

London Leaders 2011



LONDON
SUSTAINABLE DEVELOPMENT
COMMISSION

London Leaders brings together London's leading lights in sustainability, to deliver real change, and inspire others to do the same.

Since its inception in 2007 the London Leaders programme has gone from strength to strength - not only the diversity of people on the programme but also the diversity of their projects and the results they have achieved. The London Leaders demonstrate just what is possible when leaders, from all walks of life, come together to find innovative solutions to London's sustainability challenges.

Over the last three years our London Leaders have: engaged schools on the issue of sustainable food, helped maximise incomes for people on benefits, ran training events for the unemployed, mentored a group of young sustainability leaders and ran reuse campaigns in University halls of residences. And this is just a few. Our London Leaders' projects have already shown what is possible when we think differently about the sustainability of our city.

The London Leaders programme was set up to catalyse change - the kind of change that we need to tackle London's most ingrained problems. International research, undertaken on behalf of the London Sustainable Development Commission (LSDC), showed that the challenges we face are not solved by governments or corporations alone. They are solved through strong leadership at every level, by people working together and by being empowered to take action. Providing individuals and their

communities with the confidence, skills and support to make sustainable changes in their lives can lead to positive change.

Leadership is about making decisions, setting new benchmarks, taking risks, being prepared to make mistakes, learning from each other, empowering ourselves and others to make change happen.

Building on the success of previous years, the London Sustainable Development Commission is proud to present the 2011 London Leaders – who we hope will motivate all of us to take action in our own communities, homes and workplaces to make London greater. We want the benefits of leadership on sustainability to permeate all sectors, all communities and eventually all households.

We hope you are inspired by their stories.

London Sustainable Development Commission

“London Leaders is a great programme and I’m extremely glad I made the cut last year! It’s given me real scope to take Project Dirt forward – both on the ground and working with the GLA. The London Leaders team have been non-stop help in taking my ideas to the next level, providing resources and facilitating meetings/introductions to the right people. In fact ... I don’t want to leave the programme – can I stay!?”

Mark Shearer, Project Dirt

Message from the Mayor



Boris Johnson
Mayor of London

“Our growing phalanx of London Leaders past and present embody a positive force for change, helping to improve quality of life in our great city.

I warmly welcome this latest batch of inspirational individuals, brimming with clever ideas and the leadership skills to work for the good of London over this coming year and especially in the lead up to 2012.”

A handwritten signature in black ink, which appears to be 'Boris Johnson', written in a cursive style.

“The London Leaders programme is a great opportunity to do something positive for London. Becoming a London Leader was the catalyst for me launching IncomeMAX and greatly contributed to it becoming a successful, sustainable social enterprise. IncomeMAX has already helped many Londoners to maximise their income and we’re looking forward to helping many more people in the future.

I’d urge anyone who has an idea, a passion and a willingness to succeed to become a London Leader”

Lee Healey, Managing Director of IncomeMAX

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Maria Adebawale

Director, Capacity Global

I think of sustainable development as a recipe for 'a quiet revolution' capable of creating a better world. So for me being a London Leader means seizing a fantastic opportunity to act as a catalyst for a fairer society.



Jo Butcher

Assistant Director – Health, Well-being and Environment,
National Children's Bureau (NCB)

I am delighted to be a London Leader. It means that I can work alongside young people and those that work with and for them, to put young people from diverse backgrounds at the heart of building sustainable communities in London. Young people are the London Leaders of the future.



Carina Millstone

Co-Founder, The London Orchard Project

As a London Leader, I am going to work with community groups across the city to plant more orchards, harvest more trees, and generally munch our way through more local apples. We're going to help bring a bit of rural charm to the urban jungle.



Abdisalan Gas

CEO, Deaf Unity

Being a London Leader is a great honour. Being the first deaf person to be granted this opportunity, it allows me to give back to my community and to stop mistakes of the past being repeated. It grants me a network and advice centre to make my dreams a reality.



Philippe Granger

Development Manager, Rushey Green Time Bank

Being a London Leader gives me an opportunity to influence thinking and encourage people to try different ways of doing things. It gives me a chance to contribute to the future of London, a thriving city that I love and is a beacon of inspiration worldwide.



Lotti Henley

Leader, London Citizens' Greener Planet Action Team

My project, Plan Zheroes, aims to inspire food retailers and catering businesses to stop sending their waste food to landfill and, instead, donate it to charities that support the homeless and those on low incomes.



Jessica Hodge

Being a London Leader means seeking ways of reducing our dependence on finite resources by finding new ways of providing goods and services. It means focussing on repair and reuse rather than buying new items and throwing them away. West Norwood Feast does this in a fun and sociable way.



Stephen Hurton

Founder & Managing Director, Proper Oils

There are many sustainable changes that face London. Two of the key challenges are waste and energy. As a London Leader, my aim is to demonstrate the benefits of collecting our waste cooking oil and turning it into a resource by refining it into biofuel, all within London.



Marcus Jamieson-Pond

Founder / CSR Manager, Convergence / Addleshaw
Goddard

I believe that being a London Leader will help me to create some new ways for corporates to have a dialogue with their local communities and to find ways to make these communities more sustainable.



Charles O'Malley

Head of Europe, AccountAbility

As part of my London Leaders project I am launching FutureCamp: an entrepreneur boot camp to accelerate the growth of early stage businesses and social enterprises that are solving major environmental and social problems.



Trevor Payne

Director of Estates & Facilities, University College London
Hospitals NHS Foundation Trust (UCLH)

To me being a London Leader is all about leading by example and demonstrating that differences can be made and that just because progress can sometimes be difficult and slow that you don't give up. I have managed to make improvements and drive change without budget – working around barriers and roadblocks that may prevent progress.



Mary Walsh

Director, Colbha Consulting/Ham Hydro

My project as a London leader is to develop a guide to encourage local communities to take up the sustainable development challenge – in particular in the field of renewable energy generation.



Giselle Weybrecht

As part of my London Leaders project I will be giving a series of innovative workshops and tools to business students and young managers across the city about sustainability and how to bring it into your job, regardless of what job you have, in order to make an impact on your business, society and empower you as an individual.



Lee Wickens

I still feel I have a lot to do with my time and energy and through my appointment as a London Leader I feel I can run a real project with real benefits to the community in terms of the environment, employment and sustainability.



Andrew Williams

Managing Director, Seventeen Events

My project would create a series of climate concerts to take place in different venues around London in the run up to the 2012 Olympics highlighting the cultural diversity of London as well as the different neighbourhoods which make up the capital.

“Becoming a London Leader has been....A helpful launch pad for experimenting with using legitimate methods to beautify and engage people with their local public spaces. I have launched Pimp Your Pavement, a campaign to make the most of our streets and am now gaining ground as local authorities seek to help me help them harness people power.”

Richard Reynolds, GuerrillaGardening.org

What have our London Leaders delivered?

These are just some of the projects delivered by our London Leaders.

- **Green roofs** established in the City of London
- **Green roofs** policy in the London Plan
- **Coriander Club Cook book** written
- **The Peoples Supermarket** set up in Camden - and Channel 4 documentary
- **International Student Competition** for Sustainability
- Annual Ecology and the Arts Day established called **Respond**
- **REAL** (Refugee Environment Action London) network established
- Increased the uptake of **energy efficiency grants** in London



- Developed a **Sustainable Procurement Policy** for Skanska
- Developed a **London Waterways treasure map** of information.
- **Changing Habbits** project was launched online to help employees to reduce their carbon



- footprint at work and home reaching **800** individuals
- Developed a **new ultra-low carbon Arcola theatre** venue at Dalston Junction
 - **Developed KiosKiosk** – a pop-up shop providing free, temporary retail space for creative entrepreneurs.
 - Set up the **London Low Carbon Communities Network** with over **80** volunteers attending the network
 - Held the **Mint Summer Games** at Mint Street Park
 - **Project Genie** - an education and action programme about sustainability issues related specifically to climate change used in **140** schools, reaching

- over **34,000** children.
- Supported volunteers to launch young London Leaders to over **200** students
- **Income Max** supported over **200** customers to maximise their income totalling **£150,000** of extra income
- **Job labs** set up
- Waste saved at universities at end of term
- Increased users on **Project Dirt** environmental social networking site
- **1,000** certificates of environmental awareness for construction site workers awarded
- Ensured use of **Green Visual Arts Guide**



Each year the London Sustainable Development Commission appoints a new group of London Leaders - individuals who are committed to demonstrating that sustainability can happen 'on the ground' in London and promoting the spread of positive action.

Are you doing something special to show how to make London a better place to live and work now and for the future?

Do you think you could inspire others with your work?

Join the London Leaders programme, share your ideas and bring your enthusiasm and commitment to deliver solutions to the sustainability challenges London faces.

To find out more about the London Leaders programme, visit the London Sustainable Development Commission website:

**www.londoncdc.org or email london.leaders@london.gov.uk.
www.facebook.com/LondonLeaders**

"The LL programme offers a responsive and networked environment in which to develop an idea with the support of the community of leaders, and the GLA team."

Alison Tickell, Director, Julie's Bicycle

London Sustainable Development Commission

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