

Sustainable Innovation 2023
Accelerating Sustainability in the Creative Economy and Creative Industries
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University for the Creative Arts
Epsom, Surrey, UK



**Thomas Kolster, Founder & Creative Director,
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Thomas Kolster is a frontrunner and one of the most recognised thinkers globally where marketing, business and sustainability meet. He continuously challenges the status-quo with his vocal, and often provocative, views on values, purpose, and leadership. In an over-crowded do-good market, people don't buy your values or your "why", but rather who you can help them become.

He's an international keynote speaker who has featured in over 70 countries for companies like Facebook, P&G, and IKEA, to conferences like TEDx. As the founder of the Goodvertising Agency, he advises Fortune 500 companies, start-ups, non-profits and governments on more creative strategic approaches to brand and business impact.

His pen rarely rests and besides his seminal books *Goodvertising* (2012) and *The Hero Trap* (2020), he writes for the likes of *The Guardian*, *Ad Age*, and *Adweek*. Thomas continues to drive industry change through his active participation in leading forums, such as The International Advertising Association's Sustainability Council and D&AD's Impact Council. He helps to promote best practice as go-to judge of top award shows such as D&AD and Cannes Lions.

Thomas is also an eager entrepreneur and has launched impact platforms such as Projector, WhereGoodGrows and ImpactPimp because his belief is simple: Change begins with you!