



Thursday 8th December 2011

Welcome to the December issue of London Leading

In this issue of the newsletter we feature Food Waste campaigner Lotti Henley and update you on recent and upcoming events.

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.londoncdc.org

You can also find us on Facebook at <https://www.facebook.com/LondonLeaders>

Please do spread the word and feel free to forward this newsletter. We wish you a Merry Christmas and a Happy New Year in advance!

LONDON LEADER LOTTI HENLEY - PLAN ZHEROES



Lotti Henley

From an aristocratic Austrian background, London Leader Lotti Henley was forced to eat scraps of food from waste bins to survive during the Second World War.

Lotti saw her family wealth, which included six castles, plundered by the communists and had to resort to desperate measures to survive the six-year conflict. Lotti says her lasting memory of hunger was the motivation behind her new campaign, *Plan Zheroes*, which aims to link up hundreds of shops, supermarkets and other food outlets across the capital with local charities in need of free food. Lotti, who fled to London after the war and now lives in Earl's Court, says her wartime experience taught her to respect food as something precious. The former nurse says:

"I'd grown up as a young girl in a very wealthy family where we'd wanted for nothing. But when war came things changed dramatically. The communists hated us because we were aristocrats and I ended the war in a camp with very little food, eating what I could find in the bins. I once managed to exchange a pair of shoes for a hard loaf of bread which I shared with my sister. The hunger pains were so horrific that I would tie a belt around my stomach as tightly as I could so I didn't feel them. I was just 21 at the time. That experience shaped my whole life and I have never taken food for granted since. This was the motivation behind my new campaign Plan Zheroes.

"It appals me to see that amount of food we waste in this city on a daily basis. 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. I am concerned that prices in London will increase, from transport, to rents, to retail goods and even food. That will create a serious impact on people who can't afford to feed themselves and their families, and at the same time increase levels of food waste."



Volunteering Day with Laing O'Rourke



Marcus Jamieson-Pond

London Leader Marcus Jamieson-Pond organised a day long "Apprentice" style challenge with a group of volunteers from international engineering firm Laing O'Rourke in November. The aim of the event was to inspire food retailers, caterers, restaurants and cafes to stop sending their surplus food to waste and to donate it to local charities instead, through Lotti Henley's Plan Zheroes' zero food waste campaign. The day resulted in 104 businesses signing up to the Plan Zheroes' interactive map in one day.

For Marcus' London Leader profile visit <http://www.londoncdc.org/londonleaders/profile.aspx?ID=26>

Young Employment Launch



Lee Wickens

London Leader Lee Wickens is launching his Young Employment initiative in City Hall on the 14th of December from 5pm. Integral to its mission to address youth unemployment, the event will see the introduction of a sustainability reporting and action scheme called Change London.

Young Employment will work with a range of leading organisations to deliver its twin aims:

- To give young people the experience and social skills that will help them into knowledge-based jobs, and
- To enable them to use their skills to help businesses achieve their environmental and sustainability aims.

Young Employment's deliverables, including the sustainability assessments, are defined and reviewed by the members themselves, providing a rare opportunity for members to achieve their individual goals while supporting an exciting new social enterprise.

Contact london.leaders@london.gov.uk for more info.

For Lee's London Leader profile visit <http://www.londoncdc.org/londonleaders/profile.aspx?ID=57>

London Leader supports Sowing the Seeds Report



Jo Butcher

London Leader Jo Butcher is setting up a Young London Leaders project together with the London Borough of Waltham Forest and Imperial College's Open Air Laboratories (OPAL) network of community scientists. The project aims to give marginalised young people the chance to take part in an exciting project to

Plan Zheroes is currently surveying hundreds of food businesses across the capital to gauge the amount of food available for re-use – from high street supermarkets to film crews and small independent grocers.

Lotti's team has also built an interactive map which they launched in November at the "Feeding the 5000" event in Trafalgar Square (*images below*). Retailers can register themselves and the food they have available on the map and local charities can then log on to see what food is available nearby. Lotti explains:

"It's an incredibly simple idea but it does take a lot of hard work to bring it to life. For me this is all about connecting local communities. If there is food going to waste in your neighbourhood and there are people in need just down the road then we must link them.

"London is a wonderful city, but it is also a place where poverty and extreme wealth sit cheek by jowl. I have experienced both of these situations in my life and I want to do all I can to ensure that no one goes hungry in our city when there is absolutely no need whatsoever."



The environmental impacts of so much food waste are also huge. In the UK's food supply chain, approximately 6.5million tonnes of food and drink is wasted a year, valued at £17 billion. Within the hospitality sector specifically, in 2009 1.5million tonnes of waste was sent to landfill with a carbon impact of 4million tonnes of CO2 equivalent.

To find out more about Plan Zheroes and how you can get involved go to www.planzheroes.org

For Lotti Henley's London Leader profile visit:
<http://www.londoncdc.org/londonleaders/profile.aspx?ID=55>

connect with and understand more about the natural environment and to lead change in their community that promotes sustainable lifestyles. The young people will have the chance to participate in a variety of practical activities to develop their understanding of the local environment, including roadshows and hands-on surveys. Some will also take part in leadership development activities. The programme will capture the young people's progress and creativity by working with a professional photographer who will offer coaching and support.

The project supports the recommendations in the London Sustainable Development Commission's 'Sowing the Seeds' Report, launched at City Hall in November.

To view the report visit
www.londoncdc.org/lcdc/research.aspx
For Jo Butcher's London Leader profile visit
www.londoncdc.org/londonleaders/profile.aspx?ID=59

Bring and Fix grows

London Leader Philippe Granger's initiative, Bring and Fix, continues to grow. Philippe has created a video in which he talks about this initiative. You can view it by visiting <http://vimeo.com/30516976>

Bring and Fix has been highlighted by influential writer and New Economics Foundation fellow David Boyle. Read his thoughts on the "repair economy" here:
www.neweconomics.org/blog/2011/11/08/the-repair-economy-begins-to-emerge

2012 London Leader Recruitment

Details of 2012 London Leaders recruitment will be announced in January. Please visit www.londoncdc.org for details at the beginning of the year.