

Nik & Harry Robinson

Founders of Good Citizens



Unexpected business partners, rule breakers who are making the world a better place. Nik and Harry are the co-founders of Good Citizens Eyewear, a father and son duo whose journey inspires, challenges thinking and shifts perspectives.

They are driven by a singular purpose: to untrash the planet® by turning waste into something truly good. Nik has worn many hats, radio broadcaster on Triple M, creative director, donut maker and lecturer. In 2018, he teamed up with his kids and wife Jocelyne to tackle the plastic crisis. After 2503 failed attempts across 752 days, they cracked it by turning a single-use plastic bottle into a 100 percent recycled, modular, repairable eyewear frame made in Sydney.

Good Citizens is no ordinary business. The balance of power is equal. Their sons Harry and Archie have 50 percent of the decision-making power, proving that leadership and bold ideas can come from any age. Their story has taken them from the kitchen table to the United Nations, from a window beside Prada at Selfridges London to keynote stages alongside Fortune 500 CEOs.

They have featured in Forbes US, voted one of Australia's Top 20 Coolest Retailers and won Best in Class at the Good Design Awards. Nik was named Time Out's Sustainability Future Shaper.

They have spoken to innovation teams at companies like Google and Tesla, met one-on-one with the Prime Minister to talk about change, and are now helping write new government-led higher education courses on circular design and sustainable manufacturing. Nik also lectures at RMIT, UNSW and UTS, encouraging students to question old models and

design for a better future.

Nik and Harry help teams reconnect with what is good inside their own organisations and show how to use it as fuel for transformation. Audiences leave energised, equipped with new ways to approach challenges and a clearer sense of purpose. Expect honesty. Expect humour. Expect to think differently. And expect to leave inspired to go do something good.

Nik & Harry Talk About

The Good Citizens Story

Experience a heartfelt keynote by Nik and his young son, Harry. After 752 days and 2503 failed attempts, they found a way to turn a discarded plastic bottle into a 100% recycled eyewear frame made in Sydney.

Key Takeaways:

- Innovation – How big problems can lead to big solutions.
- Purpose –How having a purpose helps you deal with failure.
- Vulnerability – Builds honest and lasting relationships.

Innovation & Transformation

Often, the best solutions come from the most unexpected places and people. Fear of failure and judgment often discourage individuals and teams from exploring new ideas. Good Citizens believe problems are their friends, and the bigger the problem, the bigger the solution, the bigger the story!

Global supply chains are being challenged; cheap labour is no longer cheap, and customers want locally-made, more sustainable products. These hurdles can all be overcome through simplifying the problem, forward-thinking and clever design.

Key Takeaways:

- See how purpose-driven thinking and a sweet dose of calculated naivety can transform all aspects of your business, including marketing, customer experiences, product innovations, and a happy CFO!
- Good design not only solves problems but creates opportunities.

Empathetic Employment

A diverse and inclusive culture is central to Good Citizens' values. They believe no one should be

left behind, regardless of age or ability. Their team of helpers ranges from 11 to 89 years old, showing how different generations bring valuable perspectives and problem-solving skills. At their dispatch centre, a team with a range of disabilities proves daily that with the right systems, anyone can hit targets, complete tasks, and end the day smiling, knowing they're helping untrash the planet of single-use plastic.

Key Takeaways:

- The right people and systems can achieve any task.
- Purpose can unite diverse groups to achieve shared goals.
- Authentic storytelling makes customers feel truly connected.
- Purpose aligns employees, customers, and suppliers.

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