

## The new board members

### **Professor Calvin Jones**

Professor Jones is deputy Dean for Public Value and External Relations at Cardiff Business School. Calvin is an experienced educator and researcher with 30 years' experience in the public and education sector. Calvin specialises in regional economic analysis, and with expertise in sustainable development, energy, tourism and the impact of digital technology. He has widely published peer reviewed research and has helped develop measurement systems for sustainable development. Calvin has been deeply engaged in helping develop a range of policy and evidence regionally with public and third sector organisations. He has previously served on the boards of large and small social enterprises and sits on national and international committees, including for the United Nations.

### **Mark McKenna**

Mark McKenna is a founding director of Down to Earth, an award-winning group of social enterprises based on Gower, Swansea. Over the last 16 years, Mark has been developing innovative and inclusive approaches to delivering health care and education through the medium of sustainable construction, sustainable land management and outdoor adventures.

Passionate about bringing about positive change through meaningful, hands-on ways of working, Mark's background has blended the use of natural materials with cutting edge renewable technologies. By putting so-called 'hard to reach' groups at the centre, he is an advocate for community engagement, working with young people and adults from diverse backgrounds to ensure Down to Earth delivers on its values of tackling social and environmental inequality concurrently. Mark's degree and Masters at Swansea University have informed Down to Earth's strong connection with academic and clinical research institutes to ensure evidence-based ways of working underpin their holistic, cross-sectoral approach. In October 2020, Mark was awarded an MBE for Services to Young People and Environment.

### **Paul Griffiths**

Paul Griffiths has a wealth of experience relating to public policy, its formulation, promotion and implementation. As the senior special adviser in the Welsh Government, Paul advised the First Minister and other Welsh Ministers on a range of matters, including on finance, public service reform and strategic policy. Paul has recent public service consultancy experience in relation to economic strategy, social care procurement and governance. Working in higher education, he undertook research and teaching responsibilities relating to public finance and public administration. Working for Welsh local government he was instrumental in the creation of the Welsh Local Government Association and the current structure of local government.

Paul is a former councillor for Rhondda Cynon Taf Council and has previously been a member of the Board of Trustees of Keep Wales Tidy. Paul was chair of Pontyclun Community Council and chair of the governing body of Ysgol Llanhari.