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07/2022 **MA Graphic Communication Design**
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University of the Arts London

09/2017 **Agit-Zine** [Workshop]
Virgil Abloh x Neville Brody
Nike Off Campus, London

06/2017 **Art Direction** [Short course]
Chelsea College of Arts
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03/2014 **Screen Printing** [Short course]
Ink Spot Press
Brighton

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With 10+ years of experience designing concept-lead visual narratives across **Graphic Design, Art Direction** and **Creative Campaigning**.

Experience

- 10/2016 – Present** **Alfonso Cruz Ltd. — Communication Designer**
Setting up my Limited Company has allowed me to expand my practice beyond Graphic Design and steer towards projects that benefit society. Engaging with diverse initiatives in the cultural sector, supporting artists, developing data visualisation tools for researchers, and strategising activist campaigns are examples of my broader approach to Visual Communication.
- 12/2012 – 10/2016** **MHG Design — Graphic Designer**
At MHG Design, we produced design-led integrated marketing campaigns. I was responsible for handling projects from conception to delivery whilst liaising with both clients and suppliers. Working across digital and printed media expanded my coding and print production knowledge.
- 02/2012 – 07/2012** **Edelman — Digital Designer**
As part of the Digital team at the PR and marketing consultancy firm Edelman, we developed online campaigns for clients such as X-Box, Bose, Chrysler, and Krispy Kreme. Collaborating with these blue-chip corporations gave our team opportunities to test and adopt cutting-edge digital technologies.
- 03/2011 – 02/2012** **ASL Vision — Designer**
As ASL Vision's in-house designer, I assisted the marketing team's strategic goals developing their umbrella brand and its products, covering from online presence to packaging design. I also worked with the engineering team, designing user-friendly, seamlessly functional, and on-brand software interfaces.

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My practice is rooted in a **conscious design** methodology, always prioritising **socially responsible** practices over everything else. This is not just from an environmental approach but also to create a viable system of understandable tools that go beyond aesthetics.

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Skills

- Communication Strategy
 - Creative Direction
 - Art Direction
 - Branding and Identity
 - Graphic Design
 - Editorial Design
 - Research and Analysis
 - Infographics
 - Imagemaking
 - Web Design
 - UX Design
 - HTML, CSS, and JS
 - Project Management
 - Print Production
- Fluent in English and Spanish



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Project Management
Print Production

Fluent in English and Spanish



Designing Moss Bros' first eco-range launch campaign was an opportunity to champion sustainability in the fashion industry. Our core concept centred around waste reduction, including materials, energy and design. The challenge was ensuring that everything remained aligned with the low-impact ethos.

Every detail was scrutinised to minimise the campaign's ecological footprint, from the choice of materials to energy-efficient production processes. By adhering to this principle, we raised awareness about sustainable fashion and demonstrated the possibility of creating visually stunning yet eco-conscious campaigns.

One of the standout features of the campaign was the creation of hand-painted window displays. These visually striking displays served as powerful instruments to spark conversations about sustainability and inspire viewers to reflect on their own environmental impact.

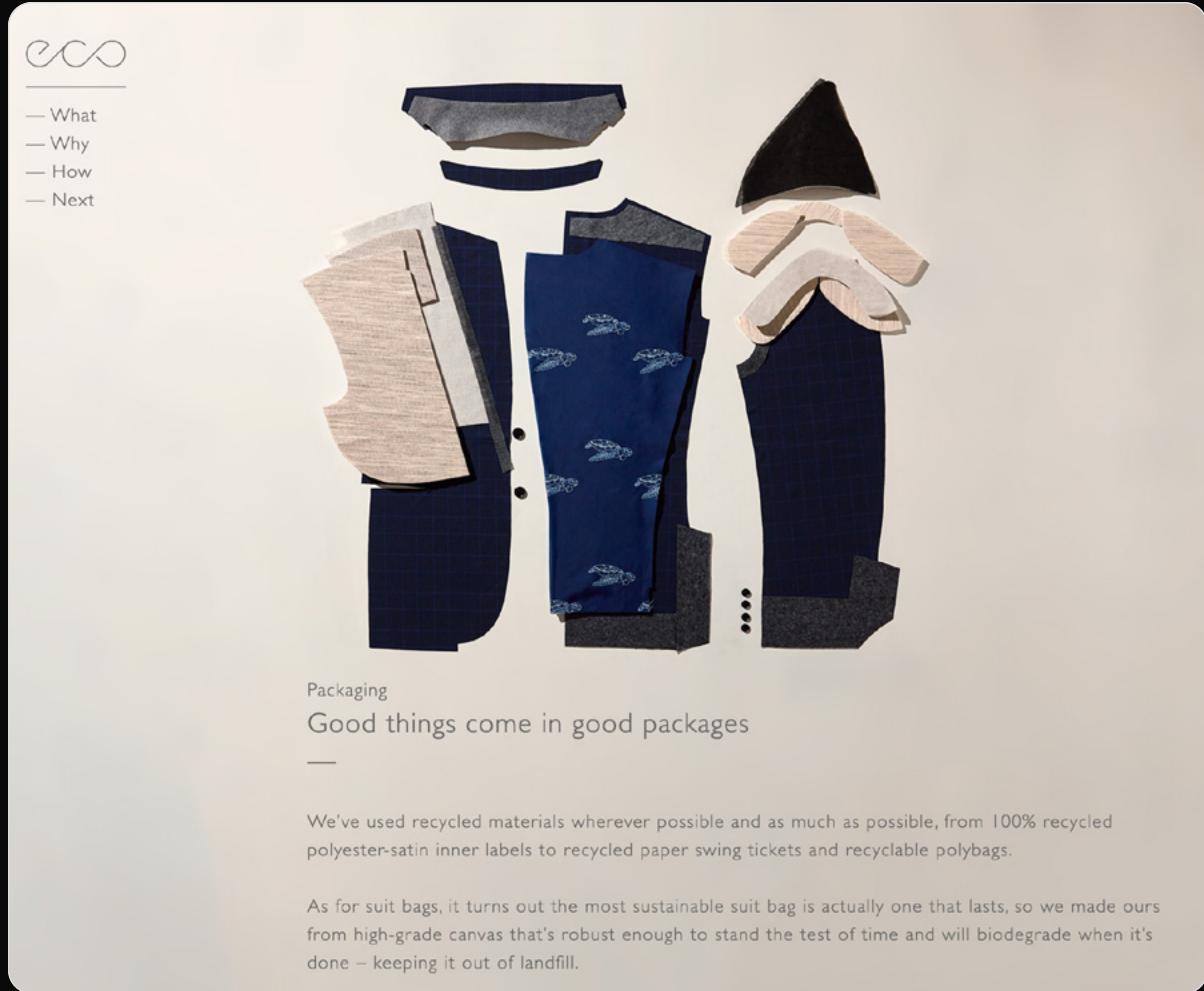
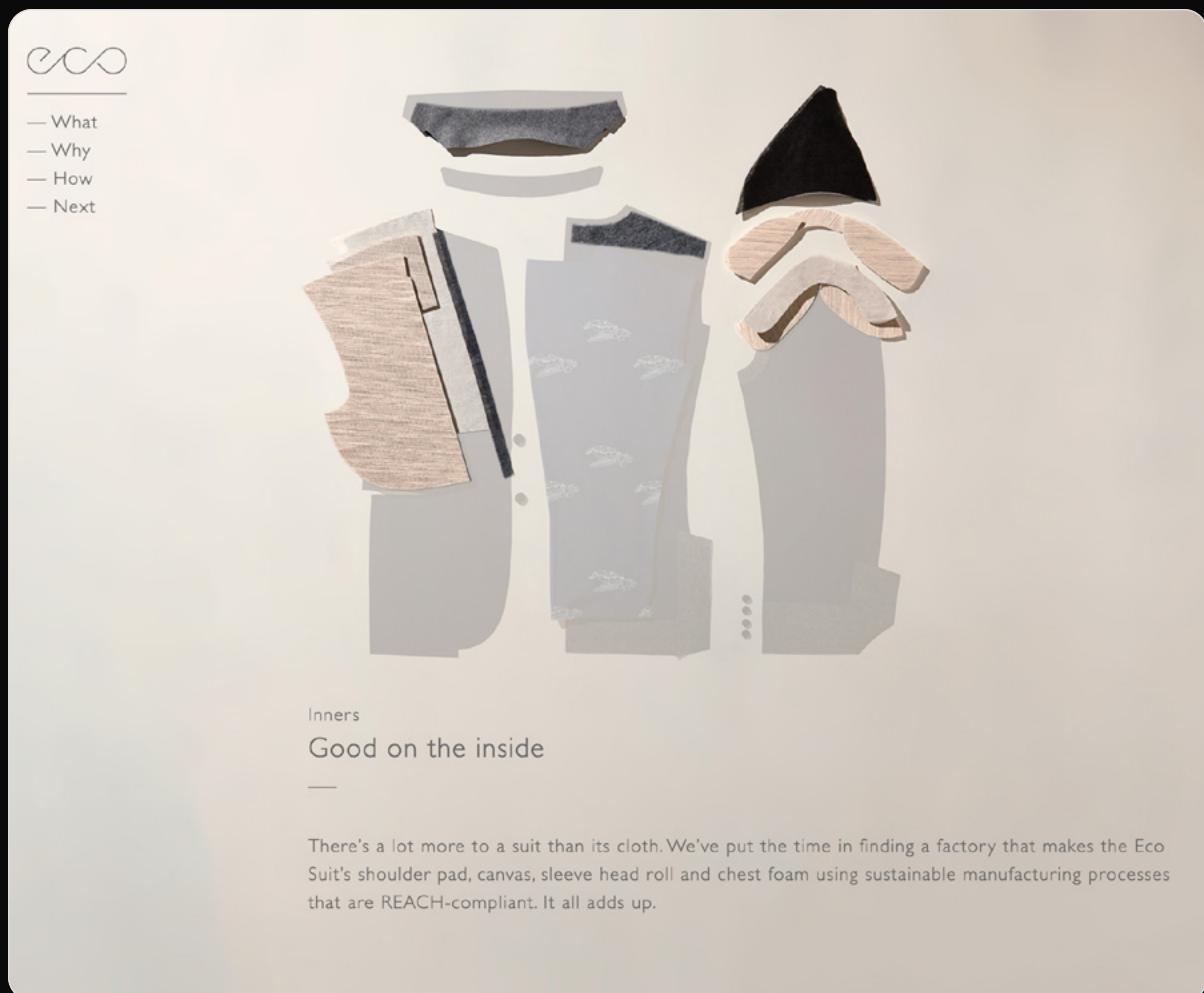
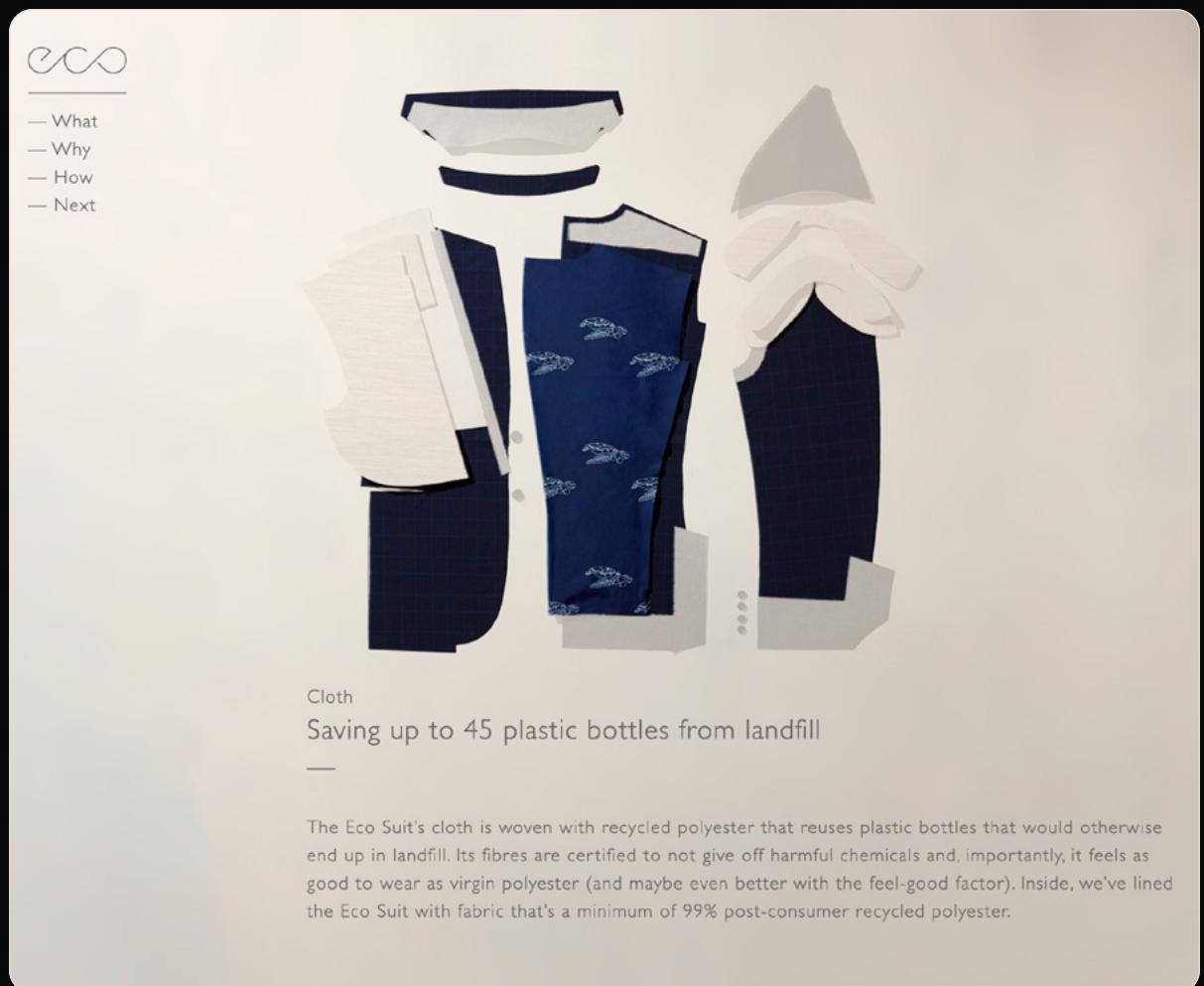


Hand-painted store window



Moss Bros. — Eco Suit

When Moss Bros commissioned me to design one of their most significant sustainable campaigns to date, I had some initial questions: How do you design a campaign for an environmentally conscious suit when you know there's no such thing as 100% sustainable fashion production?



Sections of the website where the suit was deconstructed to explain what makes it sustainable

Creative Direction

The answer - you focus on facts (void of harmful greenwashing) and use visual design to create real impact. Using this knowledge I worked to maintain transparency throughout the campaign, allowing the viewer to have all of the facts in order to make their own conscious, informed choices.

Art Direction

To illustrate this idea, the campaign mapped the exact sources of all the materials and detailed exactly what makes each component environmentally-friendly.

Web Design



Receipt-like prints displayed on store windows with a breakdown of the materials of the suits and further information on the brand's sustainability commitment

THE ECO SUIT	
Mannequin	Paper paste from cellulose of 100% recycled paper and card courtesy of H.O.L GROUP
Backdrop	100% recyclable Kraft paper from a FSC sustainable source
String	Biodegradable hemp cord
Sign paint	Recycled paint from Forest Recycling Project
Cloth	Recycled polyester-blend
Lining	Minimum 99% post-consumer recycled polyester
Shoulder pad	100% recycled polyester
Canvas	REACH compliant
Sleeve head roll	REACH compliant
Chest foam	REACH compliant
Thread	100% recycled polyester yarn
Buttons	100% natural corozo nut
Pocketing fabric	OEKO-TEX® certified
Inner labels	100% recycled polyester-satin
Swing tickets	Recycled paper
Polybags	Recyclable
Suit bag	High-grade biodegradable canvas
This paper	Recyclable FSC-certified paper
What else we're doing	
The textile industry is one of the worst offenders for polluting the environment. Our goal is to reduce our impact anywhere we can. We're committed to closing the loop and moving towards sustainable manufacturing processes.	
There's a long way to go, but every step is one step closer. Here's what we're already doing and what we plan to do:	
Suppliers	
We're using our relationships with our suppliers to minimise our impact on the environment. We'll encourage them to use responsible manufacturing processes, harness greener energy and innovate in alternative materials that are kinder to the environment.	
We're also partnering with fewer mills and makers so we can maintain closer relationships with them. Regular audits ensure our processes and logistics are compliant and help us identify new ways to move sustainable retailing forward.	
Packaging & display	
We're committed to removing or finding sustainable alternatives for one-use plastics used in our packaging and labelling by 2025.	
We're investigating recyclable or bio-degradable polybags. In the meantime, we've set our stores up with recycling bins to dispose of plastic polybags responsibly.	
We're also looking into alternatives for plastic hangers. Until we find a better solution, we'll ask our customers to think twice before taking hangers and reuse them in-store instead.	
Closing the loop	
We're working with ReGain, the clothing-recycling app that takes in your unwanted old clothes and rewards you with discounts for new ones.	
Up to 95% of post-consumer fashion that ReGain diverts from landfill is reused/recycled, with the remaining 5% going into energy production or upcycled into new clothes. It all adds up to the industry closing the loop and moving towards circular fashion.	
Any unsellable returns or faulty product will now be sent to ReGain to recycle, saving up to 7,200 units from being otherwise destroyed or ending up in landfill.	
Learn more at moss.eco	



Learn more at
moss.eco



Moss Bros. — Eco Suit

Creative Direction

The core concept of the campaign was to avoid waste at all costs, whether that be material, design, energy or visual. Outcomes for the campaign were kept in line with the low impact concept, including hand-painted window displays, each tailored to specific regional stores.

Art Direction

Web Design

We documented our waste-avoidance approach, capturing hand-painted displays and behind-the-scenes footage. These recordings highlighted our commitment to sustainability and served as compelling promotional material for the campaign.



Stills from one of the promotional videos (<https://www.instagram.com/p/B3KfdsZne9V/>)

**WASTE
DOESN'T
SUIT YOU**

**INTRODUCING
THE eco SUIT**

**SAVING UP TO
45 BOTTLES
FROM LANDFILL**

GET YOUR ECO SUIT

Plastic pollution is one of our world's greatest threats.

Every second, a double-decker busload of plastic waste is dumped or burned in developing countries. It takes decades, if not centuries, to break down and releases harmful toxins as it does. Mismanaged waste injures and kills our wildlife and spreads disease among the communities where it's dumped or left uncollected.

The UN Environment Programme estimates that more than 8.3 billion tonnes of plastic have been produced since the 1950s and about 60% of it has ended up in landfill or a natural environment.

Our answer?
Work with our suppliers to find plastic alternatives and recycle what's already in circulation.

GET YOUR ECO SUIT

The most environmentally friendly thing for us to do would be to not make any suit at all. But we're not in the business of making nothing, so we need to find a way to make what we make responsibly.

The recycled polyester we make just one Eco Suit from rescues up to 45 bottles from landfill and our oceans.

GET YOUR ECO SUIT

I designed a microsite as a platform to articulate the brand's values and aspirations. By presenting the campaign in this manner, we aimed to inspire not just sales but a collective mindset move towards more conscious consumption and ecological responsibility.

The textile industry is one of the worst offenders for polluting the environment. We want to do our bit to change that. There's a long way to go, but every step is one step closer.

GET YOUR ECO SUIT



Throughout the campaign, my primary focus was ensuring that every facet of its production adhered to our commitment to low-impact practices - but I also took it as an opportunity to send a bold message. While there was undoubtedly a commercial objective, my goal was to leave a lasting impression on both the brand and its consumers regarding our impact on the planet that transcended sales figures.

INNOVATION & TRENDS

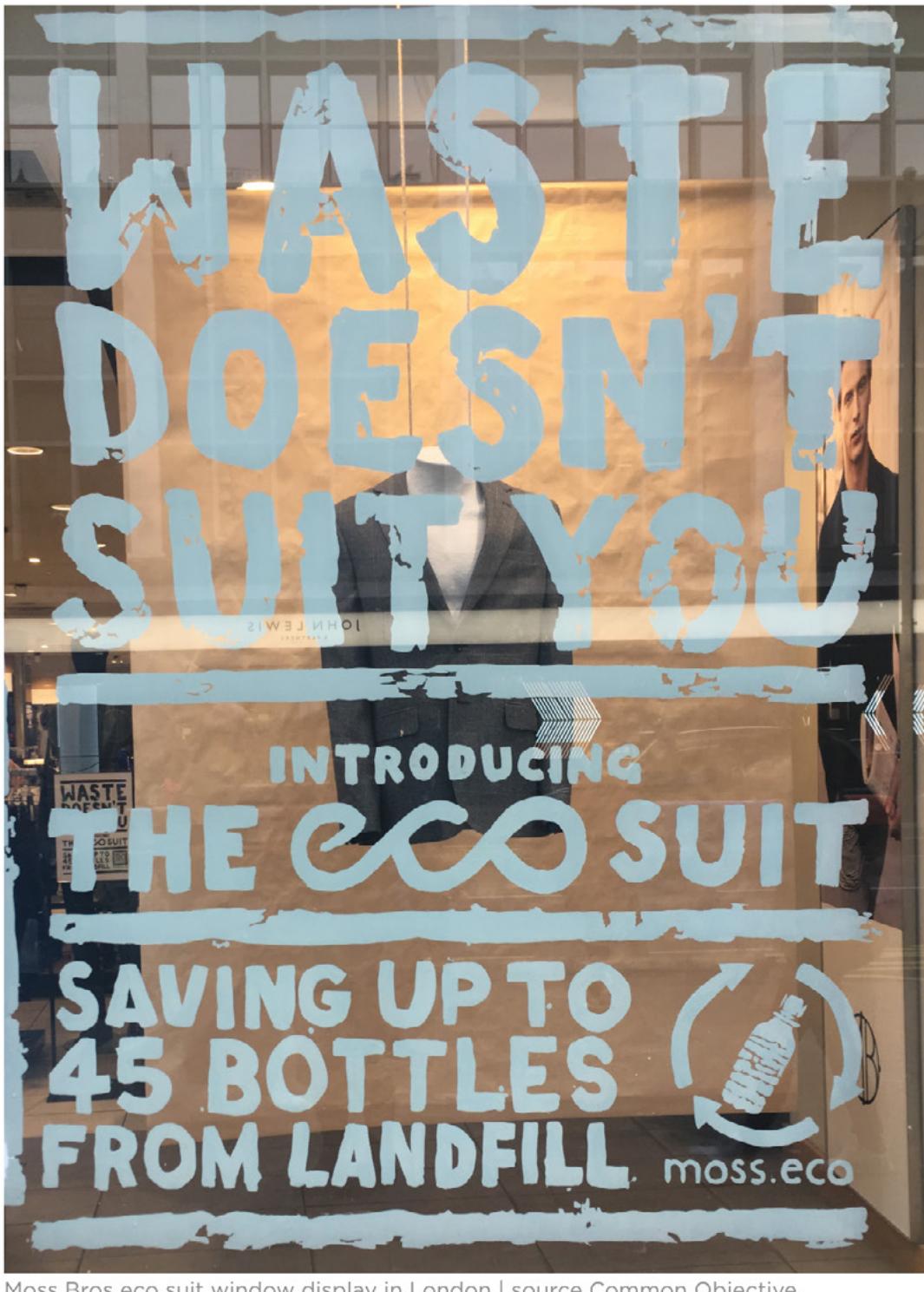
Monthly News Roundup 1.3

CO explores the sustainability stories making the news this month and offers practical steps to help you address the key issues facing the industry.

1. Moss Bros introduce the Eco Suit

Moss Bros, the £130m UK menswear retailer, has joined the sustainability party with the launch of its Eco Suit. Riding the wave of increased concern from customers about plastic, aka the "David Attenborough effect", the suit's polyester fabric is made from recycled plastic bottles. The lining, shoulderpads and thread are made from recycled polyester and the buttons from corozo nuts.

The suit's launch has been accompanied by some strong customer facing communication, including a dedicated microsite with imagery linking the suit and beaches and plastic pollution. The communications don't just raise the issue of ocean plastic though, they also share considerable detail about every component of the suit and its packaging, both online and on shopfronts (they have 150 stores in the UK).



Moss Bros eco suit window display in London | source Common Objective

commonobjective.co/article/sustainable-fashion-news-roundup

Andrew Boulton
@Boultini · [Follow](#)

By a million miles, the most interesting thing I've ever seen in the windows at Moss Bros. Smartest piece of window creative I've wandered past this week. **#copywriting #copywritersunite #mossbros #window**

7:50 AM · Oct 8, 2019

37 Reply Copy link

[Explore what's happening on Twitter](#)

Andrew Boulton. Senior Lecturer at University of Lincoln's BA Creative Advertising

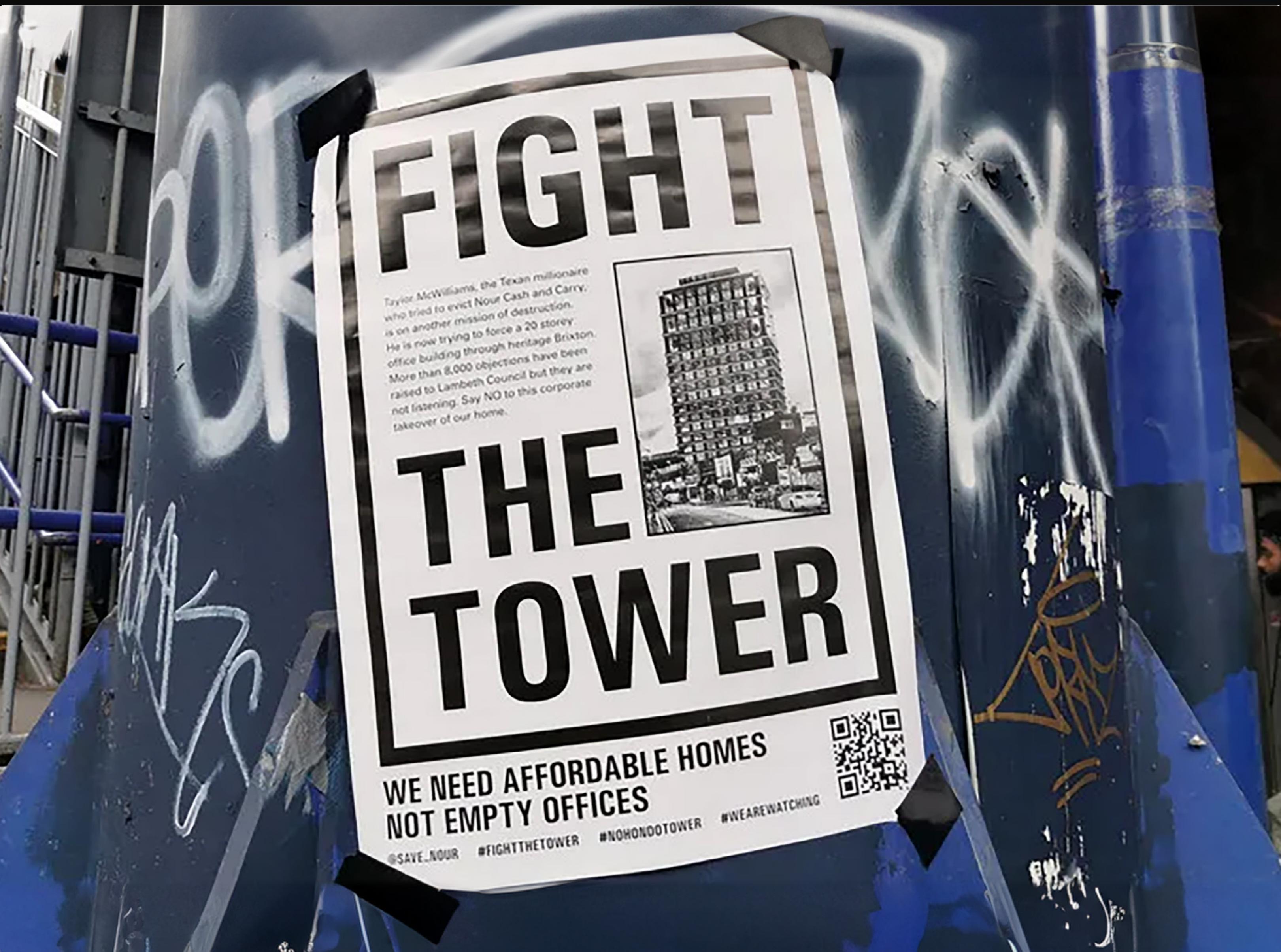


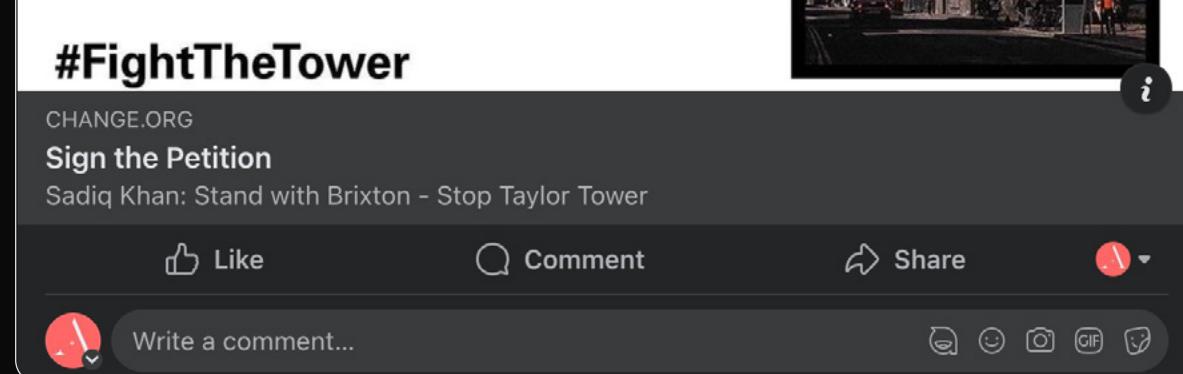
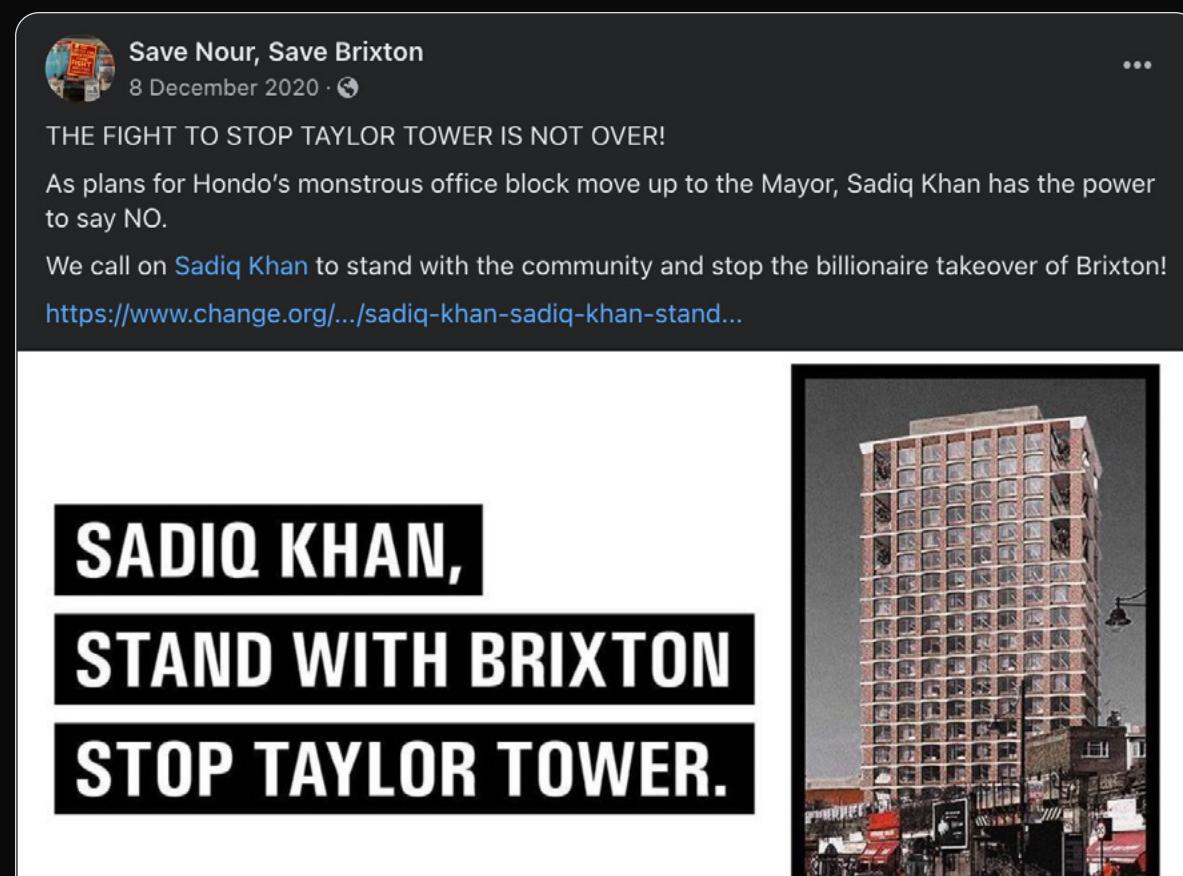
I run the visual communication side of a Brixton-based anti-gentrification group called Save Nour, where we strategise and take action to support the residents of our neighbourhood who are at risk of displacement due to harmful developments. We amplify the voices often disregarded by those in power — the marginalised, the racially discriminated, and the economically disadvantaged.

One of the most concerning developments we've confronted is the 'Taylor Tower,' a 20-story mega-tower comprised solely of offices. Its construction posed a significant threat to our community, as it would have driven up surrounding rents and displaced long-standing residents and local businesses. This situation is particularly alarming in a borough where nearly 30,000 people are currently on the waiting list for housing. Adding to our concerns, the landlord advocating for this development had already acquired extensive portions of Brixton, including the two markets. His track record of evicting small family-run businesses fuelled public opposition to the project.

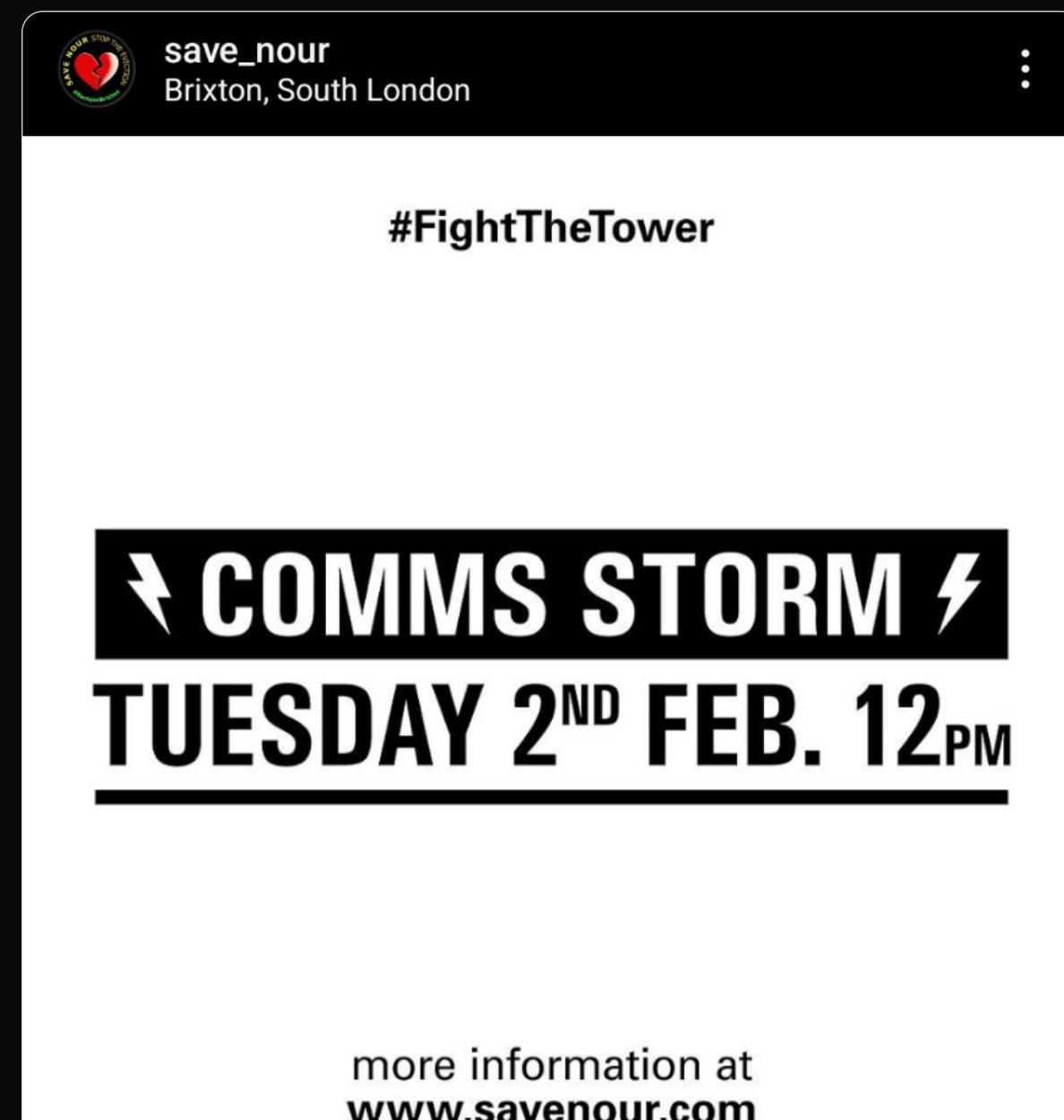
Out of our determination to battle one individual's monopoly over our neighbourhood, we launched the "Fight The Tower" campaign.

Poster with the lead graphic and slogans

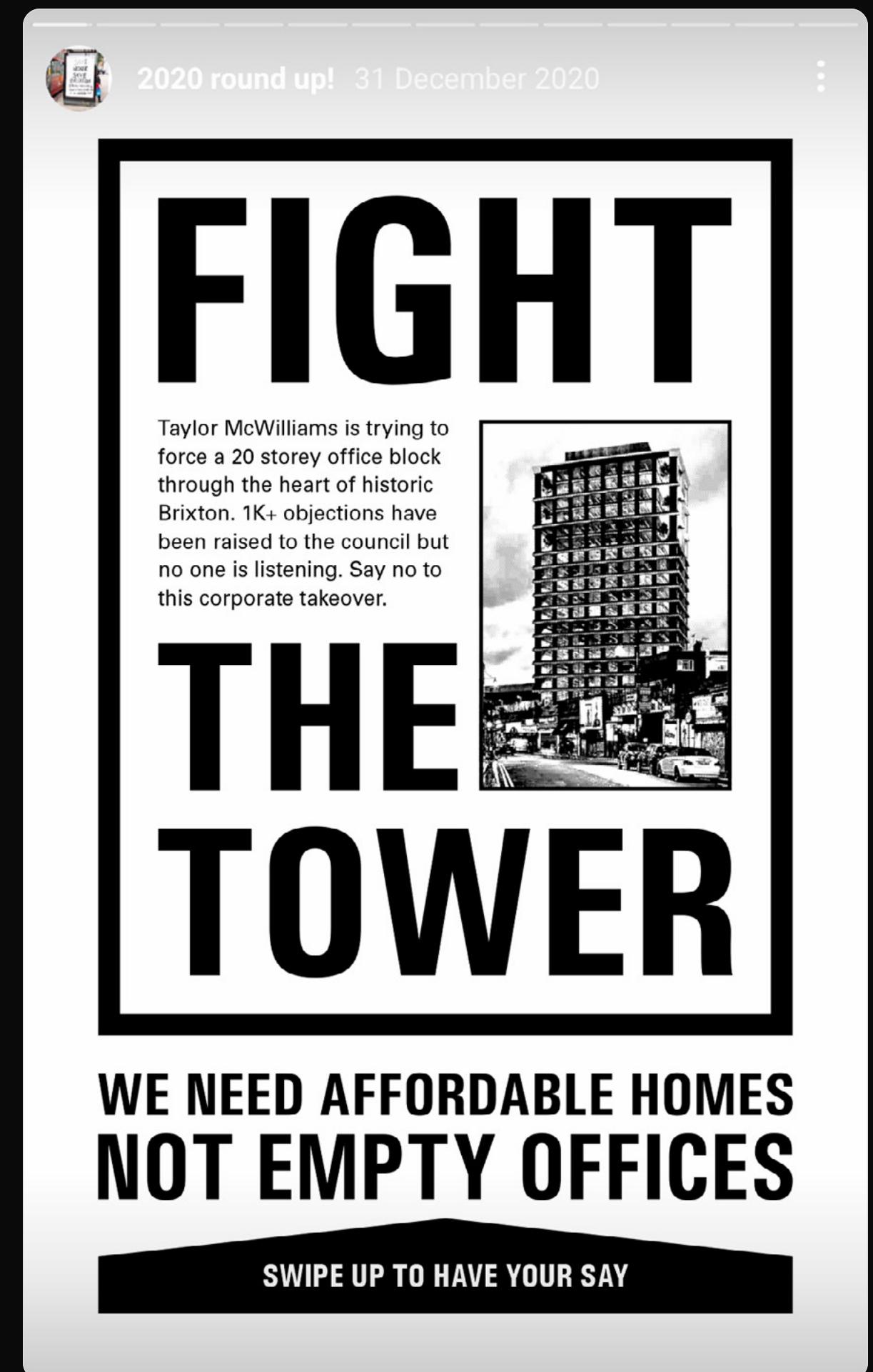
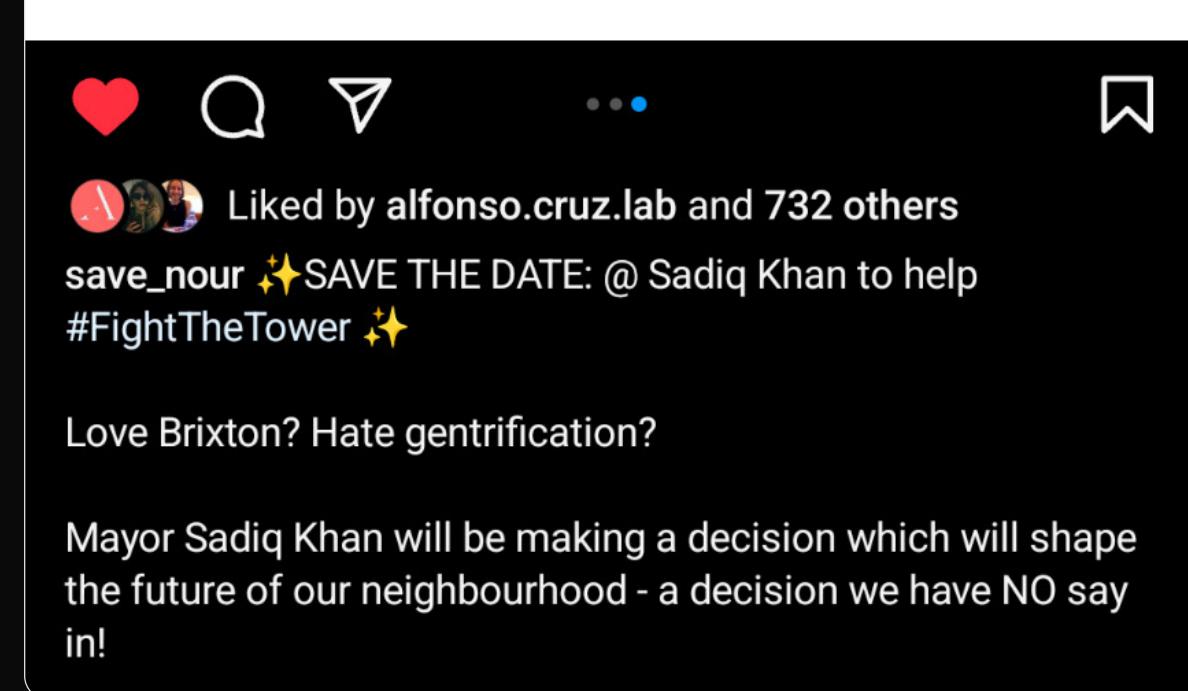




Facebook



Instagram Post



Instagram Stories

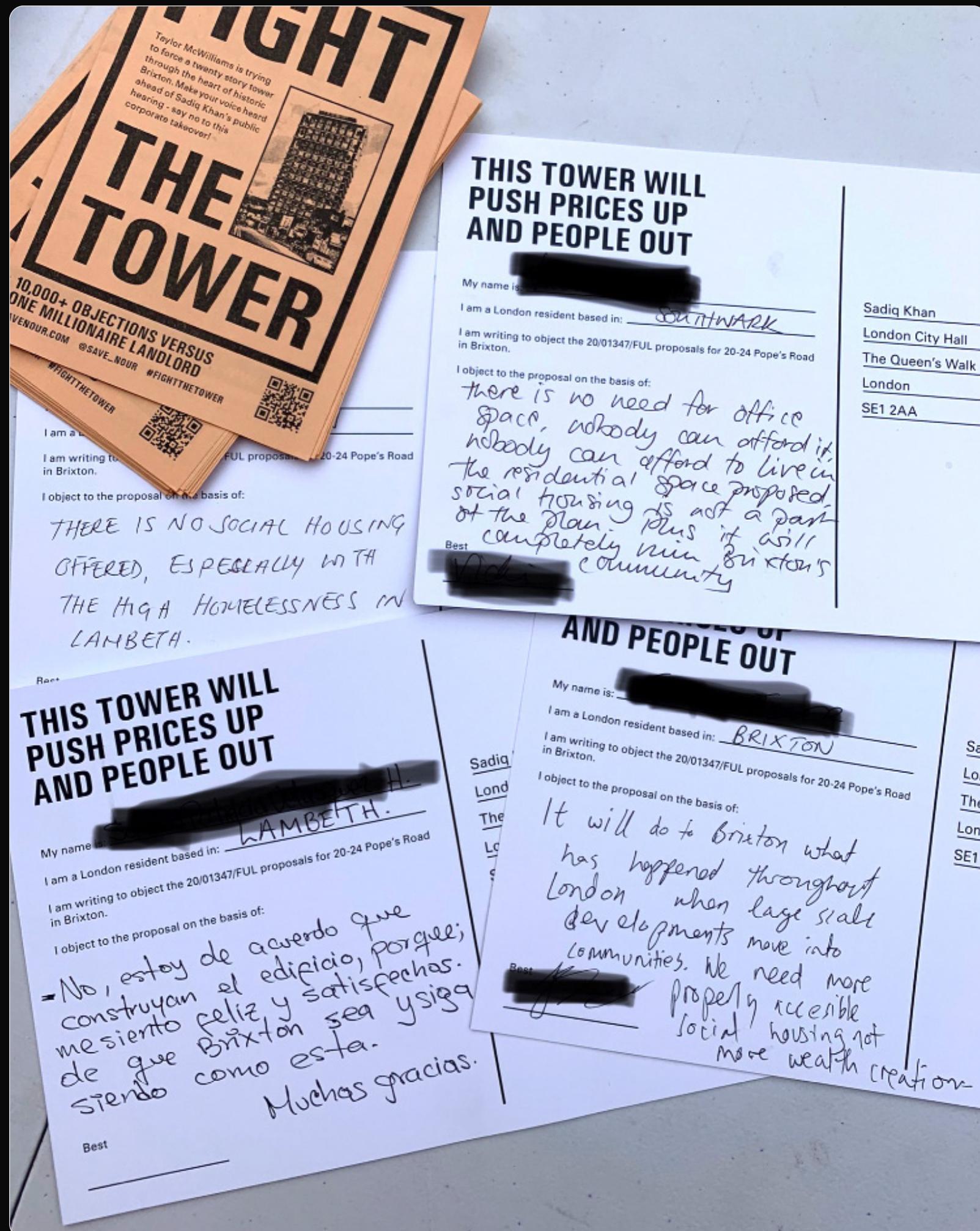


Twitter

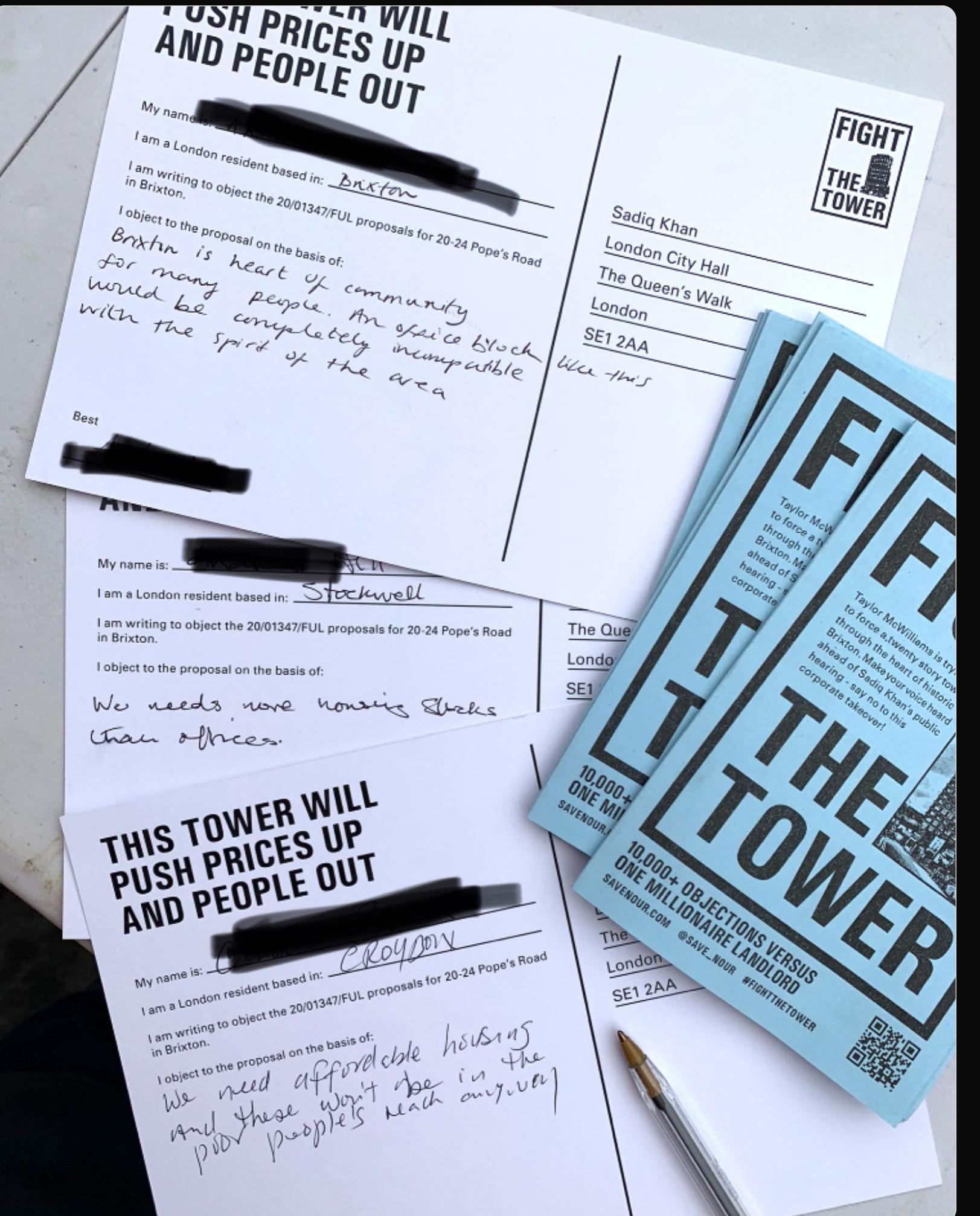
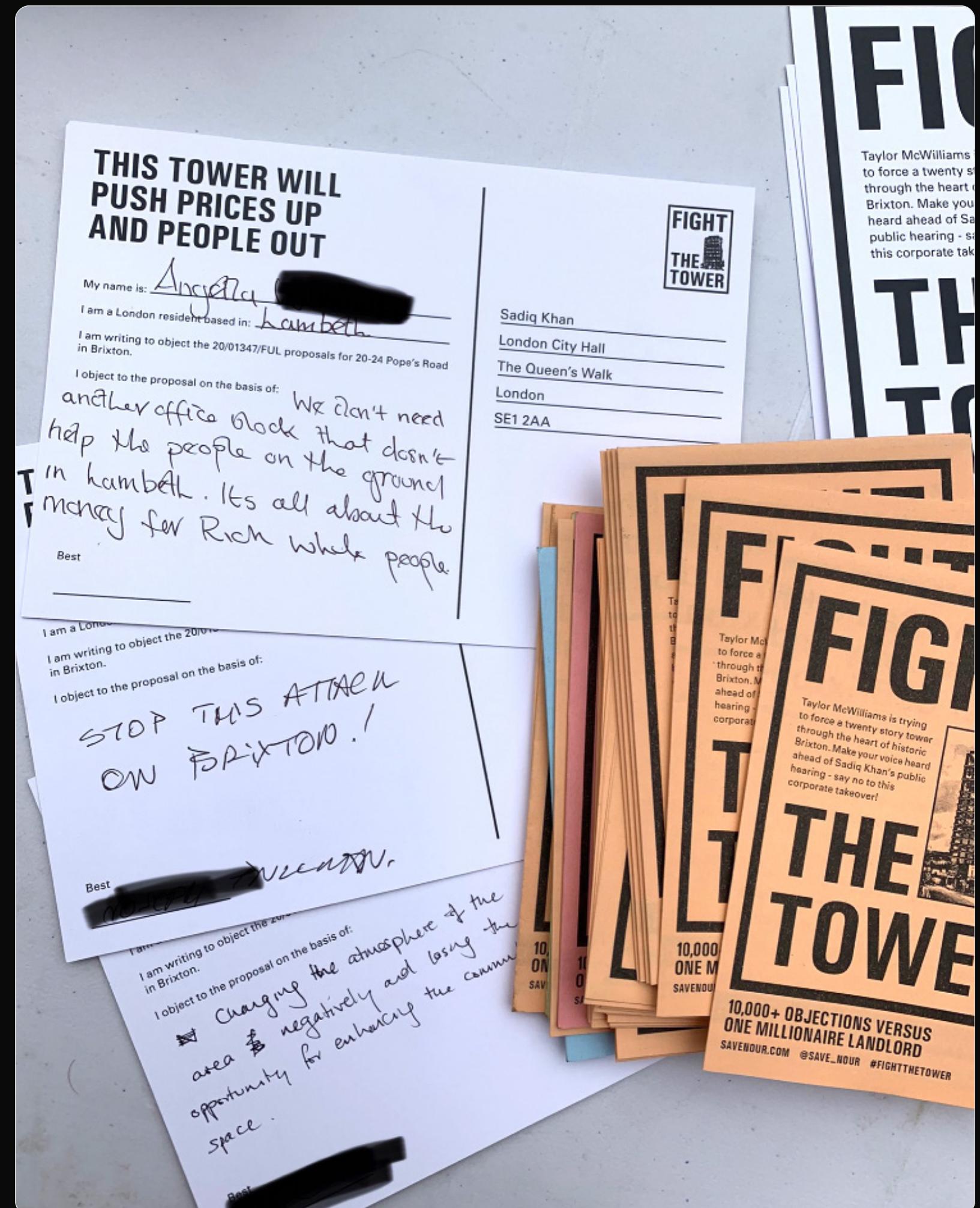


Yet, our mission was always rooted in our neighbourhood. As soon as COVID restrictions eased, we returned to the streets. To amplify the voices of our neighbours, we had to have face-to-face conversations. I designed postcards to create a direct line of communication that allowed those affected to voice

their thoughts to the decision-makers. Over 1404 postcards were sent directly to the Mayor of London and the official Planning Team. These represented the volume of opposition and the unique voices and stories behind every objection.

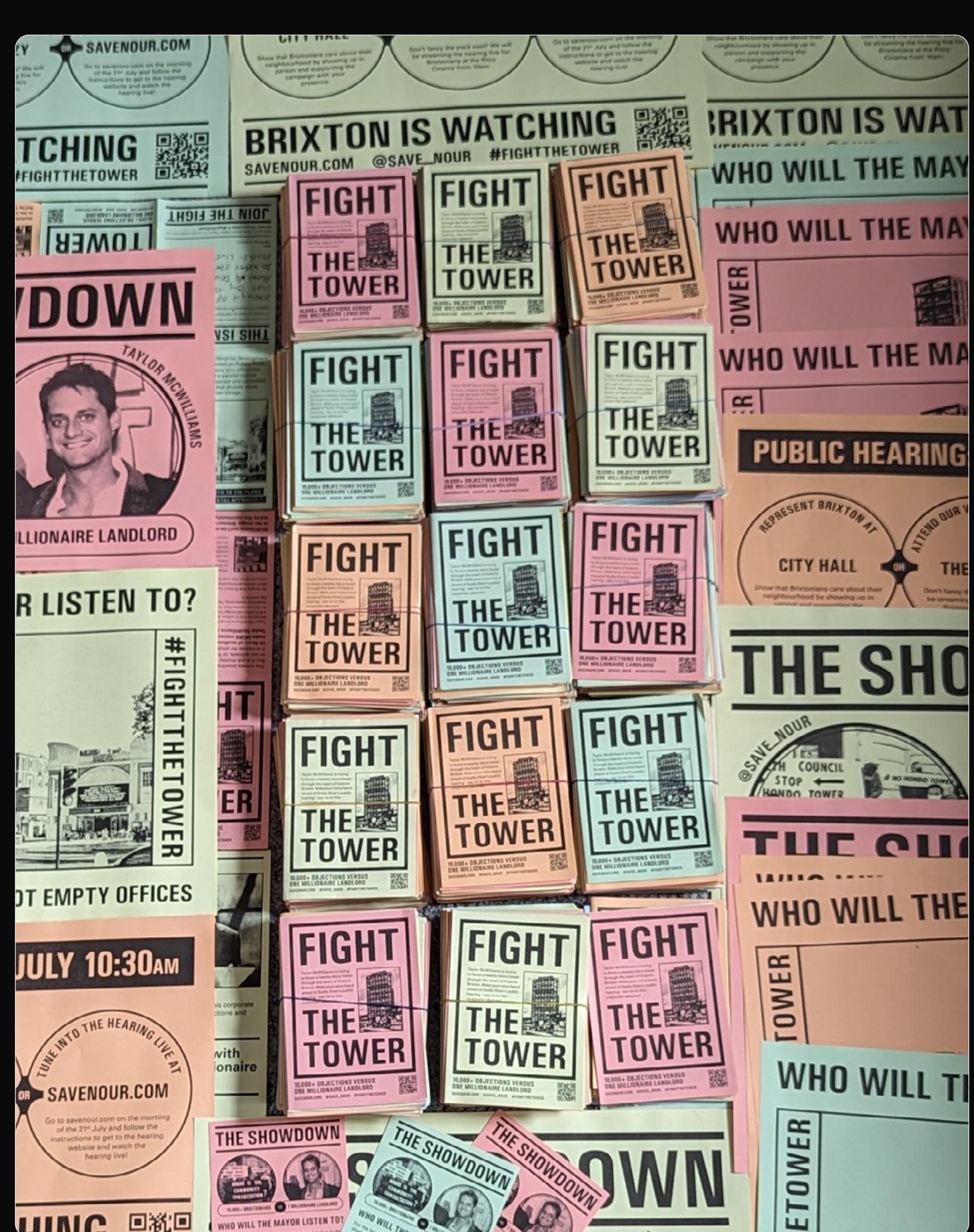


Postcards with hand-written objections

South London
+44 (0)7446 765 266<http://AlfonsoCruz.com>
Hi@AlfonsoCruz.com



Triptych posters announcing the public hearing



Brochures and flyers

Another communication method we employed was to create high-impact posters and flyers designed to be posted around the local area. This was to ensure that residents who would not see the digital content, due to a lack of access to the internet or technical ability would still be able to engage with the campaign.

I designed and built our website savenour.com to centralise resources, updates, and live broadcasts. This way, it acted as an information hub, an action centre, and a platform to stream council meetings for transparency and to hold those involved in decision-making processes accountable.

#FIGHTTHETOWER

THE SHOWDOWN

#FIGHTTHETOWER

@SAVE_NOUR **TAYLOR MCWILLIAMS**

WHERE IS THE COMMUNITY CONSULTATION?

10,000+ BRIXTONIANS VS 1 MILLIONAIRE LANDLORD

WHO WILL THE MAYOR LISTEN TO?

PUBLIC HEARING: 21ST JULY 10:30AM

WHAT CAN I DO AHEAD OF THE HEARING?

Spread the word in Brixton and beyond
Tell your neighbours, your friends, your family, your colleagues about the hearing and tell them to keep an eye on what is happening there!

Make some noise

Tell the world you stand with Brixtonians using #FightTheTower on social media. Tag the Mayor's office @MayorofLondon and Deputy Mayor Jules Pipe @JulesPipe on Twitter if you can!

WHAT CAN I DO ON THE DAY?

Represent Brixton at City Hall

The public hearing will be taking place in [City Hall](#) and is open to all. Show that Brixtonians care about their neighbourhood by showing up in person. We will be meeting and travelling to the hearing as a group. Email savenoursavebrixton@gmail.com and we will give you a travel plan. We can fund tube tickets and taxis for those who need them!

Attend our viewing party in Brixton

Don't fancy the trek east? We will be streaming the hearing live for Brixtonians at the [Ritz Cinema](#) from 10am – join us to watch this crucial decision together and 'work from home' from the Ritz if you have to :)

Tune into the hearing live

Go to savenour.com on the morning of the 21st July and follow the instructions to get to the hearing website and watch the hearing live!

Melt PR
Steadman Scott,
cofounder of Afewee Football Academy

We are Save Nour - a group of Brixtonians and friends who came together to oppose the [eviction of Nour Cash and Carry](#) - and won! But our work is far from done.

Our mission is clear - we stand up for our home and fight to give Brixtonians a say over what happens to their neighbourhood. We organise horizontally and work together with other community initiatives to centre the voices of those our council and their co-conspirators hope to push out of our area - the poor, the racialised, the marginalised.

If you'd like to join our solidarity network, [drop us a line](#) telling us a bit about how you could help your community and any skills that might be useful.

INSTAGRAM **TWITTER** **FACEBOOK** **YOUTUBE** **WHATSAPP** **EMAIL**

savenour.com — Desktop version

THE SHOWDOWN

#FIGHTTHETOWER

@SAVE_NOUR **TAYLOR MCWILLIAMS**

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WE NEED AFFORDABLE HOMES NOT EMPTY OFFICES

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WHO WILL THE MAYOR LISTEN TO?

savenour.com — Mobile site

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The cumulative pressure we put on the decision-makers and developers, including the strategic use of digital platforms, the design and implementation of communication tools, and the mobilisation of community engagement, eventually led to the withdrawal of the application. The significant community opposition, including the 1040 postcards, was pivotal in pressing action. Notably, these postcards played a crucial role in the evidence review conducted by the Mayor of London, Sadiq Khan, leading to his decision to call in a public hearing.

Through our collective perseverance and dedication, we successfully drove developers to withdraw the application, safeguarding the integrity and well-being of our neighbourhood.

Planning Consultants

Head of Planning
Greater London Authority
City Hall
Kamal Chunchie Way
London
E16 1ZE

17th July 2023

Dear [REDACTED]

20-24 Pope's Road, London SW9 8JB
GLA reference: 2020/6774/S2
Lambeth reference: 20/01347/FUL

On behalf the applicant, AG Hondo Popes Road BV, I hereby withdraw the aforementioned application which has been due for determination at the Public Hearing scheduled for 21st July. Please could you place this decision on the public record.

By way of explanation for this decision, as you know we have been in collaborative dialogue with the Greater London Authority since it became the local planning authority on 1st March 2021 and with other stakeholders subsequently. Unfortunately the very long period of gestation over the past two years has had a profound impact on the ability to deliver this much needed jobs and skills boost in Brixton and in particular the Windrush ward. We are now at the position where the applicant needs to re-consider its position and can only do this by withdrawing the application. We hope we can soon be in a position where a revised approach can be tabled which is able to deliver lasting benefits for Brixton's businesses and residents.

Please do call me if you wish to discuss.

Your sincerely,



Board Director
DP9 Ltd

Withdrawal letter from the developer



Locals celebrating the application withdrawal in the streets of Brixton

My duty is to create visual tools that empower others to voice their own narratives. An example of this is my involvement in developing the visual identity and building the website for The Collective Punishment Campaign, which addresses the impact of parental imprisonment on children. The aim is to provide a platform where voices can be heard, stories can be shared, and awareness can be raised.

The campaign places a strong emphasis on sharing lived experiences submitted by individuals, fostering awareness, and empowering contributors to spark meaningful conversations. Through active engagement and collaboration, the website informs and resonates with its community, becoming a space where every individual's story is acknowledged and uplifted.





Logo lockup



Logo lockup for small sizes

Brandmark

**FIGHTING AGAINST
THE COLLECTIVE
PUNISHMENT
FOR THE ACTIONS OF ONE**

[DONATE](#)

ABOUT

Established in September 2022, the Collective Punishment Campaign (CPC) exists to raise awareness of and tackle the impact of parental imprisonment on families, and in particular children, in the UK.

Collective Punishment is a campaign founded and led by individuals with personal experience of parental imprisonment, fighting against the practice of punishing many for the actions of one.

According to Crest Advisory's 2019 report "Children of prisoners: fixing a broken system", an estimated 312,000 children experience parental imprisonment each year in England and Wales. Every day someone is being arrested, someone is going to court, and someone is going to prison. As individuals come in contact with the criminal justice system, sometimes, their family members and their children do too. In some cases, this can be positive and should be the standard, but for others, it's negative, and that needs to change.

No child should be punished because their parents are in prison. The research and stories of lived experience show that there is a long-lasting and negative impact on many of the families of prisoners.

CPC exists to raise awareness about the research that has been conducted and continues to be conducted backing up lived experiences of families, whose stories we wish to share, unashamedly so. To advocate for conversations that will lead to a change in policy, either nationally or locally.

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EXPERIENCES

"There is no need to barge in the way they aid. They were just all too heavy handed. It was absolutely horrific. I just cried. I couldn't stop crying."

"I relive the whole nightmare on a daily basis. I relive the arrest, the police being here, watching him leave, just the whole thing... I'm anxious, I don't sleep because most days I'm awake at four o'clock. You know, it's like your brain is telling you, you've got to be awake at four o'clock because something's going to happen again... I get no respite from it."

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STATISTICS

Children of Imprisoned Parents and Their Coping Strategies:
A Systematic Review by [Stephanie Heinecke Thulstrup](#) and [Leena Eklund Karlsson](#)

A comparative study in four European countries [3] found that children who had parents in prison had an increased risk of mental health problems, especially when children were older than eleven years.

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RESOURCES

Children Heard and Seen
Children Heard and Seen is a charity that works to mitigate the effects of parental imprisonment on children, young people and their families, and consequently to reduce the likelihood of generational offending, mental health issues and family breakdown through direct support for families and for professionals who work with them.

<https://childrenheardandseen.co.uk/>

Corona Kids
We're on a mission to create that circle of supportive light around children whose lives are eclipsed by parental or other significant family member imprisonment. We know that a circle of support makes a difference, we've seen it work. Together we can help.

<https://coronakids.co.uk/>

Himaya Haven
Himaya Haven CIC is a leading Birmingham-based organisation that concentrates on working with Black, Asian, and Minority Ethnic Communities (BAME) and specialise in supporting families of loved ones in custody and prison.

<http://himayahaven.co.uk/>

One Small Thing
One Small Thing is a women's organisation, with a mission to redesign the justice system for women and their children.

<https://onesmallthing.org.uk/>

Out There
OUT THERE was founded in 2006 by the small local charity. We help prisoners' families

<https://www.prisonersfamilies.org/>

POPS
POPS (Partners of Prisoners & Families Support Group) is a user-led organisation, that supports families through their contact with the criminal justice system as a result of a loved one's conviction. We aim to help individuals overcome stigma, understand their identity, build self-confidence/skills, and contribute to a more cohesive society.

<https://www.partnersofprisoners.co.uk/>

National Prisoners' Families Helpline (for England and Wales)
They offer support for families who have one in contact with the criminal justice system.

<https://www.prisonersfamilies.org/>

Time Matters UK

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CONTACT

Whether you would like to share your [experience](#), join our [network](#) or seek [assistance](#), please drop us a line at info@collectivepunishment.uk

Thanks,
The Collective Punishment Campaign

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Social media posts designed by the campaigners using the brand's Canva templates

Collective Punishment @cpcam... · 11 Feb · :
★ As #ChildrensMentalHealthWeek2023 wraps up, let's not forget the estimated 312,000 children impacted by parental imprisonment in England and Wales each year. It's time to prioritise their well-being and offer support. #ParentalImprisonment #SupportChildren

Twitter

Collective Punishment Campaign
53 followers
2mo

This BBC article touches on the profound impact of **#ParentalImprisonment** on children, particularly in the **#PostOfficeScandal**. A former Post Office branch manager shares her heart-wrenching experience of being sent to prison just two days after her daughter's 10th birthday. "I've missed out on doing things with them - I can't get that back." Read the full story to understand the human side of the issue. **#CriminalJustice #FamilyImpact #collectivepunishment**

Link in the comments!

This BBC article sheds a little light on the impact of **#parentalimprisonment** on children in the **#PostOfficeScandal** Devon woman jailed in Post Office scandal 'had to leave children' - BBC News

QUOTE
"I've missed out on doing things with them - I can't get that back."

4 1 Comment

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THE GRIEVING CYCLE OF PARENTAL IMPRISONMENT

the grieving cycle

1 Comment

Instagram Reels

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An estimated 312,000 children experience parental imprisonment each year in England and Wales.

Children of Prisoners Fixing a broken system Crest Advisory

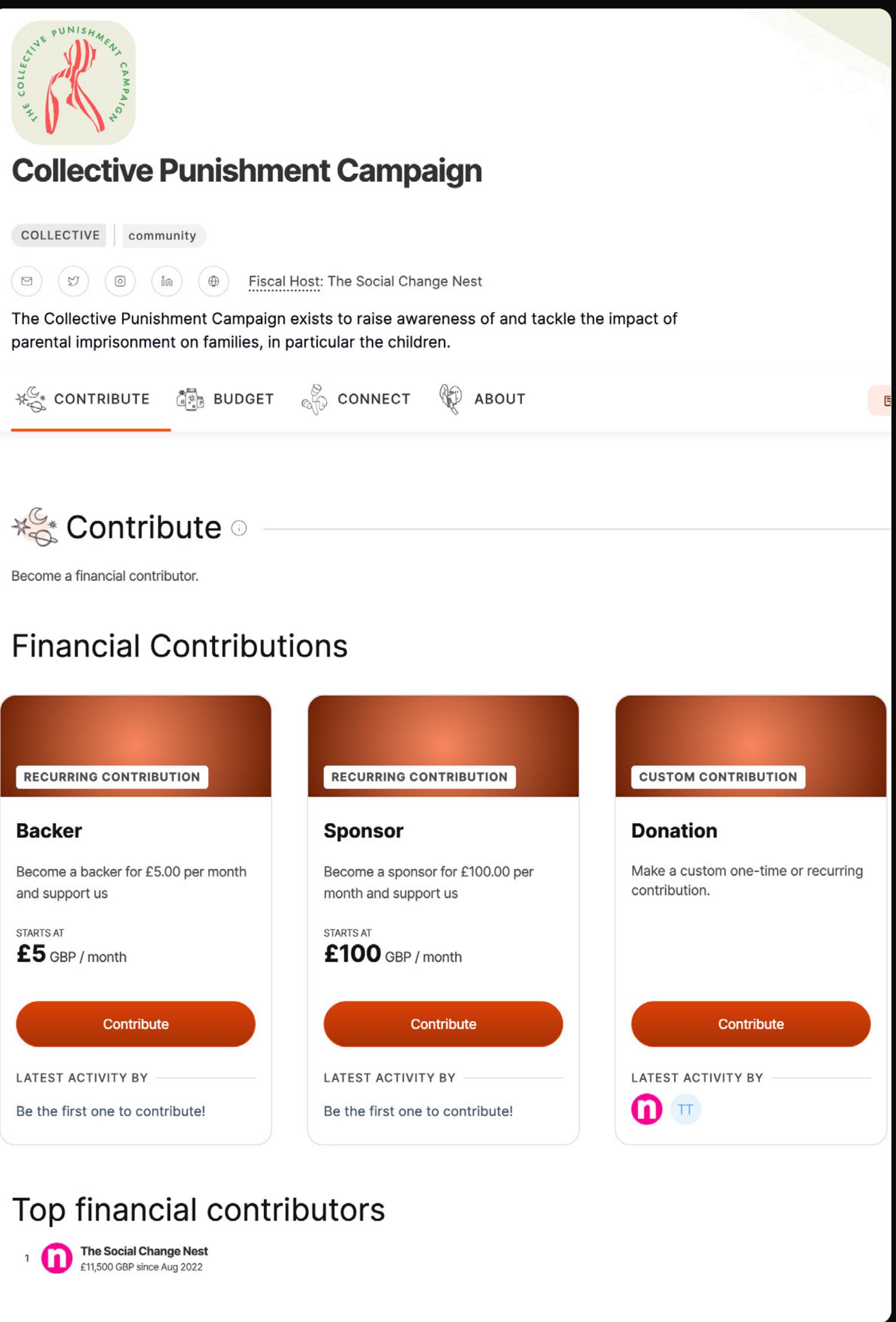
THE COLLECTIVE PUNISHMENT CAMPAIGN

1 like 1 comment 1 share

Instagram



The Collective Punishment Campaign is a project I'm deeply honoured to be a part of. It was founded and led by individuals with personal experience of parental imprisonment. Together, we're fighting against the unjust practice of punishing many for the actions of one. And we're doing so by providing a space for those directly impacted to speak up and share their stories, amplifying their voices and advocating for meaningful change.



The Collective Punishment Campaign exists to raise awareness of and tackle the impact of parental imprisonment on families, in particular the children.

CONTRIBUTE

BUDGET

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ABOUT

Financial Contributions

RECURRING CONTRIBUTION	RECURRING CONTRIBUTION	CUSTOM CONTRIBUTION
Backer Become a backer for £5.00 per month and support us STARTS AT £5 GBP / month	Sponsor Become a sponsor for £100.00 per month and support us STARTS AT £100 GBP / month	Donation Make a custom one-time or recurring contribution.
Contribute	Contribute	Contribute
LATEST ACTIVITY BY	LATEST ACTIVITY BY	LATEST ACTIVITY BY
Be the first one to contribute!	Be the first one to contribute!	 

Top financial contributors

1  The Social Change Nest
£11,500 GBP since Aug 2022

opencollective.com/collective-punishment-campaign



I am actively on the lookout for new projects and challenges within like-minded collaborative environments. I am open to working with projects big or small, I also offer pro-bono or concessionary services to support charities and causes.

If you'd like to work with me, [get in touch](#).

