



## MEET JO

I came to Brussels to work in the European Parliament just before the Fall of the Berlin Wall. The feeling of optimism for positive change and building bridges for a better world has remained with me.

I founded Conscience Consulting in 2008 as the first sustainability agency in Brussels, the first ethical advocacy agency, the first change agency.

[LEARN MORE](#)



Conscience Consulting

# Innovative Forms of Collaborative Action in the Digital Society

## Joint Master in EU Trade and Climate Diplomacy

*Learn to lead  
Green Deal, Digital, Fair Trade*



ROME BERLIN NICE



LUISS   
School of Government

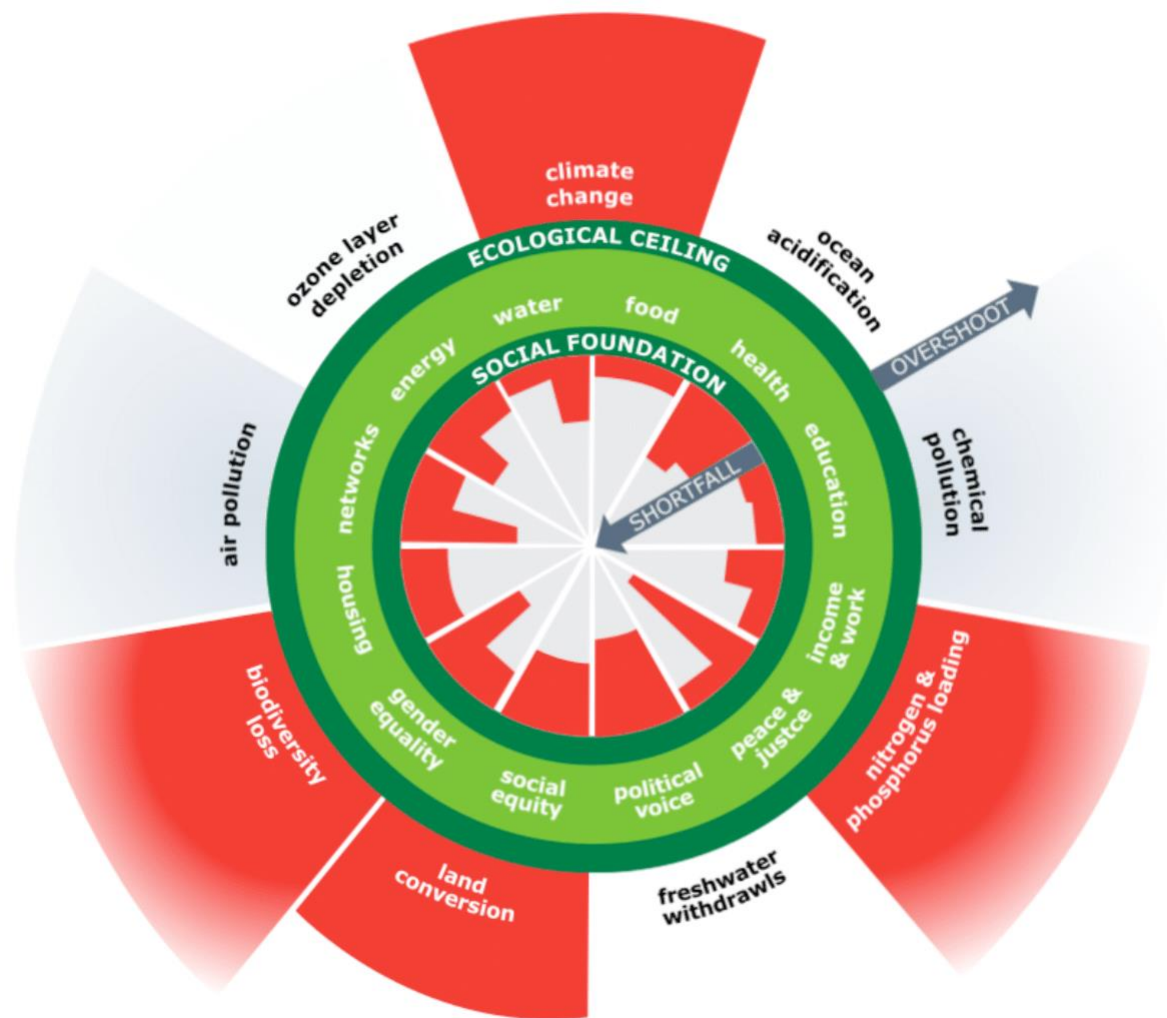
  
Institut européen  
European Institute

# MY PUBLICATIONS

We make sense of complexity in simple narratives that engage new audiences. We have drafted and edited compelling content in 100s of position papers, brochures, press releases and reports. A selection is below.









“Jo Sullivan is an inspiring agent of change. She is an expert partnership builder who works round-the-clock to push the boundaries towards a more inclusive and sustainable society. I have personally enjoyed our conversations where she has challenged me to think bigger and more boldly.”

Mustan Lalani, Global Director Public Affairs, Tetra Pak

**GREEN DEAL  
ADVOCACY**

**SUSTAINABILITY  
COMMUNICATION**

**STRATEGIC COALITIONS**

**CAMPAIGN  
NARRATIVE**

**CAPACITY  
BUILDING**

## **WORK**

At Conscience we believe in purposeful communication to reach positive policy outcomes. Our theory of change anchors our work and enables clients to achieve advocacy ambition.

As a client you benefit from our unique experience, insight and perspective, as well as new tools of ethical advocacy and climate diplomacy.

Working with us means stepping up to become an essential policy partner.

## OUR THEORY OF CHANGE

VISION

MAPPING

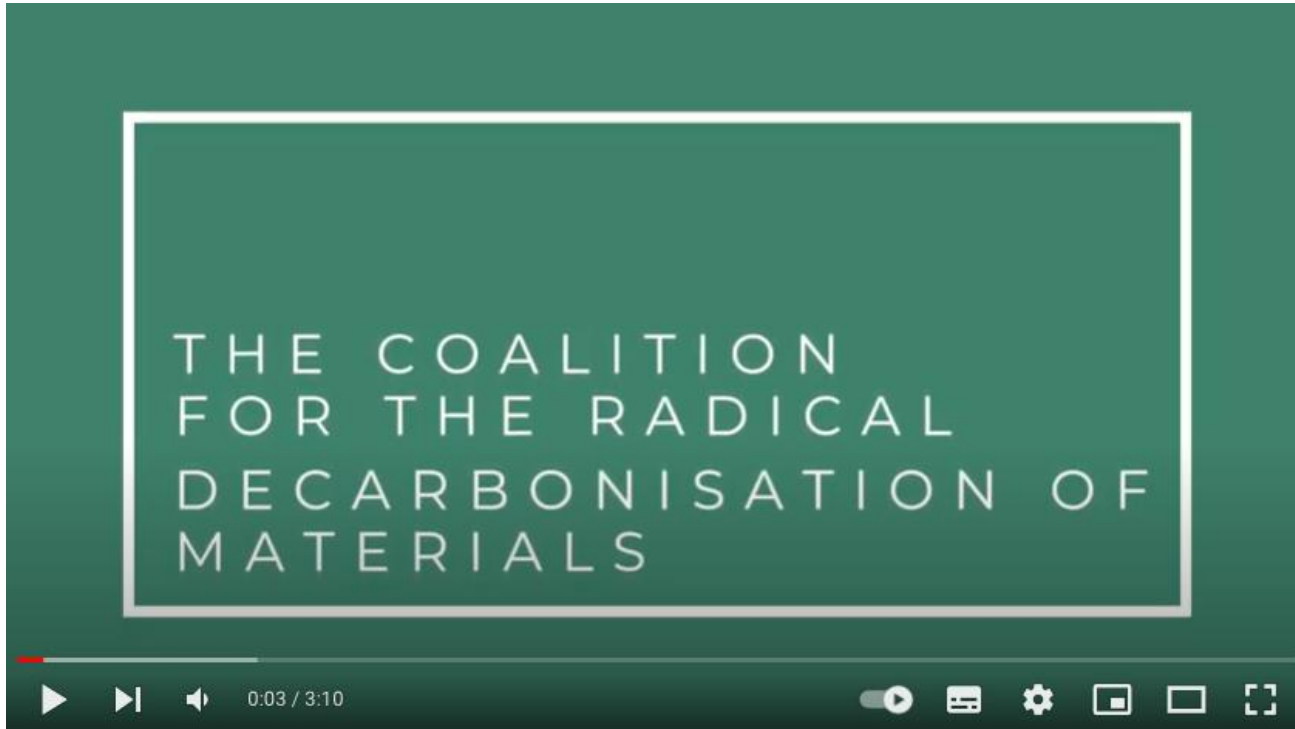


NARRATIVE

PARTNERSHIPS



# Coalition for the Radical Decarbonisation of Materials



When you get progressive companies talking together with science, youth and environmental knowledge partners you get radical collaboration.

Twelve progressive thinkers came together in Autumn 2020 in a Roundtable for the Radical Decarbonisation.

The mission is to drive a low carbon circular bioeconomy in Europe and worldwide.













# SATURDAY

ISSUE NO. 25 SEPTEMBER 2021

THE  
TIME  
IS  
NOW

*Greta Thunberg  
and the power  
of hope*

INTERVIEW  
PAGE 10

INTERVIEW  
Jonathan  
Franzen  
v his own  
big mouth

PAGE 12

LIFESTYLE  
Has Covid  
ruined  
your sex  
drive?

PAGE 17

PLUS!  
The best  
culture,  
books  
& travel

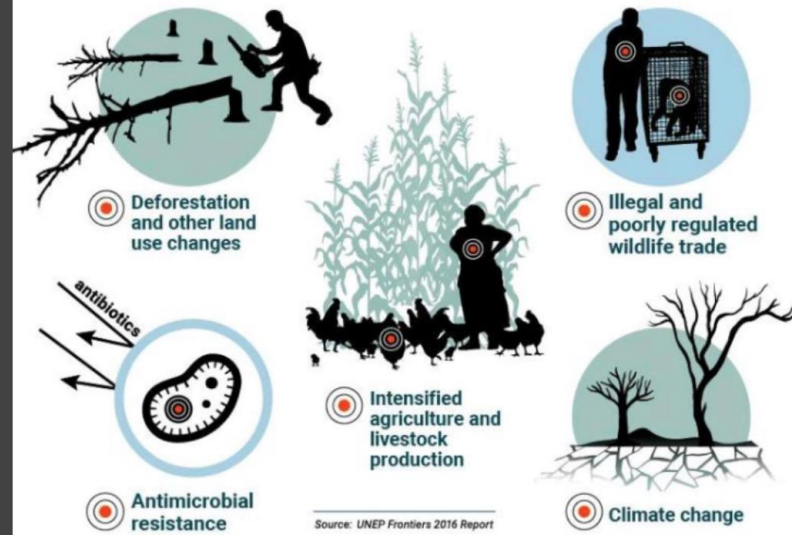
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The





## What factors are increasing zoonosis emergence? (Diseases transmitted from animals to humans)



#COVID19

UN  
environment  
programme

**DO NOT** GIVE UP  
DO NOT FEEL DEFEATED  
DO NOT **STOP**  
**RESISTING**

INTERNATIONAL WOMEN'S DAY

AMNESTY  
INTERNATIONAL



European  
Mental Health  
**WEEK**  
04-10 May 2020

**TOGETHER  
WE CAN  
SUPPORT  
EACH OTHER**



# What are the most urgent sustainability challenges?

