

Eugenie Harvey

Eugenie was born in Australia and studied Communications at the University of Technology, Sydney. On leaving university she joined the Sydney Theatre Company, where she spent five years working in PR and marketing followed by a three year stint at Rupert Murdoch's pay television start up, FOXTEL.

As she approached her 30th birthday in 2000, she decided to chuck in her career and move to London to pursue her long held dream of doing something to make the world a better place.

During a short stint working for the Brunswick PR Group (following an even shorter stint as a stand up comic...) a chance encounter with David Robinson OBE, founder of the East London charity Community Links (www.community-links.org), led to her once again chucking it all in - this time to join David as a volunteer to develop which has since become known as We Are What We Do. We Are What We Do aims to inspire people to use their everyday actions to make a difference to some of the biggest problems we are all facing – climate change, community breakdown, threats to our security, humanitarian crises etc – and is rapidly becoming a global phenomenon.

Eugenie and David launched We Are What We Do in 2004 with the publication of a book called *Change the World for a Fiver*. The book, which involved more than 100 people donating their time and talents, has gone on to sell nearly one million copies worldwide along with its sequel, *Change the World 9 to 5*.

In addition to the books the small but dynamic organisation most famously teamed up with Anya Hindmarch to create the iconic "I'm not a plastic bag" bag which sold out nationwide when it went on sale at Sainsbury's in 2007 and caused riots in subsequent launches!

Eugenie has been named among the FT's Creative Business top 50, was featured in the book, *Everyday Legends* and is a highly sought after speaker, sharing the extraordinary stories behind the development of We Are What We Do.

In 2007 she married Andy Thornton and became proud mother to Cara now 6 years old.

Eugenie speaks on;

- Transforming your life by doing something you really believe in
- The power of collaboration and creativity to effect change
- The ability of one individual or small group of individuals to make change happen

"It was brilliant to have Eugenie come and talk to the agency. She is a truly inspirational speaker and individual. Beyond the enjoyment of the talk itself, Eugenie's visit to Saatchi's has left a lasting impression."

Martin Riley, Saatchi & Saatchi

"Eugenie's talk to our partners was very relevant and powerful. It was a "live" demonstration of how energising it can be to believe in what you are doing and then do something about it! A humbling, reflecting and stimulating experience."

Loughlin Hickey, KPMG

“From the moment I met Eugenie, she inspired me as to what could be achieved through lots of us collectively making small changes at no cost to ourselves. I defy anyone not to be moved to action by Eugenie – not because of guilt but because of an overwhelming sense of actually starting to make a difference.”

Simon Griffith, Shoosmiths Solicitors

Eugenie has spoken at events for a broad range of organisations including Saatchi & Saatchi, BBH, Accenture, KPMG, National College for School leadership, British Council, Cranfield Management Development Centre & Unilever.

For further information about David or Eugenie or to enquire about their availability for speaking engagements, please contact Sandra Deeble on 0207 396 7463 or sandra.deeble@wearewhatwedo.org