



PRESS RELEASE

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London Leaders celebrate success and call for more people to sign up to pioneering scheme

19 June 2008. The London Sustainable Development Commission (LSDC) today opened the call for more people to sign up to its London Leaders programme. Designed to engage the community and businesses in the issue of sustainability, the pioneering scheme was launched in October 2007. Fifteen individuals from all walks of life were chosen by the Commission and took a pledge to lead and inspire Londoners to create a more sustainable city and improve quality of life. The Commission is now calling on more people to come forward to be included in the next round of London Leaders to be appointed later this year.

The Commission also announced today that London Leader, Dusty Gedge, the pioneering urban naturalist and co-founder of Living Roofs (www.livingroofs.org) has just achieved a significant milestone in his pledge to convince three London companies to retrofit a living roof onto their buildings. Dusty has signed up one of the UK's leading consumer magazine publishers, the So-Ho based National Magazine Company, to retrofit a wildflower meadow onto one of their roofs. The planting design has been chosen by Country Living Magazine and the company hopes other flat spaces on their building at 72 Broadwick St will be similarly transformed, with individual magazines adopting a terrace.

Duncan Edwards, National Magazine Company's Chief Executive says, "NatMag is committed to the environment. As one of the most foremost consumer magazine publishers in the UK, reaching 13.5million readers every year, it is vital that we lead by example. We hope that our environmentally friendly initiatives, such as the green roof, sends a clear message to our readers, advertisers, stakeholders and staff that we care greatly about the future of this planet and are doing all we can to promote and maintain environmentally responsible practices."

The current group of London Leaders are drawn from a broad cross-section of society including the voluntary sector, academia, arts and entertainment, charities, environmentalists, commerce and the clergy. Some of the other key achievements to date include:

- Mark Johnson, Operations Director for London Warm Zone who has set up London's most comprehensive ever grants promotion scheme to encourage Londoners to take up energy efficiency grants. In the last 7 months an unprecedented 13500 enquiries have been generated from a major communications campaign. On 4 July Mark will be launching 'Sustain 72', a Private Sector Housing Community for London. Existing housing stock is London's biggest producer of carbon emissions and 72% of London homes are in the private sector.
- Lutfun Hussain, Project Coordinator at the Coriander Club, has launched an appeal for recipes for a bilingual cookbook to preserve traditional Bangladeshi recipes and engage local communities in healthy living. The book will be launched at the Spitalfields Green Fair in September.
- Michaela Crimmin, Head of Arts at the RSA, and Joseph Oliver, Founder of Bash Creations, have collaborated to launch an Arts and Ecology Day which will bring together a community of artists to illustrate their unique perspectives on the current sustainability challenge;
- Professor Rick Trainor, Principal of King's College London, hosted a conference in January on 'Achieving Sustainable Air Quality'.
- Stephen Howlett, Chief Executive of the Peabody Trust, has launched 'Eat to Live', a series of community events with young people, encouraging residents to adopt healthier diets and lifestyles.
- Tzeggai Yohannes Deres, Director of the Evelyn Oldfield Unit has organised two 'Every Action Counts' workshops for refugee community leaders and organisations. In addition he has taken a group of young refugees and elders to South Wales to explore their relationship with the natural environment. As a result of these workshop Tzeggai has established the REAL (Refugee Environmental Action for London) network, which aims to lead and explore the refugee communities' relationship with the environment.

Peter Head, Commissioner for the London Sustainable Development Commission and Director, Arup said, "Progress over the last six months has shown us that there really is an appetite in London for partnership and innovation to improve quality of life and strive for a more sustainable city. That is why we are expanding our London Leaders programme – to foster more opportunities for sustainable development, and to inspire and empower more individuals to make change happen."

The LSDC is now opening the invitation to other Londoners to join the programme and apply to become a London Leader.

To be appointed in the next round the Commission is looking for people who can provide inspirational and practical examples of sustainable development. By expanding the programme the LSDC intends to not only increase the capital's capacity for sustainability leadership, but encourage action on the ground that will positively enhance quality of life, crucial to meeting London's sustainability challenge, now and into the future. For more information and to apply to become a London Leader, please visit www.londonsdc.org or email London.leaders@london.gov.uk.

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Notes for editors



The London Leaders programme was set up by the London Sustainable Development Commission and launched in October 2007. The programme brings together 15 sustainability leaders from across London's sectors and from all walks of life, each committing to undertake a project or an action to demonstrate sustainability in action. The London Leaders programme aims to inspire, motivate and catalyse change - the kind of change that we need to help realise the vision of London as a world class sustainable city.

More on the work of the Commission, the London Leaders programme and information on how to become a London Leader can be found here: www.londonsdc.org.

The London Leaders include:

- Stephen Howlett, Chief Executive, Peabody Trust
- Michaela Crimmin, Head of Arts and Ecology, RSA
- Elliot Lipton, Chief Executive, First Base
- Philippe Castaing, Restaurateur and Chair of Brixton Green
- Monica Saini, Climate Change Ambassador and a Sustainable Travel Advisor,
- Christian Aid
- Professor Rick Trainor, Principal, Kings College London
- Ife Piankhi, Social Entrepreneur and Facilitator
- Reverend Roger Gayler, Chair of Barking and Dagenham LA21
- Joseph Oliver, Director, Bash Creations
- Solitaire Townsend, Director, Futerra Sustainability Communications
- Tzeggai Yohannes Deres, Director, Evelyn Oldfield Unit
- Mark Johnson, Manager London Warm Zone
- Lutfun Hussain, Project Coordinator, Coriander Club
- Dusty Gedge, Urban Ecologist and Co-Found of Living Roofs
- Andrew Morrison, former Regional Director, B&Q

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