

## MEET THE SPEAKERS – page 3 of 3



**Trudy Thompson**  
Bricks & Bread  
@bricksandbread

Founder, Bricks and Bread Sustainable Living Centre.

After a career as a racing car test driver and test rider for Ducati motorbikes, Trudy spent many years running her own eco building firm. In 2009 she set up the Bricks and Bread Sustainable Living Centre, a physical business incubator hub and an online global network. Its 70,000+ members want to make it easier for people to live, work or build sustainably.

Trudy is passionate about the sharing economy: “If you know how to do it and you want other people to do it, then share the knowledge.” And helping people leverage the exponential power of social media: “The tools are all out there and hardly cost anything apart from your time, and even that is a lot less than it used to be.” Her guide to using twitter has had 160,000 downloads.

Trudy also founded Change to Save, providing talks, mentoring and training for businesses wishing to operate more sustainably. In 2013 she is giving 4,000 young people free access to the Change to Save program.

**Links** Change to Save website: <http://bit.ly/ChangetoSave>  
Interview in Coutts Woman: [http://bit.ly/Trudy\\_Coutts](http://bit.ly/Trudy_Coutts)



**Paul Fletcher**  
Through-  
Architecture  
@djfbus

Co-Founder and Director, Through-Architecture.

“Architecture + Building Physics + Behavioural Economics = Excellence in new build and retrofit Built Environment Outcomes.”

Paul explores the Built Environment in the Information Age; big data, open data and social media: how data technologies and machine learning can integrate design, construction & operation teams (Built Environment manufacture), through cooperative collaboration; to produce Low Cost, Low Carbon Outputs (buildings) that enable effective Outcomes (people using buildings). Paul chairs the RIBA Construction Strategy Group and the Whetstone think-tank.

A “Chartered Architect, DJ, Humanist & Gentleman Iconoclast”, Paul’s goal is “catalysing a cooperative collaborative Built Environment culture that sustainably serves society. Through collaboration we are all stronger.”

**Links** Through-Architecture website: <http://bit.ly/ThroughArch>  
Whetstone Group on LinkedIn: [http://bit.ly/Whetstone\\_LIn](http://bit.ly/Whetstone_LIn)