



Antony Upward

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Antony Upward (@aupward, Toronto) from the Faculty of Design at the Ontario College of Art and Design University, Canada, believes that we need a world where business no longer only attempts to do less harm, but instead sets as its goal the flourishing of human and other life. To bring about this audacious vision, Antony takes on the role of a pracademic- a practicing academic. As a practicing Sustainability Business Architect and Flourishing Enterprise Designer, Antony helps business leaders design businesses that are simply better; socially beneficial, environmentally regenerative and financially viable. As an applied researcher Antony undertakes projects and publishes to support, enhance and share his practice.

Antony is a co-founder of the Strongly Sustainable Business Model Group, a global community of practice and knowledge mobilization initiative hosted by OCAD University's Strategic Innovation Lab.

Antony graduated from York University with a Masters of Environmental Studies in Business Model Design and Sustainability, where his thesis research originated the concept of the [Flourishing Business Canvas](#).

This research is now the subject of multiple peer-reviewed publications [available here](#).

With Ondine Hogeboom, Antony co-founded [Lean for Flourishing Start-ups](#) in January 2016 to bring flourishing enterprise methods, tools, and techniques to help entrepreneurs start organizations that are tri-profitable: financially viable, socially beneficial and environmentally regenerative. [His detailed CV can be accessed here](#).