



Olly Lawder

Creative Planner

Futerra

Bio: Olly Lawder is a Creative Campaign Planner at Futerra, creating and delivering campaigns that embed sustainability, raise awareness and change behaviours. In his role he delivers sustainability communications for some of the world's largest businesses including GSK, Hammerson, Sony and Heineken. His expertise lies in brand positioning, behaviour change tactics and employing qualitative research methods to turn deep insight into compelling communications.

Alongside his client work, Olly presents to brands, NGOs, and government agencies on creative communications tactics, including Deloitte and Carbon Smart. He is also currently developing a workshop in collaboration with Guardian Sustainable Business looking at new ways to approach sustainability challenges using creative thinking.

Olly previously worked as a Marketing Manager at the corporate foundation of a global oil company, as a Brand Strategist at agency Spencer du Bois and has a Masters in Business and the Environment from Imperial College London.

Recent keynotes:

- 2012**
- Climate Alliance Annual Conference, Netherlands (400 people)
 - Carbon Smart Event, UK
 - South Downs National Park Event, UK
 - Sustainable Brands London – Big Brand Debate, UK

Recent lectures:

Foundation for International Education Lecture (300 people) / National Oceanography Centre - Environment Workshop / Bristol Zoo Lecture

Testimonials:

“I just wanted to say a massive thank you for Olly’s amazing lecture yesterday. He was a complete star and had the audience eating out of his hand!”

Jonathan Chapman, PhD
Professor of Sustainable Design, University of Brighton

“I asked for audience feedback last Friday and they said Olly was great: “inspiring” and clearly “really knows his stuff”. And I think it was spot on, so thanks very much.”

Simon Garrett
Head of Learning, Bristol Zoo Gardens

“... Cue Olly and the Futerra presentation and the whole room was laughing and nodding in agreement. He delivered it very well indeed.”

Laura McGonigal
Sustainability Communications Analyst, Reckitt Benckiser