



### **Jonathan Smales, CEO, BeyondGreen**

Trained as a geographer and fast-stream civil servant, Jonathan Smales has since spent over 20 years working in sustainability. He is currently leading Beyond Green's diversification into a Group structure and establishing its new property development, corporate sustainability and brand and communications businesses.

As Managing Director (UK) and international trustee for Greenpeace (1986-90) he led a period of sustained growth helping to build unprecedented awareness of and support for its campaigns and establishing its financial and brand strength as the Greenpeace membership base grew from 50,000 to nearly 400,000. In 1989 Jonathan purchased a new office and actions facility for Greenpeace in London and undertook the first significant scale green refurbishment of a commercial building in the UK, incorporating CHP, pvs, 'good wood', non-toxic paints and other materials and a range of innovative energy efficiency features.

The experience obtained during this process inspired Jonathan to found the Earth Centre charitable trust in 1990 and to design and build a £60 million sustainability centre on an ecologically reclaimed 400-acre colliery site in Yorkshire. The Earth Centre was a pioneer of much of the sustainable design we see promoted today and gave opportunities to people and companies that have become acknowledged leaders in their fields.

In the last five years Jonathan has researched and written the sustainable development strategy for both the Housing Corporation and CABE, helped found the government's climate change communications initiative and published papers and guides on principles and processes for sustainable regeneration and housing. In 2004 he was invited by the BP Pension Fund to help conceive and plan a project that has become the UK's most carefully considered, joined-up, large scale sustainable development proposal: a 25,000 home urban extension north of Harlow. He has conducted major regeneration and place-making projects with widespread community and other stakeholder involvement in Newcastle, Manchester and Bexhill, run visioning exercises and advises Northumbrian Water on the sustainable development of redundant sites and facilities.