



Tuesday 12th April 2011

## Welcome to the latest issue of London Leading!

Thank you to everyone that attended the launch of the 2011 London Leaders programme last month. We hope you agree it was a great start to what looks set to be a great year ahead. To those of you that couldn't make it, you can read about the event and the newly recruited Leaders in this newsletter.

2010 London Leaders will still be formally supported by the Commission until June 2010 - read all about their projects in the next newsletter.

We hope you enjoy this update and remember you can always find out more, or get in touch with the programme via our website - [www.londonfdc.org](http://www.londonfdc.org).

### The 2011 Launch:

Last Wednesday, 15 ordinary Londoners with extraordinary vision took on the title of 'London Leader' for 2011.

The lively event at City Hall was attended by high profile individuals, businesses and NGOs from across the sustainability arena.

Boris Johnson, Mayor of London, said: "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."

Passionate about sustainable change in the capital, you can read about the new Leaders below.



Event Chair and 2008 London Leader, Solitaire Townsend, asks the audience what makes a great sustainability Leader



2011 London Leaders are introduced to previous London Leaders and Commissioners (L - R: Adrian Gurney, Commissioner; Marcus Jamieson Pond, 2011 Leader; Andrew Pears, 2010 Leader)



### London Leaders 2011

**LIVING LONDON:** *Maria Adebawale – Director, Capacity Global:* Maria wants to make London a living and breathing example of environmental equality. She believes sustainable development is the recipe for 'a quiet revolution' capable of creating a better world. Her project is the Academy – a series of workshops, seminars and activities designed to empower under-represented groups in the environment sector.

**YOUNG LONDON:** *Jo Butcher – Assistant Director of Health, Well-being and Environment, National Children's Bureau:* Jo believes that 'small steps' are the way toward true sustainability. And plenty of them: in 2006 she hauled a sled 200 miles to the Geomagnetic North Pole and realised the value of the world around her. Jo will be developing a "young London Leaders" programme aimed at young people from disadvantaged communities. Through this, young people will become activists for their local community, deciding and driving change on their own terms.

**EMPOWERED LONDON:** *Abdisalan Gas – Deaf Unity:* Abdi is a driven member of London's deaf community. He wants to help deaf people move into the wider environment, connecting with the community, with each other, and with the services available to them. He will run a series of Leadership and Empowerment days that specifically target deaf graduates in London, offering career advice, CV clinics and application training.

**FIXING LONDON:** *Philippe Granger – Development Manager, Rushey Green Time Bank:* Philippe came over from France back in 1974 to "have a look" at London and have some fun – and stayed! Philippe's project – 'Bring 'n Fix' – will be an intergenerational fair to encourage local people across all ages to transfer skills, share knowledge and mend things for each other, for free, ranging from sewing on a button to sending a text message.

**SAVED LONDON:** *Lotti Henley – London Citizens' Greener Planet Action Team:* Lotti hates waste, waste, waste and wants us to save, save, save. As she says: "I have a passion to see that the next generation does not suffer from our wanton neglect." She will celebrate 'Zero-Waste Heroes' by encouraging businesses to divert their surplus food to a list of charities who re-use the waste food. Lotti's map of donors and receivers will make it easier to re-use food that would otherwise go to landfill.

**STYLISH LONDON:** *Jessica Hodge:* Jessica knows what it's like to work 'on the ground', rolling up her sleeves to deliver practical sustainability projects. For her, sustainability is about reuse, repair and share. So, Jessica will regenerate a forgotten corner of south London contributing towards 'West Norwood Feast', a collection of specialist markets in the town centre, by establishing Retro Village, a market for reused, recycled and remade furniture and clothes.

**FUELLING LONDON:** *Stephen Hurton – Founder & Managing Director, Proper Oils:* For Stephen, sustainability is about 'how' – for example, how London will feed itself, how it gets its energy, how to get rid of its rubbish and how to get about. His answer is to collect waste cooking oil and turn it into biofuel. Stephen will collect waste cooking oil from households and businesses to make it available to individuals and organisations who



Jo Butcher (2011 Leader) with Rachel Urquhart (2010 Leader) who both have a passion to improve opportunities for young people



Lee Healey, 2010 Leader, describes his experience of the programme



Our graphic artist captures Londoners thoughts on sustainability Leadership

## 2011 London Leaders



2011 London Leaders, from left - right:

- Abdisalan Gas
- Stephen Hurton
- Lotti Henley
- Carina Millstone
- Charles O'Malley
- Trevor Payne
- Lee Wickens
- Mary Walsh
- Marcus Jamieson Pond
- Jo Butcher
- Andrew Williams
- Jessica Hodge
- Philippe Granger

[Maria Abedowale](#) and [Giselle Weybrecht](#) were unable to make the launch, but you can read all about them on the website, and they will appear in future editions of London Leading.

Click on any of the names above to find out more.

## The London Leaders Programme:

Now in its fourth year, the London Leaders Programme has already supported over 40 London Leaders. Each London Leader receives expert advice and support from the London Sustainable Development Commission, whose research shows that the best way to promote sustainability in London is through the support of leadership at all levels.

John Plowman, Chair of the London Sustainable Development Commission, said: "In the last four years, our London Leaders have forged ahead with their innovative and creative projects, which have brightened up our city and improved local neighbourhoods. This year, we want to help take the volunteer sector beyond benevolence to a broader definition, where businesses and communities work together on projects with long-term benefits."

To date, London Leader's accomplishments cover almost every aspect of London life, from healthier food on your plate to re-using

**TALKING LONDON:** *Marcus Jamieson Pond – Corporate Social Responsibility Manager, Addleshaw Goddard/Convergence:* Marcus has questions, such as how can we future-proof London as a centre of excellence for business, learning and creativity? And how can London become a greener, safer and more pleasant place to live? To answer these questions he will open up his Convergence network as his London Leaders project, which encourages its 700+ members to share innovative and sustainable solutions, to form Convergence Conversations, helping London's volunteering and charitable communities through access to a panel of business experts.

**FRUITY LONDON:** *Carina Millstone – Co-founder and Director, London Orchard Project:* Carina has a passion for planting, caring for and harvesting fruit trees. You could be seeing her planting a tree near you soon. Of course, she couldn't turn London into an orchard... or could she? Her London Orchard Project will develop a skilled community of Londoners to plant, care for and harvest fruit trees, connecting urban communities and increasing access to locally-grown fruit.

**VISIONARY LONDON:** *Charles O'Malley – Head of Europe, AccountAbility, Sustainability Catalyst and author:* Charles spent the last decade working in sustainability and social entrepreneurship. He wants to emulate the model of Silicon Roundabout. How? In his words: "If you can imagine it, you can achieve it: if you can dream it, you can become it." His dream is FutureCamp, a high-profile entrepreneur bootcamp where participants will receive mentoring from entrepreneurs, advice from London's top professional services firms, connections with potential customers and partners, and introductions to funders.

**HEALTHY LONDON:** *Trevor Payne – Director of Estates & Facilities, UCL Hospitals:* Trevor worked in the NHS for 24 years and during that time he led many sustainability programmes. The NHS is a huge employer in London, so Trevor will get NHS stakeholders working and acting in more sustainable ways – enabling vast numbers of people to make a difference at work.

**POWERING LONDON:** *Mary Walsh – Director, Ham Hydro:* Mary has moved from the world of oil and gas to that of renewable energy generation. Mary's programme gives practical help in the Greater London area, on developing and running local energy generation projects, and teaching people how they can best structure their projects to make them financially sustainable.

**VIBRANT LONDON:** *Giselle Weybrecht:* Giselle believes sustainability is about understanding that everything we do has an effect on our healthy, vibrant city. She will raise awareness of sustainability and why it matters to business through a series of workshops at London business schools. The workshops will encourage and equip future business leaders to bring sustainability into their everyday jobs.

**PROFESSIONAL LONDON:** *Lee Wickens – CSR and Environmental manager, Addison Lee:* Lee believes that while we are passionate about sustainability, we need the understanding, opportunity and experience to make a difference. Lee will help make this difference by connecting young unemployed people with mentors in major companies, giving them a chance to understand what working in a business environment is like.

**ROCKING LONDON:** *Andrew Williams – Managing Director, Seventeen Events:* Andrew runs one of the best respected sustainable event management agencies in the UK. He believes that the best way to make a sustainable future a reality is through a positive, inspirational approach rather than finger-wagging and doom-mongering. So, he will organise a series of music concerts across London to highlight the city's cultural diversity and raise awareness around climate change.

your rubbish; helping small businesses set up shop and ensuring vulnerable people have warm homes and access to support.

We're looking forward to watching this years projects develop and catalyse exciting, sustainable change across the Capital.

For more information, visit the [website](#).

More information on the London Leaders and the LSDC can be found on the website at <http://www.londonsdc.org/>

