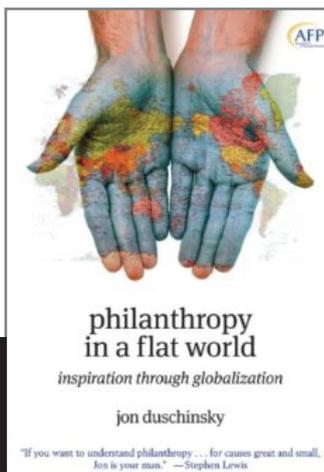




JON DUSCHINSKY



WORLD'S SECOND MOST INFLUENTIAL COMMUNICATOR IN SOCIAL INNOVATION, BEING BEATEN ONLY BY BILL CLINTON

Jon Duschinsky is one of the world's leading social innovators and entrepreneurs. He believes passionately that today's consumers will only support those brands and companies who stand for something they care about. And companies that ignore this do so at their peril.

"There is a new business reality in our post-digital, watched-and-watcher world: you need to give people something to belong it, own, align with, share and get excited about. You can have the best products in the world, but if people don't care then you are doomed to failure".

Duschinsky has teamed up with some of the best creative minds in the world to create The Conversation Farm, a unique communications agency based in Toronto and London that helps companies move from function to purpose. They make their clients stand for something meaningful and then build movements around them to exponentially increase profitability and impact.

Duschinsky doesn't just advise others on how to achieve profitability through social engagement, he has also founded a range of innovative and exciting start ups, most recently creating Oreka Solutions, an incubator for new sustainable technologies that can effect transformational change. He is also the co-founder of AgriProtein North America, a groundbreaking technology company that is turning waste into food and helping start a "protein revolution" to feed the extra 2 billion people that will be on this planet by 2050. AgriProtein is in the process of creating the largest farming operation on the planet.

Duschinsky works with Fortune 500 companies, start-ups as well as governments and causes. He recently led a project with the White House to find new ways to help Americans think differently about gun control, and was one of the team behind the Ice Bucket Challenge that raised over \$100m to cure ALS.

Recently voted the world's second most influential communicator in social innovation (second only to Bill Clinton), his powerful, game-changing message has received global recognition and the opportunity to share speaking platforms with leaders such as Mikhail Gorbachev, Kofi Annan & Steve Wozniak. Duschinsky is the author of two books, "Philanthropy in a Flat World" (2008) and "(me)volution" (2012). He is working on his third book which has the working title 'How to change the world by talking about it'.