

Growing community power through green space

Session chair

Jon Alexander is author of CITIZENS: Why the Key to Fixing Everything is All of Us, and co-founder of New Citizen Project, a book and company that work to shift the dominant story of the individual in society from Consumer to Citizen.

Jon began his career with a decade in the advertising industry, winning the prestigious Big Creative Idea of the Year, before making a dramatic change. Driven by a deep need to understand the impact on society of 3,000 commercial messages a day, he gathered three Masters degrees, exploring Consumerism and its alternatives from every angle. In 2014, he co-founded the New Citizen Project to bring the resulting ideas into contact with reality.



Carrie Deacon is Assistant Director of Connected Communities at Ealing Council. Ealing Council are working to increase social connection in the borough, giving everyone as much choice and power in their lives as possible - so that people can live happier and healthier lives.

Carrie has almost 20 years experience in people powered change, including in community development and social innovation practices, and participation. She has worked across systems to understand issues and implement solutions, including in government, grassroots community organising, frontline charities, and in funding organisations including Nesta, the National Lottery Community Fund.



Jon Hutchinson is the Programme Director for Communities having worked at Groundwork since 2010. Jon has strategic control of Groundwork's Community Programme delivering projects under the core themes of Affordable Warmth, Blue Green Economy, Circular Economy, Connecting Communities with Greenspace, Health and Wellbeing and Heritage.

Jon is passionate about supporting the development of sustainable communities where individuals and the environment are given opportunities to flourish.

