

LONDON LEADERS

empower
change
inspire
challenge
commit
stimulate
create

A Greater London:
What are
you doing?

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We all want a greater London – a place where every one of us counts, where we feel confident, safe, inspired and welcoming of new ideas, people and communities. Where we know we are treating our environment with the respect it deserves - a place where the buildings we live in, the offices we work in, the way we get around, use only the resources we need. A greater London is a place that is thriving, attracting new business and opportunities, capitalising on our desire for creating an exemplary sustainable world city. A greater London is a truly sustainable London – a city which supports its residents and thinks of future generations.

London Sustainable
Development Commission

London is at the heart of global efforts to create a future to look forward to. We are leading other world cities in tackling global issues like climate change and resource use. To secure this greater future, we all need to get to grips with these global problems using local solutions.

Londoners are increasingly aware of the scale of the challenges their city and world faces. A changing climate, greater pressure on natural resources, the biggest gap between the rich

and the poor in 40 years, stark differences in life expectancy and well-being and high rates of child poverty mean that we are not living sustainably or sharing London's successes and opportunities equally.

We know *what* we have to do - living within our environmental limits, improving the educational and employment opportunities for all Londoners and reducing the gap between the most and the least wealthy. The focus now is on *how* we do it.

Why Different?

Leadership is about making decisions, setting new benchmarks, taking risks, being prepared to make mistakes, learning from each other, empowering ourselves & others to make change happen.

International research from the UK, Europe and North and South America, undertaken on behalf of the London Sustainable Development Commission, shows that the challenges we face are not solved by governments or corporations alone. They are solved through strong leadership at every level, by people working together and by being empowered to take action. Providing individuals and their communities with the confidence, skills and support to make sustainable changes in their lives can lead to positive change.

That's why we have created our 'London Leaders' programme. We know we have to do things differently if we are going to reach our goals. Leadership at the top is showing just what is possible when people are effectively empowered. London Leaders complements this by not leaving everything to government and business, by finding people from all walks of life who want to take responsibility to make change happen together.

What is 'London Leaders'?

We have launched the London Leaders programme to catalyse change - the kind of change that we need to tackle London's most ingrained problems.

We have identified the first 15 London Leaders to inspire and empower others to take action.

We have asked Leaders who are already well-regarded for pushing the boundaries to achieve sustainable change, to commit to a new goal, going beyond usual practice, to inspire the rest of London.



We have asked them in one year to demonstrate sustainability in action and show us what can be achieved. And in that time we will be seeking more Londoners to join our programme to become London Leaders.

Our aim is for this first select group of leaders to motivate all of us to take action in our own communities, homes and workplaces to make London greater. We want the benefits of leadership on sustainability to permeate all sectors, all communities and eventually all households.



Who?



Name:
Philippe Castaing

Position/occupation:
Brixton Green,
Founder and owner
of Opus Café and
Upstairs Bar and
Restaurant.

Residence:
Brixton.

“Something new is needed, something bold and brave to stimulate change.”

If Philippe casts his mind back 15 years to the day he left France, he might still be shocked at how introducing an ice cream maker to the UK led him to championing ‘Brixton Green’- the initiative to make Brixton ‘the silicon valley for green enterprise’.

Along the way, Philippe has catered for his share of high fliers (Elton John and Gordon Ramsay for starters), grafted to establish his own business - the Opus Café and the Upstairs Bar and Restaurant, both of which are run along sustainability principles, and become involved in a London-wide ‘Greener Food Campaign’.

Philippe’s catering consultancy may have exposed the entrepreneur to the leading lights of British culture and food industry but it wasn’t until 2001 that he hit home in Brixton, rescuing a derelict chemist and opening the Opus Café. Renovation of the upstairs part of the building in 2005, created the Upstairs Bar and Restaurant to complement the café below.

The experience of setting up shop was hard-hitting. Painfully aware of Brixton’s poor business performance Philippe took it upon himself to try and address its underlying causes, and just as importantly, what could be done to improve performance.

Philippe believes that the Brixton business community needs a new image. Not one imposed from outside but one created and believed in by the existing community. It was this faith in Brixton combined with a broader vision for green industry to become the new

industrial revolution, that led to the concept of Brixton Green being born in the summer of 2006.

“A sustainable community for me means more than just green business, but access to services, skills, and a safe environment with opportunities for jobs and personal development without having to leave Brixton. Environmental business is a great place to start. With the right business ethos, good practice is passed to employees who adopt a similar ethic in their own lives.”

Philippe’s work doesn’t stop at developing and driving the concept of Brixton Green. As the owner of a sustainably aware restaurant business, Philippe became involved with the work of the Greener Food Campaign. The Greener Food Campaign aims to help small and medium sized enterprises from across London’s food and drink sector to embed more sustainable business practices. “The message is simple, saving energy, reducing waste, and conserving water is not just good for the environment, it saves you money and as a small business this is a number one priority.”

My Commitment: “Serving the community is central to me as a person. The Brixton community has given me business success and now I want to give back to this community, help it flourish, so there is a future for my children and the children of everyone in Brixton.

“My commitment is to turn the Brixton Green concept into a reality. The Brixton business community is ripe for change and through new partnerships focused on green business and community development, I believe we can drive sustainable change and improve quality of life for Brixton’s residents whilst delivering the aspiration to be London’s green business hub.”



Name:
Michaela Crimmin

Position/occupation:
Head of Arts, RSA.

Residence:
Highbury.

“There isn’t one big sustainability issue – they are all related – energy, water, conflict, consumption, politics, poverty, economics – we have to take them all on in their complexity and their inter-relatedness.”

For Michaela, art is a great conversation opener and it provides a unique opportunity to explore the relationship between environmental issues and people. “I want to look more closely at what the cultural constituency is doing, and is able to do, and is thinking about, with respect to the really big issues such as conflict, migration, pollution, increasing populations and consumption, environmental degradation.”

“The best thing about London is people’s energy and diversity and creativity” and as a London Leader Michaela’s challenge is to use this dynamic resource, engaging more of the cultural community in the sustainability of London.

In 2005 Michaela set up the Arts and Ecology programme at the RSA (Royal Society for the encouragement of the Arts, Manufacturers and Commerce), to be a catalyst for the insights, inspiration and imagination of artists in responding to global environmental challenges and their social costs. “Artists have always had a powerful relationship with the natural environment. Equally artists continually question and re-examine society’s notions of progress. We need their unique perspective on the enormous challenges ahead – on the relationship between environmental issues, and not least climate change, and people.”

In the past Michaela has commissioned art for hospitals, schools and other public buildings, has directed Art for Architecture at the RSA and coordinated the Fourth Plinth series for Trafalgar Square, all of which have increased her understanding

of the environment. “I always knew that sustainability meant ensuring a future for subsequent generations, but over recent years this has brought a meaning and urgency which is truly terrifying – a recognition that has gathered steam over the past years. I’ve realised that we must make better connections across areas of interest and expertise; we must waste less; we need to live differently.”

Michaela believes that one of the biggest sustainability challenges facing London is actually overcoming the apathy and ease at which people ignore what is screaming out at us – and the sheer number of opportunities to consume in a city so brimming with temptations.

“It’s not always easy and it’s going to require imagination and will, but there are big opportunities in London for making a sustainable city. We’re the financial capital of the world; we are multicultural and we are linked with the rest of the world probably better than anywhere else on earth. We have a charismatic leader in Ken Livingstone but we can’t leave it entirely to the politicians. Leadership must take new forms – less top down, more of an inclusive movement.”

My Commitment: “As a London Leader my real aim is to engage more of the cultural community in sustainability in London. This could take the form of an Artists’ Day, or supporting an ‘Artist for London’; in contributing to the legacy for the Olympics; or in giving an increased profile to artists already working imaginatively on issues related to sustainability.”

“To me sustainability is about working together in order to create a just society that nurtures, empowers and protects every individual.”

Eritrea to Lambeth is quite a journey and Tzeggai is proud to call London the “capital of all world cities”. Working in the refugee sector Tzeggai believes that sustainability is key to what he does, “The world is connected and therefore taking responsibility for our locality, city, country and having an international conscience is part of the sustainability of that world.” Tzeggai’s leadership role will involve building awareness of the world around us and sharing experiences – working for the ‘sustainable capital of all world cities’.

Tzeggai came to the UK in 1986 from Eritrea in East Africa and in 1994 became the founding Director of the Evelyn Oldfield Unit - providing specialist support to well established refugee organisations enabling them to tackle the needs of the communities they serve.

Since coming to the UK and working initially for the Refugee Council, Tzeggai has taken on additional roles and amongst others is a member of the Central Governing Body of the City Parochial Foundation, a member of the Board of Consortium of Opportunities For Volunteering, the Stephen Lawrence Charitable Trust, and a member of the National Refugee Integration Forum.

“Sustainability has always been important to me. I have a strong belief in people’s individual contributions to quality of life, and sustainability is about maximising that contribution through getting connected. Sustainability has helped to enhance my view and understanding of different perspectives and respect those differences. Not knowing

about these differences leads to exclusivity.”

For Tzeggai partnership working is key to a sustainable approach and he has worked hard creating bridges between different communities and with different sectors. Tzeggai is particularly proud to have been involved in creating a course for emerging community leaders, the Inspirational Leadership Programme, through a partnership between the Evelyn Oldfield Unit, the Home Office and the National School of Government.

“For my vision of London in 2050 - a city of example and leadership, where there is high and equal quality of life for residents - I think we have very strong foundations, but we have to go further.” In terms of making changes in our own lives, Tzeggai thinks it’s partly a resource issue. “It’s easier to make changes if you have resources. If you don’t, self-respect and taking responsibility for yourself and others must be the first step. Help people to step out of their boxes and understand what they can contribute by making small changes.”

My Commitment: “To establish a network of refugee leaders, the purpose of which is to increase understanding and active participation of refugee organisations and communities in the sustainability of London. The target group for the network will be leaders who over the last ten years have attended a high level leadership programme organised by the Evelyn Oldfield Unit. Each of these leaders plays an important role in serving their communities and the challenge is enabling this intellectual capital and proven experiences to benefit the sustainability of London: present and future.”



Name:
Tzeggai Yohannes
Deres

Position/occupation:
Director, Evelyn
Oldfield Unit.

Residence:
Lambeth.



Name:
Reverend Roger Gayler

Position/occupation:
Vicar of St Marks Parish, Chair of Wellgate Community Farm and Chair of Marks Gate Local Agenda 21 Group.

Residence:
Marks Gate, Barking and Dagenham.

“London in 2050 rests on whether as a society we’ve seized the opportunities for sustainability and reduced our carbon footprint.”

A sense of belonging and being part of a community are at the heart of Roger’s vision for sustainability. Now, 32 years in Marks Gate living and working to enhance the natural environment and promote community cohesion, is bringing about noticeable change. From local composting initiatives, to providing youth centres, to renewable energy generation, Roger believes everyone should be empowered to make changes in their own lives. “For me leadership is about linking people with good will to be valued members of partnerships for change. It’s about listening, learning and linking.”

Roger is the vicar of St Mark’s Church in Marks Gate and since 1984 has been the Chair of Wellgate Community Farm. He is also Chair of Marks Gate Local Agenda 21 Group, the only LA21 group in the borough. The group has pioneered the Neighbourhood Management Pathfinder process¹ which is now being rolled out across Barking and Dagenham.

“For me, sustainability is part of my faith and permeates the way I live my life and the way I work. God gives creation and we are here to care for it, it’s as simple as that. Creation includes planet and people. It’s justice, care and love rolled into one”.

Roger promotes a range of local initiatives aimed at improving the sustainability of the community - all contributing to the

enhancement of the natural environment and promotion of community cohesion. Community engagement and awareness raising is very important in the success of any project and Roger works particularly hard to engage the young population in the community.

“The community farm is all about sustainability and in May 2006 we installed a wind turbine on the site in an effort to reduce our carbon footprint and develop a learning resource.” The farm has the vision of being a growing place for groups and individuals in leisure, education, training and therapy and visits to schools reach about 18,000 children a year.

Roger is positive about changes, “I think there has been a recent change in thinking about sustainability in Barking stimulated by the large scale regeneration in the area. People are beginning to recognise the need to think about sustainable development if we are going to respond to the community needs in the borough and help to tackle climate change.”

My Commitment: “My commitment as a London Leader is to engage the Marks Gate community on sustainability issues and encourage other churches to get on board, share experiences and provide leadership. There is an appetite for change and sustainability provides the scope for new ideas and approaches. In partnership I intend to work to deliver the new Marks Gate allotment programme and maximise the benefits of taking an integrated approach to its development, maximising the benefits for the community and local environment.”

¹ The Neighbourhood Management Pathfinder process is being piloted by central government. It involves communities working with local agencies to improve services at neighbourhood level.



Name:
Dusty Gedge

Position/occupation:
Urban Ecologist
and founder of
livingroofs.org.

Residence:
Lewisham.

“There’s 24 times the size of Richmond Park in flat roofs in London, which could be green tomorrow.”

Dusty is Mr Green Roof. He’s passionate about putting vegetation on buildings and for the past 15 years has been one of the UK’s foremost green roof advocates. Originally from a street theatre and entertainment background, his career turned full circle in 2006 when he appeared as a co-presenter alongside comedian Bill Bailey in the Channel 4 series ‘Wild Thing I Love You’ about saving wildlife. He’s put green roofs on Barclays Tower in the City and the Komodo Dragon House at London Zoo. His vision of a multifunctional green London is the antidote to soaring summer temperatures caused by climate change.

Dusty’s early interest in urban ecology, (his mum tells him he fell out of a high chair when he was two chasing a robin), eventually led to a career as one of the leading proponents of green or living roofs. In 2004, he co-founded livingroofs.org the UK’s independent not for profit green roof organisation that educates and advises on green roof development.

Always passionate about wildlife, he decided against doing a degree in ecology and studied theatre instead, becoming a professional street entertainer, circus performer and actor. He even modelled as a punk for postcards in the 1980s. Whilst teaching circus skills to disaffected children in Deptford he was asked to undertake a detailed bird survey of the area and his obsession with putting vegetation on buildings began.

Green roofs is a subject that Dusty lives and breathes and he has played a leading role in many exciting projects. “Getting Barclays to put a green roof on top of their tower

in Canary Wharf was a highlight for me. It’s the highest green roof designed for nature conservation in the world at 160 metres tall. I can take people up there to look at it, and you can see right across London. Which is something for a geezer from Deptford”. He is also proud of his work with Global Generation, which involved local school children and young people. “This is important as green roofs not only play an environmental role but have the potential to have a social dimension especially in the urban core.”

Dusty is a big proponent of taking the holistic view demanded by sustainability. “We have to see the city as an ecosystem”. He warns against the dangers of taking the opposite, reductionist view. “Focussing too much on single issues, even CO₂ reduction, could in the end make us less sustainable if we don’t make the positive links with other environmental and social issues.”

My Commitment: “I want to persuade another three major financial institutions in the City to retrofit substantial green roofs on their buildings. There is an emerging feeling in the business community that worsening climatic conditions could influence where future businesses locate – if London is oppressively hot in the summer months we could lose some global HQs. Businesses ought to have a duty of care in terms of office conditions for their workforce. Green roofs can help ameliorate unbearable temperatures.”

“An estimated 900,000 people across London lack literacy skills and 2.3 million lack numeracy skills. Without addressing this, breaking the cycle of social exclusion is not possible.”

The Peabody Trust owns or manages more than 18,000 properties, housing about 50,000 people, and under Steve’s leadership it has stepped up to the sustainability challenge - focussing on community regeneration, anti-poverty activities and capacity building. Now, as a London Leader Steve is launching ‘Eat to Live’, working with residents to adopt healthier diets and lifestyles and bringing ‘Smoothie Sundays’ and ‘Digital Kitchens’ to a community near you.

Since Steve joined the Peabody Trust in 2004 he has championed and pushed the sustainability boundaries of the organisation. Driven by a personal commitment to strive for cohesive and stable communities, Steve recognises that the Peabody Trust has a great opportunity to reach people who have missed out on learning skills the first time around.

“Attractive learning is key and long-term employment is vital to the overall sustainability of the city,” says Steve, “ For example, we offer young people IT and football coaching lessons together. Football is the draw but this combination of skills makes young people employable and many go on to become local football coaches in their borough.”

To be sustainable Steve recognises that the Trust also has to have its own house in order and has therefore championed internal sustainable practices by establishing the Peabody Green Task Force.

“Without changes to our lifestyle and with the impact of climate change, by 2050 we could have a very different landscape and climate in London and working towards more cohesive communities is crucial if we are to avoid large-scale social and religious divisions. We need a strong but subtle approach to tackling inequalities and that includes engaging young people more and those currently disengaged in civic life.”

My Commitment: “My commitment is to develop a new initiative, ‘Eat to Live’ to be run in conjunction with social housing residents across London. The projects will encourage residents to adopt healthier diets and lifestyles through community based activities. This personalised approach will include projects such as:

- *Digital Kitchen:* based at neighbourhood learning centres in Tower Hamlets it will host surgeries on nutrition, food storage and preparation, and healthy diets
- *Pukka Tukka:* the project will target young people and young men in particular, who spend limited financial resources on takeaway meals and processed food
- *Smoothie Saturdays:* the project will run sessions in youth clubs where children will have supervised sessions on making and eating healthy snacks and drinks
- *Intercultural Food Day:* the project will be run on estates in Sutton and Islington with residents from greatly diverse cultures and backgrounds.”



Name:
Steve Howlett

Position/occupation:
Chief Executive,
Peabody Trust.

Residence:
Lewisham.

“Seeing the happy face of a child who has grown even a single marigold is something that money can’t buy.”

Responding to an advertisement in the Bangla newspaper was the start of Lutfun’s involvement at Spitalfields City Farm. Inspired to grow traditional Bengali vegetables in Tower Hamlets led to the award winning Coriander Club as it is today. The Bengali community continue to seek Lutfun’s advice on growing techniques and healthy living and her commitment to London Leaders is to build greater links with the community and external partners, to create a ‘Spitalfields Green Quarter’.

To garden and grow your own vegetables is an important part of Bengali culture and the farm provides a space to cultivate traditional produce as a community.

Tower Hamlets has a large Bengali population and word of Lutfun’s success in growing traditional vegetables quickly spread. In response Lutfun set up the Coriander Club in 2000, which not only provides the opportunity for women to grow organic vegetables for their family, but participate in health cooking classes. “The Club provides local Bangladeshi women with a space in which to exercise, socialise and grow traditional Bengali vegetables, and what they learn and grow; they bring home to their dinner tables.”

The Coriander Club began to have a number of additional benefits: the cooking class and gardening were important in helping members feel less isolated; many of the women were homesick and scared but felt safe in the club, speaking Bangla, socialising and laughing together. “The Coriander Club is a small project but working with such



Name:
Lutfun Hussain

Position/occupation:
Project Coordinator,
Coriander Club,
Spitalfields City Farm.

Residence:
Tower Hamlets.

a diverse group of people and seeing the positive benefits that working on the farm brings them, is incredibly rewarding.”

Lutfun is the lynchpin of the Coriander Club – working to promote ethnic diversity, cultural exchange, inclusion, organic horticulture and healthy living in our society. The women of the Coriander Club are also members of the Women’s Environment Network and their expertise has even been called on by Kew Gardens to advise about the cultural significance of several South Asian plants through their Plant Cultures Project.

This broad approach is mirrored in other projects run from Spitalfields City Farm where the overriding aim of all activities is to teach people where food comes from, provide skills training – such as animal care and horticulture, and provide a space for developing sustainable and healthy approaches to living. Lutfun and the team are particularly keen to see the farm develop as an education hub, a place for learning and the exchange of ideas. In particular the farm provides opportunities for disadvantaged people to develop life skills, and different programmes target the long-term unemployed, ex-offenders, young people with learning difficulties, and those with mental health issues.

My Commitment: “Spitalfields City Farm provides an ideal space for creativity and a holistic approach to sustainability. As a London Leader I will work with the Coriander Club in creating a ‘Spitalfields Green Quarter’, taking the holistic aspirations of the City Farm out to the community. Working with more partners and sharing knowledge I will work to demonstrate and encourage inner city sustainable living.”

“Londoners need to understand that shifting to a more sustainable lifestyle is not only needed, but will be to their benefit.”

Mark Johnson started his career in sustainable development working in an Energy Saving Trust Energy Advice Centre on a graduate scholarship 10 years ago. He arrived for a 10 week placement, became the centre manager and has been hooked on sustainability ever since. Working for London Warm Zone has allowed Mark to convert his sustainability ethos into actual delivery. “Many people already know they need to act and want to live a more sustainable lifestyle but they need to understand why this shift is needed.”

Warm Zones was set up in 2001 as a pilot funded by the Department for the Environment, Food and Rural Affairs aimed at mitigating fuel poverty. Seven years on and supported by EDF Energy, the London Warm Zone has expanded far beyond the original pilot in the London Borough of Newham, to cover 18 boroughs and manage projects delivering energy saving measures such as insulation, heating systems and income advice.

“We changed from a pure fuel poverty focus to a more complete approach of doing anything we can to assist making people’s homes and lives more sustainable” explains Mark. “If we were already going into someone’s home to provide advice on



Name:
Mark Johnson

Position/occupation:
Operations Director,
London Warm Zone,
Warm Zones Ltd.

Residence:
Havering.

heating and insulation, it made sense to inform them of other services that were also available to them. We have developed Warm Zones into the UK’s most holistic, private sector energy programme, recognised as best practice throughout the energy industry.”

Mark believes Londoners need a basic understanding of the sustainability issues facing the planet and their city to help them switch to more sustainable habits. “Small actions such as turning off your computer are as important as larger initiatives pushing to completely remove unsustainable options (such as older, energy inefficient lightbulbs).”

“One of the key groups we need to educate are project managers as they are often focussed on completing their own specific objective in order to receive grant funding - they need to be encouraged to move outside this narrow focus to avoid real opportunities to embed holistic, sustainable outcomes being missed. If we get this right, and help organisations to work in partnership, we can do a lot of good in spreading positive sustainability practices.”

My Commitment: “My commitment is to target the lack of information on sustainability initiatives in London’s private sector housing market. I will establish a network of project managers in London and capture data on the numerous initiatives in this area that can serve as a baseline for further improvement, showcase best practice and be used to promote a more integrated approach to the provision of services to the private housing sector in London.”

“For me, it is not just about creating a sustainable building, but enabling people to live a sustainable life.”

Five years ago, Elliot set up First Base as the urban regeneration developer specialising in delivering sustainable, high quality and affordable homes. Sustainability has always been core to the company’s values and Elliot wants to ensure First Base performs to the sustainability principles upon which it was founded, continuing to set new standards for sustainable design and construction.

Elliot’s inspiration for becoming involved in sustainability stems from the belief that we can no longer go on being ‘resource greedy’ without serious environmental and social consequences. “We are not starting from a neutral position in London. The biggest sustainability challenge facing us is reversing our massive ecological footprint - this will not be easy.”

“At First Base we have always pushed the boundaries and shown that there are ways of doing things more sustainably. As a business, we are responding to an increasing consumer trend for sustainable products, but this also presents an opportunity to raise sustainability standards across the entire delivery process. Knowledge sharing is key to this - we are founding members of the UK Green Building Council and have seen the benefits that have come about from setting this up. When knowledge is shared and people work together, the opportunities for win-win outcomes and improved experiences is enormous.

“Sustainability does not just mean energy - it’s much broader, encompassing achieving the right economic, social and environmental outcomes and minimising the impact of

everything we do as a result of living in London. As a housing developer, it comes back to understanding the impact of housing on the people living there - the impact of the house to their health, their employment and so on.”

The company is currently working with English Partnerships to deliver key worker homes and is involved in consortia delivering projects (such as the Stratford City development) that will be key to London now and in the future. “Our existing projects are already focused on achieving the Eco Homes ‘Excellent’ rating, but we want to stretch beyond this, such as creating zero carbon homes in advance of the Government’s 2016 benchmark.” Elliot firmly believes the move to a more sustainable city must be customer led. “Customers should demand the most sustainable products they can get – it is this demand that will drive change.”

My Commitment: “My commitment is to work with the housing supply chain to ensure that the aspiration for sustainable homes is met by the availability of suitable products from the industry. I want to give sustainability a higher profile, to share expertise and to push the housing industry to change.”



Name:
Elliot Lipton

Position/occupation:
Managing Director,
First Base.

Residence:
Westminster.

“It’s about changing the way we think.”



Two years ago Andrew was asked to join the Social Responsibility Steering Group at the home improvements company B&Q. It was a responsibility that matched his personal desire to make changes for the better and a challenge that he is thriving on.

Andrew sees his role as not only making sure B&Q has sustainable practices, but taking advantage of the opportunity to change customers’ habits as well.

“I define sustainable development using the One Planet Living idea - we need to live within the planet’s means. It’s not about being extremist - making a difference in small things can make a big difference on a global scale.”

Andrew sees a massive opportunity to transform London by reducing the city’s impact on the environment and promoting alternatives such as efficient resources and energy saving products. “We only have a limited amount of resources and if we carry on as we are and change nothing, then the impacts will be beyond what the planet can currently support.”

To Andrew, his role at B&Q is practical – it’s about getting more sustainable products into the company’s stores, raising the profile of sustainable products and practices and establishing partnerships to generate more sustainable results in areas such as emission reductions. He believes business has an important role in spreading sustainability and recognises that strong business leadership can bring sustainable development to the forefront.

Name:
Andrew Morrison

Position/occupation:
Director of Operations
(London and the South East), B&Q.

Residence:
Rugby, but works in London.

“The personal challenges are about getting people to think about the way they think and make themselves more aware of what is happening around them. How sustainable do Londoners really believe their city is and how sustainable do they believe they are as individuals? Permanent, individual contributions can make a massive difference. At B&Q, we have seen this through the use of energy efficient light bulbs, and the use of Forest Stewardship Council approved timber. And I want to play my part, to make a difference and do what I can to help.”

London, Andrew thinks, has the opportunity to lead other cities in the UK and globally in getting people thinking differently, the London Leaders programme provides a great way to get influential leaders to lead by example and to give a face to sustainability. “It’s important to get buy-in from a wide spectrum to support implementation of this strategy. And success must be celebrated.”

My Commitment: “As a London Leader, my commitment is to make it easy and affordable for local people to reduce their impact on the planet. This will be done through a series of events in London B&Q stores promoting sustainable living, and developing partnerships with suppliers to source and develop more sustainable products.”



Name:
Joseph T Oliver

Position/occupation:
Director, Bash Creations.

Residence:
Central London.

“Engaging young people in sustainable development is fundamental and the entertainment industry is an ideal avenue if you know your market.”

Bash Creations was born with the ‘World’s First Carbon Neutral Student Gig’ for student charity Nightline London and Joe has produced a green event every two weeks since. As a young social entrepreneur Joe is up to the challenge that a city like London presents, with an infinite number of live events occurring every week.

Joe wants to prove that top quality entertainment can be sustainable and to do that he’s going to champion the building of the world’s first sustainable nightclub and entertainment venue.

When Joe launched Bash Creations, an eco-entertainment movement, specialising in events and art exhibitions, in January 2007, it was the first of its kind in the UK. And he’s been busy. Since setting up Bash Creations, Joe has co-founded another eco-events company, Resolution, bringing together representatives from a number of established companies including: The Sustainable Development Foundation, imagine if, and The Ethical Fashion Forum. Resolution generates support and publicity for sustainable events and maximises the eco-friendly potential of the entertainment business. Recently, Joe was also appointed project manager for building the UK’s first completely green members’ bar on the South Bank for members of The-Hub, a pioneering social entrepreneurs organisation. “It’s an ideal situation, I have a job that brings together my two passions, creativity and my ethical stance, not many people are able to say that.”

Joe also advises organisations and events teams on addressing the environmental

impacts of their entertainment functions to ensure that sustainability is built into protocols and that there is a legacy from every event he’s involved in. His guidelines cover issues such as energy consumption, locally sourced products and services, travel and capacity building.

The entertainment business in London is huge and Bash Creations is still in its early days, but Joe hopes that the business can have a simultaneous impact on the music, fashion and art worlds. According to Joe the highlight of this work is seeing people changing their normal business practices. “Ultimately I want to set an example, to show that sustainability is feasible within such a sector and influence more organisers to take into consideration the environmental impact of their events from the outset. Bash has already shown that it is possible to provide an amazing sustainable night without losing any of the experience or fun that ultimately makes it pleasurable.”

My Commitment: “My commitment is to champion the development of the world’s first sustainable entertainment venue and to demonstrate that creative, cool, mainstream and non-mainstream events can work in a sustainable context. The sustainability brand can work and become a lifestyle choice and I hope to bring together the kind of partnership that can develop such a vision.”



Name:
Ife Piankhi

Position/occupation:
Co-ordinator-Linking Communities Project (Volunteer Centre Merton), facilitator, social entrepreneur and poet.

Residence:
Merton.

“Be interested in where you live.”

For Ife, equity and social justice are as integral to sustainable development as climate change and recycling. She is passionate about using creativity and spirituality to tackle sustainability issues, and through her work as an artist, facilitator and poet wants to break down the perception that you have to have money to be sustainable.

Ife has travelled as far away as Africa to share her skills, but it is in London that she wants to encourage people to have a greater connection with the natural world and their local community, through concepts such as ancestral gathering. “People need to view themselves as part of a global community, and not just think that sustainability is about cutting back on things.”

Ife started her career at 18 teaching in a supplementary school. Since then she has continued to work as a teacher and facilitator to draw out young people’s potential, bolster their well-being and build better cohesion within communities. She currently works as the co-ordinator for the Linking Communities Project in Merton, has worked on the Findhorn Foundation EcoVillages programme, is a participant in the British Council UK Interaction Leadership Programme for community leaders and has travelled to Africa with the African Foundation for Development to work with female traders.

Encouraging people of different backgrounds and ethnicities to work in partnership for a common goal is a challenge Ife works to overcome on a daily basis. One of the biggest challenges she has faced in getting more

people involved in sustainable development is overcoming preconceptions and apathy. “Sustainability is about building relationships, social justice, caring for the environment and each other, creativity and living in the present. The immediate environment should be our focus - a sustainable future is the natural outcome of looking at the present.”

Ife believes that society is becoming more fearful and this stops people reaching out to the communities around them. “Sustainability is a long-term vision – it’s about people and how we want to live. In London people feel they have so much to do and sometimes we forget to think about what makes us happy.” She thinks Londoners in 2050 will be isolated if they are not connected with their local community. The tip Ife would offer those wanting to live a more sustainable lifestyle is to get involved. “Be interested in where you live – volunteer.”

My Commitment: “As a London Leader I will run a series of creative events that promote, inspire and motivate Londoners to make sustainability a priority in their lives. I want to make sustainability accessible to a wider audience and allow people to reconnect with the environment and each other.”

“Nobody wants their unsustainable behaviour to result in other people suffering.”

Gandhi said something that particularly resonates with Monica, “He said you have to be the change you want to see in the world.” As a Climate Change Ambassador Monica’s doing just that, trying to live her life inline with the messages she communicates.

From accounting, to sustainable travel strategy, to appearances on local radio shows, Monica’s experiences have made one message very clear, “Different stakeholders have different needs and there is never a one size fits all solution. I think that communication is at the crux of it all and that the challenge is making sustainability easier than business as usual to understand.”

Her communication challenge at the moment and her London Leader commitment is to see if she can work to eliminate the lunchtime plastic bag.

For Monica concern with the environment around her has been a lifelong passion. Monica started her career in Corporate Social Responsibility (CSR) after completing a degree in Accounting and Finance at the London School of Economics. “I wanted to look at where the biggest impacts on the environment are and where tangible changes can be made.”

An internship with Accountability focused Monica’s interest in the environmental impacts of large organisations. Since then Monica has developed a wide spectrum of experience, working at Defra to develop staff sustainable travel plans, working with the Asian Foundation for Philanthropy, and

Olmec, a community investment foundation. Now with Christian Aid, Monica is a Travel and Environment Advisor, helping one of the UK’s largest charities to reduce their carbon footprint.

In early 2007 Monica became involved in a London Sustainability Exchange initiative, acting as a South Asian Climate Change Ambassador focusing on the borough of Ealing. As an Ambassador Monica has partnered with a number of groups, including the Southall Community Alliance and the Parliamentary Group ‘Punjabis in Britain’, and has been invited onto local radio shows to spread the climate change message.

“There has been very rapid progress in awareness and the profile of sustainability and climate change over the last five years. The language we use is changing and it’s not just about the environment but holistic sustainable development.” Despite this optimism Monica feels that making real change happen is like ‘climbing a mountain’. “Making people think about the impact of their actions is the first step – whatever choice you make, consider every alternative so you can make a conscious decision.”

My Commitment: “To work with small food outlets and local supermarkets to eliminate the lunchtime plastic bag. Every day in London, kilos of excess packaging are created from the sale of sandwiches, salads, coffees and cakes. I want to stop this by bringing together businesses within a defined geographical area that service the lunchtime trade, supported by a publicity campaign that recognises business efforts and makes customers aware of the benefits of giving up their daily plastic bag.”



Name:
Monica Saini

Position/occupation:
Travel and Environment Advisor, Christian Aid and Climate Change Ambassador, LSx.

Residence:
Bexleyheath.



Name:
Solitaire Townsend

Position/occupation:
Co-founder and
Chief Executive of
Futerra Sustainability
Communications.

Residence:
Camberwell.

“For me sustainable development doesn’t mean maintaining the status quo – it means positive disruption, improving the environment and quality of life. Because maintaining the status quo is not motivating and will not bring about the change we need.”

Since Solitaire’s “crash course in sustainability” she has become responsible for Futerra’s mission – to make sustainable lifestyles so desirable that they become the norm. From school children to chief executives, to the Chinese government, Solitaire has been communicating the sustainability message. For positive change Solitaire believes creativity is key, and harnessing London’s creative sector and the city’s “buzz” is Solitaire’s next challenge as a London Leader.

Futerra Sustainability Communications is one of the largest worldwide communication agencies specialising exclusively in sustainable development and Solitaire believes that “six years ago London was the only city where an agency such as Futerra could have been born, and it’s still the best city in the world to do what we do”.

For Solitaire the concept of sustainability is a personal one, “I grew up on a council estate in a poor physical environment and know how important a good environment is for well-being. It’s difficult to respect yourself in an environment that is disrespected and people still don’t understand this fundamental link between environmental and physical well-being. Small changes make huge differences”.

Sustainability is Solitaire’s professional life: she never works on an account that doesn’t directly contribute to environmental or social sustainability. She came to London to study a Masters degree in sustainable development with Forum for the Future and over the last 10 years Solitaire has been communicating

sustainability to a wide diversity of audiences. “Definitions of sustainability are not always useful. It means different things to different people, but communicated in the right way, it’s important to everyone.”

Founding Futerra has opened up some fantastic opportunities for Solitaire, “I couldn’t name just one highlight, being asked by Tony Blair to speak at the launch of the UK Sustainable Development Strategy in 2005 was not only an honour, it really demonstrated the growing recognition that communication is key to our sustainable future. Being part of the recent ‘Lights off’ campaign with Capital Radio was also a real sign of the changes happening in our city and that’s something that really encourages and motivates me.”

My Commitment: “London has one of the world’s most exciting and dynamic creative sectors. Design, art, advertising, film and music can be harnessed in the challenge of making sustainability exciting and desirable. My commitment is to demonstrate London’s creativity and innovation for positive change. This will entail forming a Creative Roundtable which will act as the sounding board and think tank for a series of campaigns, events or awards that will help stimulate debate, raise awareness and instigate the kind of partnerships needed for large scale change. Sustainability needs creativity.”



Name:
Professor Rick Trainor

Position/occupation:
Principal, Kings College London.

Residence:
City of London.

“It is hard to exaggerate the problems we face.”

Rick is a relative newcomer to sustainability – a historian by training, he has become actively involved in promoting sustainability since becoming Principal of King’s College three years ago. “By definition, sustainability is important - if something is unsustainable, it will eventually collapse. When this is applied to whole cities and civilisations, it becomes a very serious matter.”

“We live in a place with an increasing sense of its own identity, a place of high cultural offerings, a place which people come from all over the world to work and live in. Rick believes London’s reputation as a very exciting, culturally interesting and ethnically diverse place adds to its credibility as a truly world city. “I believe we need to look backwards to appreciate that London is much more forward-looking than it used to be - in the 1960’s London would not have been foreseen as the world city it is today.”

Whilst Rick is optimistic about London’s prosperity continuing for another 25 years, he is concerned that if current predictions are correct, London will struggle to meet the sustainability challenges it faces in the longer term. “London is not yet equipped to deal with the predicted changes to the climate, such as increases in temperature and rising sea levels. This adds further urgency to the sustainability agenda.”

King’s College was one of the first universities in the country to have 100% of its contractual electricity sourced from renewable large scale hydro generation and received the Higher Education Environmental Performance Improvement ‘Green Gown’ Award for the

sustainable construction methods used in the refurbishment of their historic Strand campus. Rick sees his role as promoting further sustainable practices within King’s College’s internal operations, but also using the teaching and research expertise at the College to generate more appropriate public policies to push the cause of sustainability in London. “Across the College, we have people with the skills to tackle sustainability issues, from scientists monitoring London’s air quality, through to urban climatologists and geographers, to public policy experts that interpret the evidence and develop appropriate policy solutions.”

Sustainability is something Rick would like to see more promotion of in higher education and is something he believes King’s College will continue to stand for. “As a major educational institution with environmental research interests, we have a role in promoting sustainability - we must practice what we preach.”

My Commitment: “My commitment is to promote collaborative, inter-disciplinary research to develop solutions to sustainability public policy issues. This will draw on the expertise and institutional practice within King’s College and lead to a London symposium on sustainability public policy to advocate novel, integrated solutions that can be put to regional and national Government.”



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Chinese

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Vietnamese

Nếu bạn muốn có văn bản tài liệu này bằng ngôn ngữ của mình, hãy liên hệ theo số điện thoại hoặc địa chỉ dưới đây.

Turkish

Bu belgenin kendi dilinizde hazırlanmış bir nüshasını edinmek için, lütfen aşağıdaki telefon numarasını arayınız veya adrese başvurunuz.

Greek

Αν θέλετε να αποκτήσετε αντίγραφο του παρόντος εγγράφου στη δική σας γλώσσα, παρακαλείστε να επικοινωνήσετε τηλεφωνικά στον αριθμό αυτό ή ταχυδρομικά στην παρακάτω διεύθυνση.

Punjabi

ਜੇ ਤੁਹਾਨੂੰ ਇਸ ਦਸਤਾਵੇਜ਼ ਦੀ ਕਾਪੀ ਤੁਹਾਡੀ ਆਪਣੀ ਭਾਸ਼ਾ ਵਿਚ ਚਾਹੀਦੀ ਹੈ, ਤਾਂ ਹੇਠ ਲਿਖੇ ਨੰਬਰ 'ਤੇ ਫੋਨ ਕਰੋ ਜਾਂ ਹੇਠ ਲਿਖੇ ਪਤੇ 'ਤੇ ਰਾਬਤਾ ਕਰੋ:

Hindi

यदि आप इस दस्तावेज की प्रति अपनी भाषा में चाहते हैं, तो कृपया निम्नलिखित नंबर पर फोन करें अथवा नीचे दिये गये पते पर संपर्क करें

Bengali

আপনি যদি আপনার ভাষায় এই দলিলের প্রতিলিপি (কপি) চান, তা হলে নীচের ফোন নম্বরে বা ঠিকানায় অনুগ্রহ করে যোগাযোগ করুন।

Urdu

اگر آپ اس دستاویز کی نقل اپنی زبان میں چاہتے ہیں، تو براہ کرم نیچے دئے گئے نمبر پر فون کریں یا دیئے گئے پتے پر رابطہ کریں

Arabic

إذا أردت نسخة من هذه الوثيقة بلغتك، يرجى الاتصال برقم الهاتف أو مراسلة العنوان أدناه

Gujarati

મને આ દસ્તાવેજની નકલ તમારી ભાષામાં તી હોય તો, કૃપા કરી આપેલ નંબર ઉપર કરો અથવા નીચેના સરનામે સંપર્ક સાધો.