

Sustainable Innovation 2023
Accelerating Sustainability in the Creative Economy and Creative Industries
Online: 24th International Conference
20th – 26th March 2023
University for the Creative Arts
Epsom, Surrey, UK



**Lisa Merrick Lawless, Co-Founder,
Purpose Disruptors, UK**

Lisa was recently named in Forbes *43 People Changing Advertising For The Climate*. She was also one of Campaign magazine's *Top 10 Trailblazers of the year* in 2021 for her work on climate in advertising.

With over 20 years' experience in the industry, she's held leadership positions for brands client-side and in creative agencies, working with Coca-Cola, Marks & Spencer, Heineken, Tetley, Unilever, Walgreens Boots Alliance and more in the UK, Europe and the US.

In 2018 she came to understand her personal connection to the Climate Crisis and the impact of the work she was doing in the industry and In 2019 co-founded Purpose Disruptors to *help the industry transition so it only creates work in line with a 1.5 degree world*.

She believes in the power of creativity and imagination to create systemic change together with a new style of regenerative leadership focused on collaboration and creating deeper human connection.

Lisa founded Purpose Disruptors' Good Life 2030 project to help advertising agencies create new visions of a sustainable Good Life through workshops and creative work informed by citizens. In 2021 she made the first ever short documentary about the connection between advertising, consumption and climate change which launched at COP26.

She was a speaker at both COP26 and Cannes Lions Festival of Creativity and is a regular speaker, panelist and judge with many organisations She also holds advisory positions with Media Trust Weston Communicating Climate and The Centre for Sustainable Design and is an assessor on the CISL course at Cambridge University.