



## The London Sustainable Development Commission's London Leaders programme newsletter

The London Sustainable Development Commission is pleased that the Mayor of London, Boris Johnson, has recently appointed John Plowman as the new Chair. We can expect to hear more from John on his plans for the Commission in future issues of London Leading.

The London Leaders have also had a busy few months scoping and developing their projects for 2009. It promises to be an exciting year providing plenty of opportunities to get involved and make your contribution to a sustainable London.

Hope you enjoy this update and remember you can always get in touch with the programme via our website: [www.londonsdc.org](http://www.londonsdc.org).

## LONDON LEADERS

### Chantal Cooke: "When I feel good I do good"

"When I feel good I do good," said Abraham Lincoln. But it's a concept that seems lost on large parts of the green movement.

So much of the message is doom and gloom, it's about giving up a lifestyle, about stopping you doing the things you enjoy – basically making you feel bad. But it needn't be like that. There is so much that's positive to say about being more sustainable – and not just preventing the end of the world!

Imagine a world where the energy companies pay us rather than us paying them, imagine never having to pay for fuel as you nip about in your electric car, imagine a world with no litter as we've reduced packaging and recognise the reuse or recycle value of items, imagine an end to people going hungry, imagine rainforests regenerating.

All of this is possible if we embrace a sustainable future.

Inspiring and motivating people with positive, solutions based ideas is something we've been doing on PASSION for the PLANET since we launched nearly seven years ago. I know we've changed behaviour by making people feel good about their choices.

So why do so many insist on being so negative?

The bigger the problem, the scarier the issues, the more likely we are to behave like rabbits caught in headlights. We don't feel good – so we don't do good.

I admire the motivation of films like "Age of Stupid" but after 90 minutes of relentless agony, even I felt like giving up. There was nothing positive, nothing to inspire me to make changes in my life. We are all doomed – so what's the point? Is this really the message we believe will galvanise people to take action?

I'd love to see us all, eco-warriors and eco-doubters alike, look towards a positive future and feel inspired by how great it could be if we took the right actions.

So let's be more positive, more inspirational. Let's lead by making sustainability something that's aspirational. And let's do that by focusing on making people feel good about taking sustainable actions.

**Author:** Chantal Cooke is a London Leader, co-founder of Passion for the Planet, the only radio station providing you with solutions for a green and healthy lifestyle. [www.passionfortheplanet.com](http://www.passionfortheplanet.com)

## FORTHCOMING EVENT: 29th April - London Leaders @ UK AWARE



## PROJECT UPDATE:



As 2009 has brought a second wave of London Leaders into the limelight, our first cohort of Leaders continue to deliver their sustainability ambitions. 2008 leader Joe Oliver, Founder of BASH Creations, made it his pledge to champion the development of sustainable entertainment venues and this month BASH launched their eco nightclub project, Black Lotus Karate Club.

Located in the underbelly of the BASH headquarters in Shoreditch, the club is decorated entirely with recycled materials including a bar built out of reclaimed wood, stocked with the option of fairtrade drinks, an undercoat of organic paint and furnished with salvaged club seating. Featuring exclusive performances from legends Q Tip and Giles Peterson, some of London's hottest promoters are on board and the secret is out.

BASH are piloting different methodologies to measure and reduce the carbon footprint of the UK's nightlife economy, and the aim is to release a comprehensive report by 2010 outlining the sector's key areas of action for a substantial reduction of its carbon footprint in line with national targets.

## CHARLTON CLAIM COMMUNITY AWARD

Steve Waggott, Group Chief Executive of Charlton Athletic Football Club is one of the London Leaders so we are pleased to announce that Charlton were named the Community Club of the Year at the 2009 Football League Awards last week.

Among the aspects of Charlton's operation praised by the judges was the groundbreaking Street Violence Ruins Lives campaign and the work carried out by the Charlton Community Trust in deprived townships in South Africa. [www.cafc.co.uk](http://www.cafc.co.uk).

## LATEST ACTIVITIES



IDEAS  
FOR  
GREENER  
LIVING



UK AWARE, the UK's only green lifestyle exhibition, aims to demonstrate how easy greener living can be, how it will improve your quality of life and how much money it can save you and your business.

This year the conference features an audience with the London Leaders. **'Local to Global: Catalysing change from boardrooms to communities - experiences of the London Leaders'** will be Chaired by Rob Holdway and feature presentations by other London Leaders Chantal Cooke, Frances Comer, Ben Todd and Richard Featherstone. Find out more [here](#).

### Green Sundays @ Arcola

Green Sundays take place at Arcola Theatre on the first Sunday of every month.

A meeting place for people and minds, Green Sundays provide an opportunity for the ecologically curious to explore environmental issues through music, film, spoken word, games and discussions – a chance to celebrate, question and challenge different ways of occupying our shared world. For more information on April's and future events, contact [anna@arcolatheatre.com](mailto:anna@arcolatheatre.com).

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

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SUSTAINABLE DEVELOPMENT  
COMMISSION