

## ***Beyond Tolerance: Citizenship, Diversity, Constructive Conflict***

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After a decade spent working in advertising and brand consultancy, Jon founded the **New Citizenship Project**, a London-based social innovation lab, in 2014.

Jon's work has included the creation of everything from feature documentaries to digital farms, and focuses on two core questions: firstly, what are we doing to ourselves and our society when we tell ourselves we are "consumers" 3000 times a day; and secondly, what might it look like to put the same creative energy into the concept of "citizens"?

**Website:** <http://www.newcitizenship.org.uk/>

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