

**Sustainable Innovation 2015**  
**'State of the Art' Sustainable Innovation & Design**  
**20<sup>th</sup> International Conference**  
**9<sup>th</sup> – 10<sup>th</sup> November 2015**  
**University for the Creative Arts**  
**Epsom, Surrey, UK**  
**[www.cfsd.org.uk](http://www.cfsd.org.uk)**



**Nick Seneca Jankel, Founder – WECREATE and  
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Nick Seneca Jankel, creator of Breakthrough Biodynamics, has a unique approach to leading innovation and change that has been sought by future-forward organisations and executives around the world for 15 years as they grapple with uncertainty and difficulty to deliver positive impact across the triple bottom line. He is the author of *Switch On: Unleash Your Creativity & Thrive with the New Science & Spirit of Breakthrough* <[http://www.amazon.com/Switch-On-Unleash-Creativity-Breakthrough/dp/1780288336/ref=tmm\\_pap\\_title\\_0?ie=UTF8&qid=1424387543&sr=8-1](http://www.amazon.com/Switch-On-Unleash-Creativity-Breakthrough/dp/1780288336/ref=tmm_pap_title_0?ie=UTF8&qid=1424387543&sr=8-1)>; hosted a BBC TV series as a breakthrough coach; and was life coach to a celebrity on MTV UK's highest-rated show in its history. Working to support and sustain breakthrough transformation using science-inspired, wisdom-wired tools and techniques, Nick has helped over 50,000 managers, hundreds of world-class organisations, national governments and millions of TV viewers to switch themselves on, break out of the box and break through problems that matter to flourish. Nick is the CEO of sustainable innovation and leadership consultancy [www.wecreateworldwide.com](http://www.wecreateworldwide.com) <<http://www.wecreateworldwide.com/>>; and founder of wisdom and world-change social enterprise [www.ripeandready.com](http://www.ripeandready.com) <<http://www.ripeandready.com/>>. He is a celebrated international inspirational speaker; has been a UK ambassador for Entrepreneurship; and received a triple First class degree from Cambridge University in medicine and philosophy. He has taught at many of the most respected universities and top business schools in the world and given keynotes at No.10 Downing Street and the European Commission.