas you are passionate about and want to make a difference in.

Just take a pause now and consider who in your life right now might you want to place boundaries?

Here are some suggestions on how to practice and develop the skill of placing boundaries.

Firstly, start small. Practice with everyday requests you might make that are not met, for example, asking for a plant based milk and receiving a drink with dairy. Simply reflect back in one sentence what you requested and how it has not been met. Stay away from over emotional language, your intention is not to shame the person receiving your boundary.

By practicing with everyday, more simple requests of wants and needs, and being consistent in applying boundaries to these requests, you enhance your confidence in your ability to place boundaries.



Secondly, once you have practiced placing boundaries for small simple requests, and you are experiencing succeeding in placing theses boundaries, practice with a partner, friend or work colleague. Here again start small.

For example, you may place a boundary over a decision being made for you, rather than with you. Always keep your placing boundaries within the essence of being kind rather than right and embedded in compassion, for example 'I know you thought I might like to, it is kind of you to think of me, however what I want to do is.....' Keep placing of your boundary clear, short, sharp and sweet.

Thirdly, practice matching your body language to match your request. Ensure you are not in a stance of victim, or martyr, in placing your boundary. Consider how you might stand or sit to match you being assertive. What tone of voice or facial expression influences your boundary being heard and accepted? Practice your powerful physiology in the mirror, or on a trusted friend.

Fourthly, is placing a boundary on those conversations or discussions that become challenging and aggressive. It is best to place boundaries early in such a conversation, as you become aware of an unhealthy direction. Stay clam, compassionate and in a kind tone be clear on what is not ok about the behaviour of the other person. You do not reject or judge the person, what is unacceptable is their behaviour.

Keep the focus on what you observe and stay away from over emotional language. For example, 'When you raise your voice, I am not sure we are going to have a healthy debate. I want to hear you, and you to hear me, otherwise it is not healthy for either of us. If this is not possible at this time, I am happy to talk later when we can have a more healthy debate.' Allow the other person to comply with your boundary.

If they stay defensive, angry or blaming, you repeat what is not ok, say goodbye and leave the room, or end the call on the phone. Such boundary placing becomes easier as you become more competent and confident in this process.

Finally is the ability to say 'no'. Sometimes this is required. Here are some example sentences for you to practice with-

I cannot give you an answer right now, will you check back with me?

I am not able to commit to that right now.

I am honoured that you asked me, at this time my answer is no...

I cannot do that, here is what I can do.....

I am saying no for now, I will let you know if anything changes for me.

Evidence shows that being able to place boundaries allows you to be more vulnerable. Boundaries are key to developing a strong back and a soft front.

This means a strong emotional core resulting from knowing you can place boundaries, allowing you to be with individuals, or groups, with different views and thoughts, be able to hear such views with compassion, being clear on your passions, whilst maintaining your resourceful state, therefore being heard.

About the author: **Fi Feehan**

Fi Feehan is an integrative emotional health practitioner who is passionate about people living in their rightful resourceful state, and dying without or with very little regret. Fi has worked extensively in the world of mental health. She has developed a Sherlock Holmes ability to break mental health codes and patterns of behaviour that do not serve for a life of flourish. Fi utilises a vast knowledge in mental health prevention and intervention practices including body, mind and spirit, alongside good old fashioned wisdom to create bespoke guidance for clients.



SOURCING IMAGES FOR YOUR SUSTAINABLE MARKETING PLAN



The past 150 years have provided us with some iconic images — Neil Armstrong's photographs of the moon landing, Dorothea Lange's Migrant Mother, Nick Ut's powerful document of napalm victims in Vietnam.

In each case, images were essential to a certain cause. They helped to change policy and public attitudes, or highlight the potential of humankind in Armstrong's case.

And while making photographs is more accessible today, it's as important as ever before.

Climate breakdown is the foremost challenge of our age, and we need to work out new ways to fight it. That's where imagery comes in.

If responsible companies are going to change things for the better, they need to master imagery.

Taking and selecting the right images is a huge part of any sustainable marketing plan. Today, we're going to discuss the power of visuals and how you can create strong, consistent images for your sustainable brand.

Finding free images for your sustainable marketing plan

As with most things in life, you have to pay for quality. The same is true of images, but there are some free and cheaper alternatives for ethical brands on a budget.

Unsplash is our website of choice for sourcing royalty-free images. It's got a distinctive style that is great for modern companies. It's especially strong if you're after travel and lifestyle images, but even vague searches can produce decent results.

Images

There are plenty of other stock photo websites out there, but we've found that most are cheesy and on-the-nose. With a little digging you might find some others, but Unsplash is a good place to start.

Can you take your own images?

With the prominence of smartphones, many of us have a capable camera in the palm of our hand. But can you take images worthy of your company's website or Instagram page?

The answer is a resounding yes.

In many cases, your customers will appreciate the personal touch of less-than-perfect images. And by taking your own photos, you can post more consistently without having to wait for the results of a professional shoot.

In truth, we'd recommend a mix of the two. So which ones should you take yourself?

Let's take Instagram for example. Photos of the day-to-day running of your company are fascinating — we all love to see behind the scenes.

We'd also recommend posting striking images with longer text posts. Perhaps a new dish on the menu or a sale item that has limited stock. Adding text gives your customers the feeling that you're putting effort into the posts, and not just snapping whatever is in front of you.

And for the rest? Finding a professional photographer that you trust is huge. It can directly increase your traffic, leads and sales.

What images should you pay for?

Some images need a professional touch — they're that important. So which ones to prioritise?

Product photos are the backbone of an online shop. If your customers can see what they're getting, in a clear and clean manner, they're more likely to spend.

Likewise, photos that represent the lifestyle surrounding your brand are super important.

Think of the first images you see on websites from fashion companies. They're probably not white background product shots. Usually we're confronted with an image that sells the mood and feeling of the brand before we get to any product images.

So if money is tight, we'd suggest you pay for product photographs against a clean (not necessarily plain) background first. Then, if there's room in the budget, create some lifestyle images with the product in use — or the feeling customers get when they use your service.

Finding the right photographer

It's possible that the right photographer for your product images and your lifestyle images is not one person.

Find a specialist who has experience shooting products — search for 'packshots' to distinguish them from more creative product images. The nature of the photo means that specialist lighting and backdrops are required, so it's not something you can achieve without experience.

And for your lifestyle images, it's all about the portfolio. By now you'll have an idea of the style of your brand, so finding the right photographer here will be a case of doing some digging.

Look for local photographers on Google and Instagram (using hashtags such as #cornwallphotographer to find people working nearby) and spend some time looking through their work.

In both cases, you'll know when you've found the right photographer. The work will stick out to you and it'll feel like their photos were made for you. Get in touch and make sure you're a good fit before committing to working together.

How to keep your sustainable marketing plan in mind

If you've read our guide to sustainable marketing, you'll realise that engagement and conversion are key.

When it comes to visuals, there are ways to create images with these two goals in mind. First of all, ask yourself 'Who is my audience?'

While free stock images are fine in some cases, you can't control who's in the photos. If you want to show how your brand celebrates diversity, stock photos might not be suitable as they can be a little narrow.

When arranging shoots and sourcing free images, don't just look at the style. Consider what each photo says about your brand, and make an effort to highlight your ethical, sustainable credentials.

With a strong body of visuals, you'll be ready to populate your website and social feeds with positive images. As companies fighting climate breakdown, what we put out is what we get back.

The effort we put in here should be fuelled by the same principles that fuel our movement: justice, equality and a bit of fun, too.

11 OF THE BEST HIKES IN THE UK

Ready to step into spring? Here are some of our favourite walking routes the UK has to offer.

As the weather improves, it's time to make the most of the UK's beautiful countryside. Wherever you are, our little island has a lot to offer in the great outdoors.

Whether you're new to hiking or a seasoned walker, there are hundreds of routes to explore all over the country. We've put together 11 of our favourites — divided neatly into three levels of difficulty.

So wherever you are, it's time to grab your walking boots and get outside. Here are 11 of the best hikes in the UK.

Tip! We've included links to more information for every walk. Click through to plan your trip or find out more.

Gentle strolls (1-5 miles)

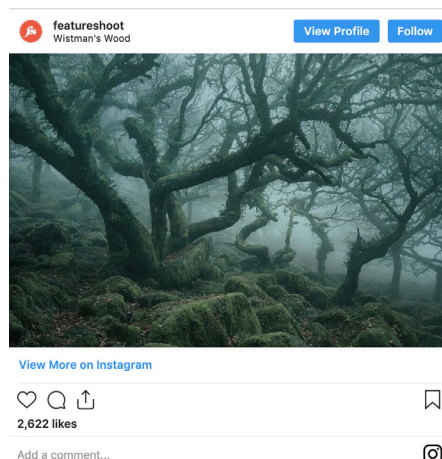
If you've got a day to spare, here are some suggestions on the best ways to spend it. The UK is blessed with wild walks all over, so we've compiled a few shorter hikes from around the country.

Malham to Janet's Foss Waterfall, Yorkshire (3 miles)

Follow a picturesque beck (another word for stream) until you reach Janet's Foss, a magical waterfall within the woods.

Wistman's Wood, Dartmoor (4 miles)

A prominent figure in British folklore and scary stories, Dartmoor is also a stunning place to hike. Take a trip through Wistman's Woods, covered almost head to toe in green lichen, for a hike that you won't want to end



Eastbourne and Beachy Head, East Sussex (5 miles)

Perfect on a sunny day, this hike offers spectacular views of the coast and the chance to grab refreshments along the way. Jump on the bus to take you back to the start, or add another two miles to walk the route.

Ilam Park to Dovedale, Peak District (1.5 miles)

A very short walk, but impressive nonetheless. Start at a tea-room and finish by hopping over a river on some stepping stones. It won't take too long, but the views are almost unrivalled.



Loch an Eilein, Scotland (4.5 miles)

This hike, north of the border, takes you around a picture-postcard loch and through peaceful pine forests. The walk culminates in a view of a dilapidated castle, perched on an island in the middle of the loch.

Challenging walks (5-20 miles)

Got a favourite pair of broken-in walking boots? These are the routes for you. Dedicate a full day to a slightly longer hike in the UK.

Monsal Trail, Peak District (8.5 miles)

The Monsal Trail has its place in Conscious Creatives history — it was the location of our first ever company trip. We even made a little video to show what we got up to.



It's a relatively accessible route, although we wandered off the beaten track and added a few miles to the trip. The views at the viaduct are impressive, and there's even a cafe along the trail for weary hikers.

Mullion Cove to Lizard Point, Cornwall (6.9 miles)

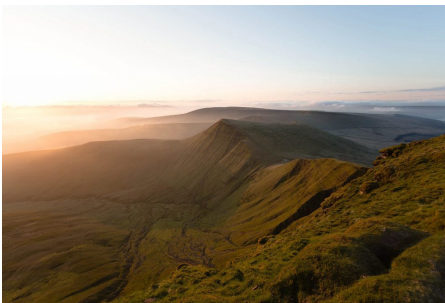
Visit the most southerly point of the UK on this beautiful coastal walk. Lizard Point is blessed with blue waters and impressive cliff faces. Pack a few sandwiches and take a leisurely walk along this postcard-worthy route.

BEST HIKES

Pen y Fan, Brecon Beacons (10.5 miles)

As we venture into Wales, we see a route growing in popularity. This hike begins at an enchanted forest, weaves over a river and up onto an awe-inspiring mountain edge.

Go on a clear day and the views will be worth all the effort — and then some.



Felbrigg mountain walk, Norfolk (16 miles)

Swapping the west for the east, this Norfolk hike will see you tackle a mountain's worth of elevation. It's not the most accessible, but if you're a seasoned walker then this has all the natural variety you could desire.

Epic hikes (multiple days)

If one day just isn't enough for you, here are a couple of hikes that will test your physical and mental limits. But rest assured, beyond the challenge that awaits you, both will be spellbindingly beautiful.

Hadrian's Wall Trail (84 miles)

Possibly the most famous long walk in the UK, the Hadrian's Wall trail takes you from coast to coast in the picturesque north of England.

It's a common misconception that the wall forms a border between Scotland and England — in fact, never in history has that

been the case. It was built as the north-west frontier of the Roman Empire in 122AD.

The trail is slightly longer than the wall itself, so expect to be walking for around seven days if you're reasonably fit.

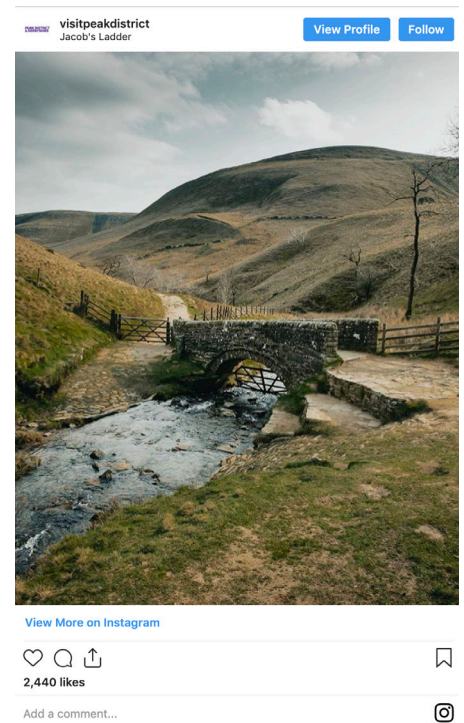


The Trans Pennine Trail (215 miles)

The longest hike on our list is another coast-to-coast trail. The Trans Pennine Trail takes you from Southport on the west coast of England to Hornsea on the east coast.

There are alternative routes to follow — including a north-south route from Leeds to Chesterfield — and no shortage of natural beauty. The walk could take you 10-14 days, or more if you'd prefer to take your time.

The trail is relatively flat throughout, and features mostly traffic-free routes. It's the ideal choice for a family looking to take on one of the best hikes in the UK.



About the author: Rhys Herbert

Rhys Herbert is Conscious Creatives' Head of PR. He writes blogs and produces images for a range of clients. His passion for the environment can be seen in his latest photography project on urban trees (featured in Issue 2).





EDITOR'S NOTES

Here we are at Issue Number 3 and I am really overwhelmed with how well received the magazine has been so far.

The best bit though is not what this magazine is doing for the readers but what it is doing for the writers.

Everyone is finding their voice now, finding that extra layer of courage to tell their most honest stories. It's incredible to see and it makes me so excited for the future of this publication.

So much so that I am going to be changing it up. This was created and published by Conscious Creatives. The company that I built to serve the world of communications and sustainability.

This magazine however is becoming something much more and therefore it deserves its own brand, its own purpose, its own life.

From Issue Number 4 we will be launching a brand new design.

I don't know what this looks like yet because it is going to be a collaboration of all of our contributors and a true reflection of their amazing work.

There is plenty of inspiration for us all, I've been reading lots of printed publications in our sector like Bumble, Rucksack Magazine, Another Escape, Kinfolk, WeMove and more. Seeing how they tell their stories and my ultimate aim is for this digital magazine to take its own path.

I hope to create a readership where we can bring on partners to share their stories in order to generate revenue. Revenue by the contributors for the contributors and for the future of the great, brave work they are doing.

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.

mark@consciouscreatives.co.uk



Rhys Herbert

SENIOR COPYWRITER

Rhys Herbert is Conscious Creatives' Head of PR. He writes blogs and produces images for a range of clients. His passion for the environment can be seen in his latest photography project on urban trees.

rhys@consciouscreatives.co.uk



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

laura@consciouscreatives.co.uk



30 Ferris Town, Truro, TR1 3JJ
hello@consciouscreatives.co.uk
01872 300797
www.consciouscreatives.co.uk