



PRESS RELEASE

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London Leaders take action for a greater London

City Hall, London - 15 October 2007. Mayor of London Ken Livingstone today unveiled a new programme that will celebrate the role Londoners can play in creating a more sustainable city. The 'London Leaders' programme was launched with the announcement of 15 individuals from all walks of London life who will demonstrate what can be done when people work together to achieve positive change. It is hoped that these leaders will act as an inspiration to other Londoners and encourage them to take action in their own communities.

At the launch each of the leaders signed a pledge committing themselves to a key sustainability campaign over the coming year. These include an urban regeneration champion who will be persuading city institutions to adopt 'living roofs' (1), a vicar who is expanding a city farm programme and a director of a refugee support unit who wants to forge links between London refugee organisations.

The London Leaders programme was developed by the London Sustainable Development Commission following an international research programme, which reviewed how other cities are embracing sustainability (2). The research, carried out by Golder Associates on behalf of the London Sustainable Development Commission in Spring 2007, identified the success factors for a truly sustainable city which include leadership, personal capacity building such as skills development, partnership, community participation and innovation.

Over the next 12 months the 15 Leaders will undertake a variety of challenges that show 'sustainability in action' from grass roots through to the boardroom such as an eco-entertainment entrepreneur who wants to develop the world's first sustainable entertainment

venue in London. The Leaders are drawn from a broad cross-section of London society including the voluntary sector, academia, arts and entertainment, charities, environmentalists, local government, commerce and the clergy.

Mayor of London Ken Livingstone said: “The London Leaders programme is a pioneering scheme which will provide London communities with the leadership and guidance needed to create sustainable environments and attitudes. A sustainable future requires leaders at all levels, from government to local business, to lead by example. By identifying and supporting these London Leaders I am confident they can inspire communities.”

June Barnes, Chair of the London Sustainable Development Commission said: “Since its inception in 2002 the London Sustainable Development Commission has worked to deliver the Mayor’s vision for London to become the world’s leading sustainable city. It believes that everyone needs to make changes if London is to overcome the particular challenges it faces such as climate change, social and economic inequality and child poverty. We view the London Leaders programme as the first of its kind in the world and believe it will deliver economic, social and environmental benefits and therefore move us further towards the type of city we all want to live in.”

The London Sustainable Development Commission undertook research into successful sustainability projects in other world cities. Many of the successful case studies involved individuals taking responsibility for their actions and making change happen. Political leadership brought results in Curitiba (Brazil) where there is an integrated transport system, in Bogotá (Colombia) where the ‘Actions for Coexistence’ programme facilitated community development and in Gottingen (Germany) where community leadership was the critical ingredient in the development a refugee food garden project that enhanced community integration.

-ENDS-

Notes for editors

1. A living roof is an area of green space that provides a habitat for birds and wildlife.
2. Golder Associates was commissioned by the London Sustainable Development Commission to undertake a piece of international research entitled ‘Sustainability Challenge London’. Carried out between November 2006 and August 2007, this research examined city sustainability initiatives and profiles nine case studies that demonstrate an integrated approach to sustainable development: Intercultural Gardens, Gottingen, Germany; FRC Group, Liverpool, UK; Actions for Coexistence, Bogota,

- Colombia; Environmentally Preferable Purchasing, Santa Monica, USA; Vauban, Freiberg, Germany; New York High Performance Buildings, USA; Vancouver Downtown Transport Plan, Canada; Curitiba, Brazil; Homes for Change, Manchester, UK.
3. The London Sustainable Development Commission was appointed in 2002 by the Mayor of London Ken Livingstone to promote sustainable development in London and advise on the sustainability of city-wide strategies. Further information on the work of the Commission can be found here: www.londoncdc.org
 4. The London Leaders include:
 - Stephen Howlett, Chief Executive, Peabody Trust
 - Andrew Morrison, Regional Director, B&Q
 - 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

For further information and to arrange interviews with the London Leaders please contact:

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