

WORK
HARVEY
JONES

ABOUT ME

SUSTAINABILITY MARKETING COMMUNICATIONS LEADER

I have 16+ years of B2B, B2C and sustainability experience across in-house and agency roles in large, matrixed organisations, NGOs and engineering professional services consultancies.



WRITING

STRATEGY

LEADERSHIP

EVENTS

DESIGN

PRESS COVERAGE

RECOMMENDATIONS

WRITING

With a background in the physical sciences, I thrive on simplifying complexity without compromising integrity.

I have subject matter expertise across energy, climate change, tech and socioeconomic issues, and my approach is always audience-centric.

GHD

Supercharging decarbonisation: How engineered solutions can accelerate the transition

Connected independence: Rebalancing resources and supply chains for greater resilience

Investing in the future: Mobilising capital and partnerships for a sustainable energy transition

Four trends to accelerate digital transformation in the water industry

What are Scope 3 emissions?

What are nature-based solutions?

WORLDGBC (editing)

Advancing Net Zero Whole Life Carbon: Offsetting Residual Emissions from the Building and Construction Sector

Health and Wellbeing Framework

WRITING VIRAL TWEETS TO CORPORATE REPORTS

I excel at telling the stories of engineers, scientists and designers for a variety of audiences, mediums and objectives.

ABOUTS

[We are the Power of Commitment](#)

REPORTS

[2020 Annual Report](#)

[Sustainable Buildings for Everyone, Everywhere](#)

PRESS RELEASES (writing and outreach)

[Announcing #BuildingtoCOP26](#)

[World Green Building Week 2022](#)

SOCIAL MEDIA (writing, filming and posting)

[Nicola Sturgeon at Cities, Regions and Built Environment Day \(COP26\)](#)

[Executive Director of UN Environment at Cities, Regions and Built Environment Day \(COP26\)](#)

**WRITING
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STRATEGY WATER, ENERGY, CLIMATE CHANGE, EXPLAINED

To position GHD as a sustainability leader, I produced over 300 [explainer articles](#).

Answering the questions customers ask on search engines, these articles take 3-5 mins to read – the perfect length for digital readers. They build credibility, awareness and web traffic by boosting SEO.



Water, energy, climate change

[*Explained*]

Prepare for COP28 with in-depth answers and insights

Discover now →

Energy

What are climate mitigation and adaptation? The impacts of climate change are already evident in various locations worldwide.	What is green hydrogen? Green hydrogen is a special type of hydrogen that's made using natural sources of clean energy.	What is renewable energy? Renewable energy is energy generated by natural resources
What are Scope 3 emissions? Understanding the many forms of greenhouse gas emissions and their environmental impact.	What does net zero carbon mean? Net zero carbon is a condition in which the amount of carbon emissions produced into the...	What is decarbonized fleet? Reducing greenhouse gas emissions has climbed to the top priorities of many industries worldwide.
What is a voluntary carbon market? A voluntary carbon market is a marketplace for purchasing carbon offsets.	What is an EV? An electric vehicle (EV) is a type of vehicle that uses one or more electric motors.	What is carbon dioxide capture? Carbon dioxide capture harnesses CO ₂ emissions from industrial processes and power plants.

STRATEGY

#BUILDINGTOCOP26

To position WorldGBC as a convener of the global built environment sustainability community (businesses, policymakers and NGOs), I led a content marketing campaign called #BuildingtoCOP26 – a news and advocacy platform that could be reused for each COP.

Working closely with the UN High Level Climate Champions and a coalition of NGOs, my work helped highlight the importance of the built environment for climate action at COP26.



**# BUILDING
TO COP26**



**UN CLIMATE
CHANGE
CONFERENCE
UK 2021**

IN PARTNERSHIP WITH ITALY

STRATEGY

#BUILDINGTOCOP26

Results

- Day dedicated to cities and the built environment at COP26 (11 Nov 2021)
- 22 event & media engagements at COP26
- 67 press mentions, 2.7 million potential reach
- 3 million social reach (excluding LinkedIn)



Cities, Regions and Built Environment Day at COP26:
UN High Level Climate Champions and WorldGBC teams

STRATEGY

SUSTAINABLE

URBAN DRAINAGE

SYSTEMS

To promote Groundwork London's sustainable urban drainage system services, I invited the London Drainage Engineers Group to see our projects in housing estates.

To differentiate our offer, I framed our brochures and speeches around the socioeconomic co-benefits, creating over 20 leads from London's local authorities.



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LEADERSHIP SEVEN YEARS & COUNTING

Having led teams of up to 15, I have experience getting the best out of colleagues by leading with accessibility and a coaching approach.

I have managed budgets ranging from £150,000 to £500,000 covering costs for staffing; PR and design agencies; IT and marketing tools such as press and social media management software; trade subscriptions; audio and video hardware; training and travel.



Cities, Regions and Built Environment Day at COP26:
WorldGBC team

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EVENTS 20 YEARS OF WORLDGBC

To increase WorldGBC's profile, I led the press outreach and social media campaign that sold 200 conference tickets.



Norman Foster, dubbed 'the world's first sustainable architect', concluded the WorldGBC20 Global Solutions Forum

EVENTS 20 YEARS OF WORLDGBC

With 4 weeks left to the event, I had 150 tickets left to sell.

To promote the event on LinkedIn and Twitter, I created 80 personalised social media packs for those already attending. 40 of them posted about the event on the same day. We sold out five days later.



Pascal EVEILLARD @PascalEveillard · Jun 7, 2022

It's time to focus on the solutions to drive sustainable built environments. Live from London, join us at the [@WorldGBC+20: Global Solutions Forum](#). [eventcreate.com/e/worldgbcglob...](#) [#WorldGBC20](#) [#BuildingtoCOP27](#)

PASCAL EVEILLARD
Director, Sustainable Business Development
Saint-Gobain

BUILDING TO COP27

WORLD GREEN BUILDING COUNCIL +20 **GLOBAL SOLUTIONS FORUM**

Saint-Gobain and 2 others

1 7

The image shows a Twitter post from Pascal Eveillard, Director of Sustainable Business Development at Saint-Gobain. The post is dated June 7, 2022, and promotes the @WorldGBC+20: Global Solutions Forum. The main graphic features a circular arrangement of 17 colored segments, with a portrait of Pascal Eveillard in the center. The text includes the event name, a link to the event page, and the hashtag #WorldGBC20. Logos for 'Building to COP27', 'World Green Building Council +20', and 'Global Solutions Forum' are also present. The post has 1 retweet and 7 likes.

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DESIGN WORLD GREEN BUILDING WEEK 2022

I am experienced at writing briefs and managing projects with internal and external designers and creative agencies.

I also use InDesign, Illustrator and Premiere Pro to create and edit creative assets.



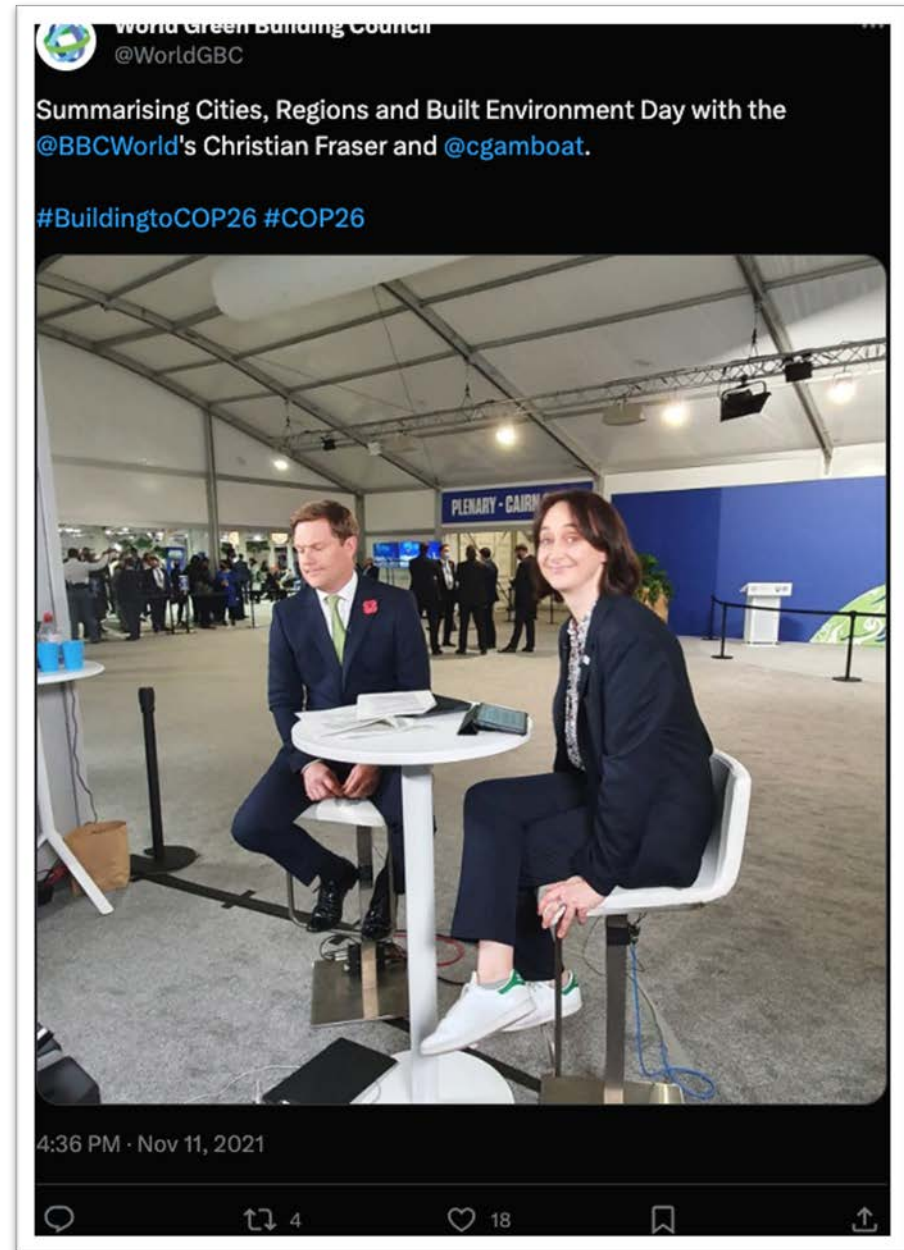
**WRITING
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PRESS COVERAGE

#BUILDINGTOCOP26

I wrote and pitched two press releases for the #BuildingToCOP26 campaign.

This led to 22 event and media engagements at COP26 and 67 press mentions (2.7 million potential reach) in outlets such as the [BBC](#) and [Architecture Magazine](#).



PRESS COVERAGE HEALTH BENEFITS OF NATURE

I placed a [nature and health policy report](#) in the Guardian for the Institute for European Environmental Policy.

The coverage snowballed to over 47,000 engagements on social media and 13 mainstream and 33 blog republications.



The screenshot shows the top portion of a Guardian article page. At the top left, there is a dark blue banner with the text "Support the Guardian" in yellow, followed by "Fund independent journalism with £5 per month" in white, and a yellow button with "Support us" and a right-pointing arrow. To the right of this banner is the Guardian logo in white, with "Newspaper of the year" in smaller text below it. Below the banner is a dark blue navigation bar with white text for "News", "Opinion", "Sport", "Culture", and "Lifestyle", and a yellow hamburger menu icon on the right. Underneath the navigation bar, there is a breadcrumb trail: "Environment" followed by a right-pointing triangle, "Climate crisis", "Wildlife", "Energy", and "Pollution". Below this is a red sub-header "Mental health". A yellow warning box contains the text "This article is more than 6 years old". The main headline is "Access to nature reduces depression and obesity, finds European study". Below the headline is a short summary: "Trees and green spaces are unrecognised healers offering benefits from increases in mental wellbeing to allergy reductions, says report".

Support the Guardian
Fund independent journalism with £5 per month
Support us →

The Guardian
Newspaper of the year

News | Opinion | Sport | Culture | Lifestyle

Environment ► Climate crisis Wildlife Energy Pollution

Mental health

• This article is more than 6 years old

Access to nature reduces depression and obesity, finds European study

Trees and green spaces are unrecognised healers offering benefits from increases in mental wellbeing to allergy reductions, says report

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I WHOLEHEARTEDLY RECOMMEND HARVEY AS AN EXCEPTIONAL LEADER, COMMUNICATOR AND STRATEGIST

Harvey's unique skill set blends his compelling communication style with an extensive knowledge of diverse sustainability topics. His expertise in storytelling frameworks to spotlight authentic and meaningful business actions for the betterment of people and the planet is impressive.

During my time working with Harvey, he coached his direct team to excel as content marketers and extended his knowledge to the broader organization by teaching courses on effective writing principles for building trust and influence.

His in-depth understanding of this field led to him representing our team at COP28. He distilled his insights for various webinars and events, contributing significantly to shaping our sustainability communications strategy.



**COLLEEN
CONNORS**

**GLOBAL BRAND CENTRE OF
EXCELLENCE LEADER, GHD**

I HAD THE PLEASURE OF WORKING WITH HARVEY DURING HIS TIME AS THE DIRECTOR OF STRATEGIC COMMUNICATIONS AND MARKETING AT WORLDGBC

He spearheaded impactful global campaigns such as World Green Building Week, and his efforts significantly contributed to the organisation's visibility at high-profile events like COP26, COP27, and the World Economic Forum.

Harvey's ability to engage and influence senior stakeholders was evident. His close collaboration with the UN High Level Climate Champions, the UK Government, and numerous businesses and NGOs resulted in the successful execution of the first Cities, Regions, and Built Environment Day at COP26 since COP21 in Paris.

Beyond his professional accomplishments, Harvey possesses remarkable emotional intelligence and a coaching approach to team development. I have full confidence that he will continue to excel and make significant contributions in any endeavour he chooses to pursue.



**CRISTINA
GAMBOA**
CEO, WORLDGBC

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