

An aerial photograph of a coastal cliffside, likely the White Cliffs of Dover, with a lighthouse on the right. The entire image is overlaid with a blue tint. The word "ANTHROPY" is written in white, uppercase, sans-serif font across the center, with a trademark symbol (TM) to its upper right.

ANTHROPY™

EY  
Where do you start when you want to change the world?

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# 01

Anthropy:  
Leaders focused on a shared future



# Anthropy22 - A National Opportunity.

A launchpad for change, leading to a movement for change.

Anthropy 2022 provided a chance to re-assess as a nation what we value, and what values we will embrace to create new thinking to build a more harmonious future.

Anthropy covered all manner of issues ranging from the sustainability agenda, to education and health, the built and natural environment, the arts, sport, media and technology.

Rather than focus on quick wins Anthropy centred on uniting a community of leaders to drive long-term thinking and change.

03

Dynamic days

04

Key questions

34

Sponsors

450

Speakers

100

Change makers

250

Agenda setters

1,000

'Anthropists' attended

20.4m

Media reach

ANTHROPY™ 2022

TRG | DELIVERY PARTNER



# Our Agenda.

We met, and we asked four critical questions.

Our conversation flowed from four questions on the qualities we believe will influence our future. They formed the basis of an inter-connected, multilateral agenda. For ten months, a coalition of over **250** organisations helped shape content, and **1,000** Anthropists embraced the discussion at the Eden Project in Cornwall.



## People

What is the quality of life we want in Britain for the next thirty years?



## Place

What qualities of place and planet do we need to achieve the quality of life?



## Prosperity

What qualities do we wish to see in a good economy and in the best of businesses?



## Global Perspective

What qualities do we want to express to the world, to help solve shared issues?

## Resulting Outcome.

Over and above a multitude of partnerships, ideas and new actions which participants are developing, Anthropy has initiated the development of The [Anthropy Framework](#). Made up of the [Anthropy Charter](#), Network and Pathway the Framework is a dynamic and unified strategy that embodies Anthropy's commitment to continuous improvement. Drawing upon insights from Anthropy22 this evolving process guides Anthropists to take action and provides a mechanism for creating a better Britain. It propels Anthropists towards taking both individual and collective action to shape a brighter, more collaborative future.

# Notable Names.

Anthropy brought value to so many, in different ways. Meet a handful of the 450 speakers from Anthropy22.



**Dame Darcey Bussell DBE**  
Founder, DDMIX, and prima ballerina



**Sir Tim Smit KBE**  
Co-Founder and Executive Vice Chair Eden Projects International



**Sadiq Khan**  
Mayor of London



**Piers Linney**  
Technology Entrepreneur  
Founder of Moblox.  
Former 'Dragon'



**Kamal Ahmed**  
Editor in Chief and Co-founder, The News Movement



**Mary Portas**  
Chief Creative Officer at Portas and Co-Chair of Better Business Act



**Dame Julia Cleverdon CBE**  
Chair Place Matters  
Special Advisor King Charles III



**Rita Clifton CBE**  
Vice Chair John Lewis Partnership



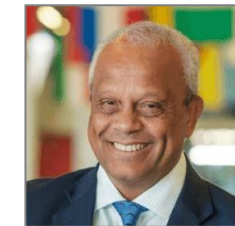
**Sir Anthony Seldon**  
Educationalist and Historian



**Mark Cuddigan**  
MD Ella's Kitchen



**Rory Sutherland**  
Chair Ogilvy Group



**Lord Dr Hastings Scarisbrick CBE**  
Chair SOAS University of London

# 02

## Putting the Planet first

Where do you  
start when you  
want to change  
the world?

ANTHROPY™  
A launchpad for change

The better the question  
The better the answer.  
The better the world we



# Sustainability Approach.

## Partnerships for the planet.

Experiential marketing experts TRO were chosen as the exclusive Delivery partner for Anthropy22.

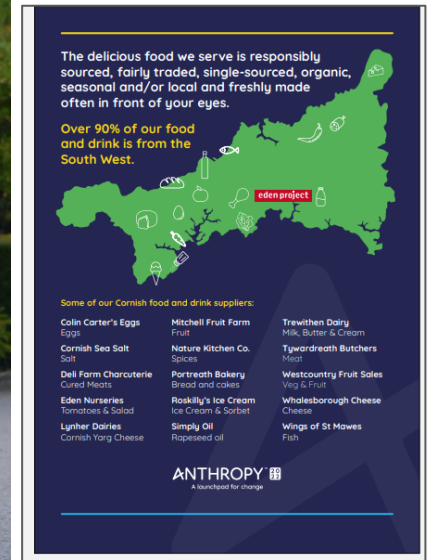
To help achieve the events' goal of minimising its environment impact they chose to engage production supplier and fellow members of events industry body isla, Rocket Graphics Ltd.

Together they worked to find signage and print solutions that were made either from second-life materials or could be reused/recycled after the event.

TRO collected data from suppliers and The Eden Project to measure Anthropy22's overall carbon footprint. Templates from TRACE by isla – their chosen carbon measurement platform – were sent to each supplier to complete. Data from TRACE can be found in the slide overleaf.

For Anthropy23 TRO will again work with Rocket Graphics Ltd, planning early to allow more research for the right materials to use, not the quickest or the cheapest.

One of TRO's key aims for the second iteration of the event is to collect more and better data for tracking carbon footprint across several areas.



# Sustainability Approach.

## Key initiatives & outcomes.

### Production and Waste

- 45.2% second life materials used, and existing / FSC / recyclable materials
- 72.5% all materials were reused or repurposed, remaining 27.5% recycled.
- No corporate merchandise tat given out!
- Extensive waste recycling facilities onsite at Eden Project

*Key learning* – production timeline and supplier collaboration

### Catering

- Food and drink locally sourced
- 69% guest, VIP and crew meals vegetarian / vegan, 21% chicken / fish, 10% beef / lamb.
- Delegates brought own water bottles.

*Key learning* – scheduled crew meals

### Travel

- Carbon offset charged to all delegate hotel and travel bookings that booked through our recommended travel agent
- Delegates encouraged to offset own travel and use public transport
- Local daily coach service to discourage driving
- Agenda timings set around train travel

*Key learning* – optional registration fields, earlier and more frequent asking





# 03

## Setting the scene

ANTHROPY™  
A launchpad for change  
Leave  
your ego and  
your silo at  
the door

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Transformation



# A Gathering Like No Other.

184 sessions, and 5 evening events: A truly unique offering.

Large keynote theatre style sessions.



Intimate sessions in the Rainforest.

Discussions and workshops.



Networking and social opportunities

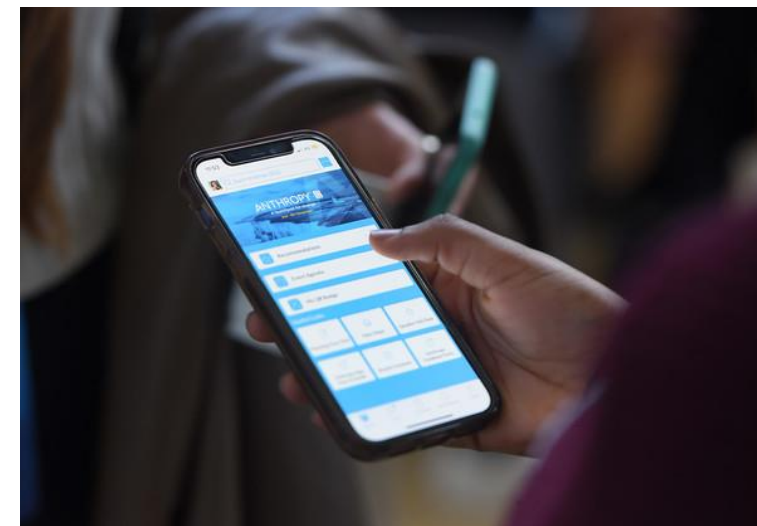


Chosen for its significance, not its convenience Eden Project in Cornwall was an inspiring venue – itself an example of regeneration and hope: the world’s largest Rainforest standing in what was once a disused quarry!

Anthropy saw every inch of Eden Project re-set to accommodate crucial conversations. **14** stages, **3** speaker meeting points and **3** catering spaces all live simultaneously throughout the 3 days. Death by Powerpoint didn’t feature – Anthropy was about human-to-human, honest, inclusive conversation.

# Anthropy in Pictures.

A flavour of Eden Project re-imagined for Anthropy.



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A flavour of Eden Project re-imagined for Anthropy.



# 04

Topline  
outcomes



# An Audience Like No Other.

Far exceeding average conference attendee statistics.

- 1,000+ 'Anthropists' attended
- 98% would like to return this year
- 97% will recommend Anthropy to a colleague
- 46% of the delegates were given speaker platforms
- 91% of delegates engaged with the event app
- 17.5k connection requests made via the app
- 650 individual meetings booked during event alone
- 1,900+ organic social media posts mentioning #Anthropy / #Anthropy22 during live days



Anthropy has proved that there is a desire on the part of leaders from across all walks of life to put aside what divides us and concentrate with renewed effort on the positive things we can agree on. The values around the future quality of life, our places, our economy and how we express such values to the wider world, must set our path forwards. Businesses and their partner organisations are now bringing their thinking together to illustrate the very best of practices and forge new opportunities for on going success.

Thank you

A white, handwritten signature of John O'Brien, written in a cursive style, positioned to the left of his name and title.

John O'Brien MBE  
Founder & Chairman