



The Social Enterprise Ambassadors are 30 of the most inspirational social entrepreneurs in the country, appointed by the Cabinet Office in 2007.

They are passionate about their work and keen to share that passion to inspire others to use business to tackle social and environmental issues.

All of the ambassadors are leaders of successful social enterprises, and illustrate the breadth and depth of businesses driven by a social or environmental mission. They operate in different markets and geographical areas across the country, in industries including IT, health and social care, retail, marketing, transport, recycling, the arts and education.

The ambassadors are independent business people and are free to speak their mind. They are working voluntarily to encourage people to start, work for, buy from and partner with social enterprise.

To enquire about booking an ambassador for your event, please email ambassadors@socialenterprise.org.uk or call 020 7793 2287.

www.socialenterpriseambassadors.org.uk



John Bird
Founder & editor-in-chief, The Big Issue

John Bird MBE is the founder of the ground-breaking social initiative that is The Big Issue. Homelessness, orphanages, crime and prison characterised much of his early life until his metamorphosis into a successful small businessman occurred in the 1980s.

Since setting up The Big Issue magazine and foundation to help the homeless help themselves, John has become an authority on motivation and the ascendancy to achievement. He has spoken at the UN in New York as well as gatherings in Nairobi and Istanbul, Downing Street and Buckingham Palace. The UN Scroll of Honour, an MBE and the 2005/6 Beacon Prize for Creative Giving are among the many accolades and awards he has received over the years.

Having established The Big Issue at the height of the last major UK recession in 1991, Bird is a respected commentator on starting and maintaining business in difficult economic times. Since the inception of the Big Issue, John has overseen its development into the UK's most successful social enterprise, stretching from Tokyo to Totnes and helping thousands of homeless people worldwide.

John's latest venture is called Wedge Card, a loyalty card aimed at revitalising the local high street. The card gives shoppers discounts at hundreds of independent businesses as well as raising money for local charities.