

Sustainable Innovation 2023
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Colwyn Elder, Strategy Consultant, UK

Colwyn is a veteran brand planner with experience that spans over 2 decades and 4 continents. Working on McDonald's as a vegetarian at the start of her career, Colwyn experienced a crisis of conscience, whilst also (in launching the McVegetable Deluxe burger) realising the vital role creativity can play in crafting new narratives, shifting behaviour and effectively mainstreaming demand for more sustainable ways of living. She has continued to push this agenda within advertising and with varying degrees of success, highlights including M&S Plan A and social marketing campaigns eg. teen relationship abuse, fire safety and prevention and community health. In 2016 Colwyn joined Futerra to establish the planning function and bring human insight and understanding to the science and data driven world of sustainability. As a next step she believes we need to move from a siloed mentality to integration at every level, enabling stories the world needs from brands that make a difference.