



Another year in  
the Life of the  
London Leaders  
2009-10

September 2010

## **London Sustainable Development Commission**

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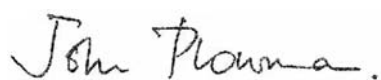
## Foreword

Welcome to 'Another year in the Life of the London Leaders', the second report of the London Sustainable Development Commission's London Leaders programme.

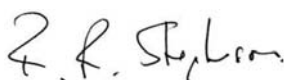
2009 has been an exciting year for the programme and, once again, London Leaders have shown how individuals can be instrumental in helping to make London the best, and most sustainable, city in the world.

For the second year running we have seen what is possible when a group of committed individuals feel empowered to tackle the sustainability challenges in our city. A great strength of the programme is the diversity of projects which in 2009 ranged from the development of an innovative concept in food shopping, research into the waste and reuse sector and celebrations of previously under-used green space.

Providing leadership in sustainability is key in tackling some of the most important issues faced



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**Chair, LSDC**



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by our city, and beyond. The LSDC therefore believes it is more important than ever that we identify and support Leaders who can catalyse and drive change. The remarkable enthusiasm and commitment of the 2009 London Leaders has enabled them to do just that.

The London Leaders programme brings together individuals from across all sectors, and from all walks of life. Leaders question old assumptions, test new ideas and work together through newly forming networks. The Leaders projects have overcome many and varied challenges to reap fantastic rewards over the year. We hope you enjoy reading about them.

We also invite you to join our ever-growing London Leaders Network, and make your own commitment to realising the vision of making London the global benchmark for sustainable cities by 2020.



*The London Leaders programme goes from strength to strength and I want to congratulate all those involved. Each year the London Leaders bring to life a fantastic range of initiatives, from creating green roofs to helping fledgling creative businesses get off the ground in tough economic times.*

**Boris Johnson, Mayor of London**

# Introduction

London Leaders brings together London's leading lights in sustainability, to deliver real change, and inspire others to do the same.

Sustainable development is about delivering a better quality of life for everyone now and in the future. This is a global challenge and one in which cities play a pivotal role. London already has a population of over 7.5 million, which is expected to grow to nearly 9 million by 2026, so if we can demonstrate sustainable living in our city, we will be making significant progress in securing a better future for London and beyond.

The London Sustainable Development Commission (LSDC) launched the London Leaders programme in October 2007 to demonstrate the power of collaboration and innovation in tackling sustainability challenges inherent in global cities such as London.

London Leaders is a unique programme that brings together leaders in sustainability from across different sectors in London. Through their work, our intention is to motivate and empower individuals, organisations and communities to take responsibility and make the changes necessary to realise the vision of making London a global benchmark for sustainable development.

The LSDC's London Leader's programme has three key objectives:

- To inspire and catalyse positive change
- To demonstrate sustainability in action
- To increase London's capacity for sustainable development leadership.

In December 2008 we appointed 16 individuals to be the second group of London Leaders. Throughout 2009, they worked passionately to deliver a range of successful projects across the

sustainable development agenda, addressing social, economic and environmental development in the capital. Projects were extremely diverse and varied, which is one of the key strengths of the programme. Some of the 2009 projects focussed on supporting SMEs, others on grassroots volunteering, and inspiring individual action. Leaders came from a whole variety of sectors – ranging from fashion to furniture re-use and food.

'Another Year in the Life of the London Leaders' is our second annual report and showcases and celebrates the achievements of the 2009 Leaders and their projects. The report is structured around the three key programme objectives and reviews how we performed against each of these during our second year. Recommendations will be used to develop the programme in future years.

## The year in numbers:

16	London Leaders
9	High profile events
1000+	Attendees at major events
6	London Leaders networking meetings
2	Days of workshops
4	Issues of the programme newsletter, <i>London Leading</i>
470+	Network members
1	Radio station

# Background

## The evolution of London Leaders

The London Sustainable Development Commission (LSDC) was set up in 2002 to advise the Mayor of London on making London an exemplary sustainable world city. Integral to this is learning from what other cities are doing in order to promote and embed sustainability into policy and project development.

In 2007, 'A Greater London: making it happen' was published, based on commissioned research into international best practice on sustainable city approaches and projects.

The research identified nine case studies that integrated sustainability objectives to deliver real and lasting economic, social and environmental benefits for their communities and organisations. A number of common factors were highlighted as important in ensuring the success of sustainability projects:

- Leadership
- Capacity building
- Partnership working
- Community participation
- Innovation

This recognition that leadership is pivotal for a sustainable future led the LSDC to set up the London Leaders programme.

London, with its ambitious target to reduce CO<sub>2</sub> emissions by 60% by 2025 and flagship initiatives such as Low Carbon Zones and Cycle Superhighways, is already recognised across the world as a Leader in sustainability. The London Leaders programme is, however, built on the philosophy that if we are to deliver the scale and speed of changes necessary to tackle sustainability challenges such as climate change,

poor air quality, child poverty, and income and health inequalities, leadership can not come solely from national or city government. Leadership is vital throughout all of society. To bring about the large scale transformation needed to really deliver sustainable development, the programme therefore supports leaders from all walks of life, across a diverse range of sectors, and at a range of levels.

Around 15 individuals are recognised each year as London Leaders, and supported by the LSDC to further their ambitions and help London remain the best, and most sustainable, big city in the world. Leaders are chosen each year following an open application process.

London Leaders is a cost effective programme that aims to provide support and add value to the work of the Leaders. London Leaders have not received direct financial assistance but do have the support of the programme infrastructure, including training, networking, events, press and publicity. Programme benefits range from the immediate beneficiaries of individual projects, to the wider environmental, social and economic benefits of enhanced sustainability leadership and the impact this has on the ongoing operation and growth of organisations and the engagement of community stakeholders.

In today's environment of more constrained public sector funding, the Commission believes this is an efficient and scalable model that may be used to engage local people in issues of shared concern, and up-skill individuals and groups to enable and support community-led delivery.

## London Leaders projects in 2009

### Alex Smith, Alara Wholefoods

**London Leaders pledge:** Alex's pledge was three-fold; 1. To develop the UK's first operational community scale anaerobic digestion system at the Alara Wholefoods site in Kings Cross; 2. To reduce his own personal CO<sub>2</sub> footprint both at home and work; and 3. Begin community food growing on the Alara site and other land nearby, involving other businesses and the local community. **Action in 2009:** Alex managed to successfully reduce his own carbon footprint – and lost weight in the process through cycling and walking more! Two new garden projects were launched at Alara in 2009, and this has formed the basis of a vision for the wider area.

**And beyond:** Alex is using the existing gardens to catalyse the transformation of more waste land into food growing areas. The anaerobic digester project also continues to move on at pace, and has recently received planning permission.

### Andrew MacAskill, Skanska

**London Leaders pledge:** To develop a Sustainable Procurement Policy for Skanska, setting out Skanska's approach to sustainable procurement in the UK. **Action in 2009:** Andrew refined the Skanska policies and supporting documents, to provide guidance to buyers, contractors, and other stakeholders, in six key areas of sustainable procurement.

**And beyond:** Skanska continue to be widely regarded as best practise in the construction sector. Andrew McAskill now sits as a Commissioner with the LSDC.

*For more information, see page 16*

### Arthur Potts Dawson, Acorn House Restaurant

**London Leaders pledge:** To create The People's Supermarket (TPS) – a not for profit, co-operative grocery store. **Action in 2009:** Arthur developed the TPS concept based on enabling people to become part owner of the store, vote on how the store is run, and receive product discounts, in return for a small annual membership fee and four-hour shift in the shop per month.

**And beyond:** The People's Supermarket opened in June 2010 with over 100 members. It will be the focus of a Channel 4 documentary later in the year.

### Dr Ben Todd, Arcola Theatre

**London Leaders pledge:** Future Arcola – a new ultra-low carbon venue at Dalston Junction.

**Action in 2009:** Ben developed the proposals for Future Arcola, and obtained funding through the LDA to carry out a feasibility study.

**And beyond:** The masterplan is now fully developed and the terms of the lease for the site are being negotiated. It is widely acknowledged that Future Arcola will play a key part in the ongoing regeneration of the Dalston area.

*For more information, see page 14*

### Chantal Cooke, Passion for the Planet Radio

**London Leader's pledge:** To run a 'Munch Less Meat' campaign to encourage people to reduce their carbon footprint through cutting their meat intake. **Action in 2009:** Chantal experienced a small set back when Paul McCartney launched his Meat Free Monday campaign a week before the Munch Less Meat initiative was due to go live! Chantal agreed to support Sir Paul's campaign through providing publicity, and went ahead

with a more low key launch of the Munch Less Meat challenge. This was hosted on a dedicated website, which gave a range of actions for individuals to commit to.

**And beyond:** The Munch Less Meat website remains live and continues to attract new interest. Chantal runs the official radio station for the London Leaders programme, Passion for the Planet FM.

### Debbie Leach, Thames 21

**London Leaders pledge:** Waterways Treasure Hunt. **Action in 2009:** The concept of the Waterways Treasure Hunt was developed and tested in 2009, allowing local people to experience their local waterways and then produce a publicly available 'treasure map' of information.

**And beyond:** Thames 21 continue to involve local communities through the Treasure Hunt approach, which is expected to continue to grow until September 2011. After this point, further funding will be sought.

*For more information, see page 13*

### Professor Frances Corner, London College of Fashion

**London Leaders pledge:** To run the second International Student Competition for Sustainability to celebrate innovation in sustainable fashion design, development and communication. **Action in 2009:** The awards, hosted by TV personality Caryn Franklin, took place at a successful 'Fashioning the Future' event at City Hall in November 2009.

**And beyond:** Frances continues to pioneer the adoption of sustainable and ethical practice into the fashion education curriculum.

### Professor Hugh Montgomery, UCL Institute for Human Health and Performance

**London Leaders pledge:** Drawing on findings from the healthcare sector that the quickest route to changing behaviour is through the influence of children, Hugh committed to Project Genie – an education and action programme about sustainability issues related specifically to climate change. **Action in 2009:** Hugh produced the book 'Project Genie', and associated lesson plans, to educate children on the issue of climate change, and inspire them to take action.

**And beyond:** To date, Project Genie has been used in 140 schools, reaching approximately 34,000 children, and is currently being rolled out across every primary school in Sutton.

*For more information, see page 12*

### Laura Ivill, Bankside Open Spaces Trust

**London Leaders pledge:** To celebrate London's green spaces as opportunities for physical activity and to bring together different sections of the community in north Southwark. **Action in 2009** Held the Mint Summer Games at Mint Street Park – a popular and fun zero waste event for local residents and workers.

**And beyond:** Since Laura completed her year as a London Leaders Bankside Open Spaces Trust (BOST) have included the games again for its 10th birthday event in the park in July 2010.

*For more information, see page 15*

### Melanie Poyser, London Borough of Southwark

**London Leaders pledge:** To develop a web portal for council offices to share information on services for vulnerable people. **Action in 2009:** Melanie continued to expand the Southwark

Handyperson Service, an initiative to help residents maintain safe and independent living through access to small repairs and adaptations to their homes, whilst also providing vital links to other services. She was, however, unable to complete the London Leaders programme due to personal circumstances.

**And beyond:** Melanie remains involved with the London Leaders programme, and hopes to complete her pledge in the future.

### Richard Featherstone, London Community Resource Network

**London Leader pledge:** To increase the profile of furniture reuse across London. **Action in 2009:** Richard's work continued to expand the reach of the London Reuse Network (LRN) by increasing the potential of the well established projects and setting up three new projects in north London. He led on a major piece of research entitled 'Third Sector Reuse Capacity in London'. This compiled the first accurate picture on reuse activity in the capital, and made recommendations to transform the way reuse works.

**And beyond:** LCRN has recently been awarded £8m of funding from London Waste and Recycling Board (LWaRB) to invest in the London Reuse Network. The reuse sector will be restructured to collect more reusable items from the bulky waste stream, salvage the best and sort the rest and pass them on to households who prefer to buy reuse because it is affordable, quirky or retro. This will save thousands of tonnes of furniture from landfill. Richard's marketing strap line is "take the F out of refuse."

### Robert Holdway, Giraffe Innovation Ltd

**London Leaders pledge:** Changing Habbits.

**Action in 2009:** The Changing Habbits project was launched online, encouraging people to explore environmental behaviours through a customised 'habbit'. The habit model demonstrates a personal environmental footprint and changes shape and size according to changes in behaviour.

**And beyond:** To date, the project has helped GLA and Cannon employees to save nearly nine tonnes of carbon emissions, and nearly 800 individuals have signed up to create their own habit.

*For more information, see page 10*

### Steve Waggott, Charlton Athletic Football Club

**London leader pledge:** To use the power of sport to engage with the local community.

**Action in 2009 and beyond:** Steve Waggott's London Leader pledge will be taken forward by Jason Morgan of the Charlton Athletic Community Trust in 2010.

### Susan Sheehan, Hyde Farm Climate Action Network

**London Leaders pledge:** To establish the 'Low Carbon Communities Network' to inspire communities to take action on climate change by sharing the experience of people who have already set up environmental community groups. **Action in 2009** Over 80 people attended the inaugural meeting of the Network in November 2009.

**And beyond:** The network continues to meet and offers mentoring, advice, case studies, and ideas and resources for effective activities and events.

*For more information, see page 11*



### Vijay Amin, ABi Associates

**London Leader's pledge:** To inform and educate young Londoners about the value of good eating choices. **Action in 2009:** Vijay carried out a range of projects in 2009. Five-hundred Food Heroes information packs were distributed to individuals & businesses in West London which promoted healthy lifestyles and eating habits. A 'Design Your Own Healthy Energy Bar' competition for 100 young people was held in partnership with Fortunegate Community Housing, and a food and health fair for micro businesses owned by women, was organised in partnership with Harvest Church. **And beyond:** Vijay continues to be active in the sustainable food sector and has secured funding to run a small food and health wellbeing project in NW10. He will also be launching the Food Hub in Winter 2010 which will promote healthy eating and provide entrepreneurial opportunities for food businesses in London.

### Wayne Hemingway MBE, Hemingway Design

**London Leaders pledge:** To develop a prototype space to deliver low-cost premises for fledgling creative industries. **Action in 2009:** Wayne launched the KiosKiosK at MoreLondon – a pop-up shop providing free, temporary retail space for creative entrepreneurs. This enhanced the urban design of the area, contributed to the vibrancy and economic sustainability of the creative industries in London and supported young talent. **And beyond:** Following the summer trial in London, the KiosKiosK moved to Nottingham. KiosKiosK now provides a model to support creative start-up businesses that can be replicated and rolled out in any city.

*For more information, see page 18*

# Inspiring and catalysing positive change

Catalysing and accelerating the pace of sustainable change is vital for London to meet the LSDC ambition for the city to be a global benchmark for sustainability by 2020. The London Leaders programme aims to inspire and deliver this change by:

- Demonstrating sustainability in action by showcasing innovative solutions,
- Showing the benefits of joined up thinking and cross-sector partnership working,
- Supporting and developing leadership for sustainable development.

The LSDC believes single issue-based approaches are not sufficient to achieve this vision, and therefore promotes a holistic, integrated approach. Finding joined up solutions that

simultaneously deliver social, economic and environmental benefits underpin the London Leaders programme, and Leader's projects exemplify delivery against a wide range of sustainability issues.

Creating change requires new networks to form, and we have seen that the programme has enabled each Leader to influence and inspire others with their example. This in turn stimulates new ways of thinking and doing. The programme creates a ripple effect and, by sharing stories and working together, London Leaders are able to stimulate change that is greater than their individual actions would alone allow.

Over the year, Leaders have catalysed change in London through building communities of interest,

## Case study: Rob Holdway: Changing Habbits

Rob developed 'Changing Habbits' an innovative, online programme to encourage pro-environmental behaviours, with a specific focus on links between work and home-based behaviours.

Users create an online 'Habbit' - humanoid forms with body parts distorted relative to the environmental impact of common activities. They show which parts of an individual's lifestyle have the greatest environmental impact and change shape according to the positive actions taken by the creator.



The project was launched at City Hall, with Canon UK and the GLA the first to sign up. To date, they have collectively saved nearly 9 tonnes of

carbon emissions. There are also nearly 800 members from the public (people who have calculated their own footprint), 139 friends on Facebook and 120 followers on Twitter.

Changing Habbits was displayed at London's Design Museum as part of the Sustainable Futures exhibition, which attracted an estimated 50,000 visitors.

sharing good practice, holding events, generating publicity, and increasingly as networks expand, through word of mouth.

The reach of the London Leaders programme continues to grow. Nine major events were held in 2009, attracting over 1000 guests between them. Passion for the Planet, the official radio station for the programme run by 2009 Leader Chantal Cooke, has over 120,000 listeners a week. There are also over 470 members of the online London Leaders community, all of whom receive the bi-monthly project newsletter which illustrates the impact individual projects, and the programme as a whole, are having.

The reach of the individual projects, are also substantial. Hugh Montgomery's Project Genie

has reached an estimated 34,000 school children, nearly 800 individuals have signed up to create an Environmental 'Habbit' designed by Rob Holdway, and Andrew McAskill's project continues to drive improvements throughout the multi-million pound Skanska supply chain.

The innovative nature of all the London Leaders' projects has helped to capture the imaginations of those involved. This has resulted in positive and quantifiable change, reaching beyond the boundaries of the city. The success of Wayne Hemmingway's KiosKiosk project in London, for example, inspired Nottingham city centre to host the concept (see page 18).

It is a major challenge for Leaders to not only inspire interest and ideas in their projects, but to

## Case study: Sue Sheehan - Linking low carbon communities

Building on her work with the Hyde Farm Climate Action Network, Sue Sheehan's London Leaders project was to set up the London Low Carbon Communities Network (LLCCN).

The network was set up and launched with the help of LSDC Commissioner Chris Church, and the first meeting took place in November 2009, with over 80 attendees.

The network aims to support existing voluntary action on climate change, engage and support new voluntary action groups, and enable better cooperation between diverse groups and sectors. It provides an



open forum offering updates on London-wide activity, sharing of plans and ideas, skill-sharing and networking opportunities.

***"The London Leaders programme pushed me to do something beyond my comfort zone. I have always***

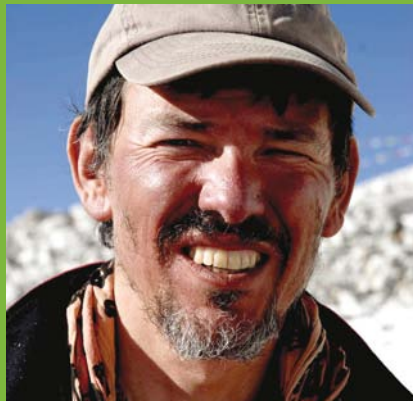
***been interested in finding ways for climate change volunteers to share ideas and resources without each group having to reinvent the wheel. We hope that London Low Carbon Communities Network can become a practical space for knowledge"*** Sue Sheehan

The network held its second meeting in May 2010, attended by over 40 people from the community and public sector across London. A third successful meeting was held in July, and the project continues to gather momentum.

## Case study: Hugh Montgomery – The genie in the bottle

Project Genie is based on the belief that children and young people are one of the quickest routes to changing behaviours – both through their own actions now and in the future, and through their influence on others. Project Genie aims to engage young people to tackle climate change by putting them in charge. This empowers them to produce rapid, meaningful and sustained reductions in energy use – saving money at school and at home, whilst also learning about and caring for the planet.

At the heart of Hugh’s project was the production of a book ‘*The Genie In The Bottle*’. This explains the issues surrounding



climate change by telling of a planet which has died because the people used too many resources and fossil fuels, which made the planet too hot for life.

A cross-curricular set of lesson plans about climate change, teaching aids, an animated film version of the

book voiced by Tom Baker, and electronic measurement tools to record energy use were also developed.

Project Genie was founded by Professor Hugh Montgomery, as his London Leader commitment, and has since been developed further by independent scientists, authors, artists, designers, technologists and teachers.

Since it began, Project Genie has been used in 140 schools, reaching approximately 34,000 children, and it continues to expand. The film premiered at Warner Bros Headquarters in June 2010 and it is currently being rolled out across every primary school in Sutton.

“  
I really enjoyed working with such interesting people. **Chantal Cooke**”

ensure these are turned in to actions, too. There have been several examples of positive action resulting from the 2009 Leaders projects, such as Rob Holdway’s Changing Habbits project which brought about impressive and measurable carbon reductions (see page 10).

In future years of the programme, the LSDC will be looking at ways to continue to develop Leader’s capacity to be as effective as possible in catalysing change in others, and capturing and measuring that change.

Feedback from all the Leaders indicates that they were inspired and motivated to act by being involved in a group of people sharing the same passion and commitment to sustainability as each other – and that the outcomes of their projects were more far reaching as a result of their involvement in the programme.

## Demonstrating sustainability in action

The London Leaders project explicitly demonstrates how developing and supporting leadership can achieve real improvements in sustainability in local communities and beyond. The results of the projects alone speak volumes, but it is also important for Leaders to be able to communicate the meaning and importance of sustainability to stakeholders, to garner further support. During 2009, sustainable communications agency, Futerra, ran a masterclass for Leaders in communicating sustainability. This will be repeated in 2010. Pro-active PR and media support will also be available to Leaders, following feedback from previous years.

Each of the projects undertaken over the course of 2009 have demonstrated how a sustainable approach can deliver improvements in quality of life for communities across London. The 'bottom up' nature of many of the Leader's projects has helped connect with local communities, who are in turn more receptive to the benefits that sustainable development can bring to them. The most successful projects were developed in partnership with communities to be tailored to local environmental, social and economic considerations, and reflect local interests and needs.

### Case study: Debbie Leach - discovering and mapping London's waterway Heritage

For her 2009 London Leader's project, Debbie Leach, of Thames 21, developed the Waterway Treasure Hunt. This is a participation project designed to involve volunteers in walking their local waterway areas, to experience and share details of what is special about their local waterways with the wider community.

Together, participants create an on-line 'treasure map' of waterway information, which is defined and shaped by the interests and enthusiasm of the participating volunteers. This is also made available to the wider public.

The project has already been a success in local communities, and the Waterway Treasure



Map continues to be added to and updated by community volunteers, overseen by Thames 21. It will develop and grow until Autumn 2011, by which time it is hoped that further funding will be secured to expand it throughout London.

It is envisaged that the long-term benefits will be

much increased community awareness, knowledge, conservation of and constructive use of their local waterway green space. Anecdotal feedback suggests this is already starting to happen.

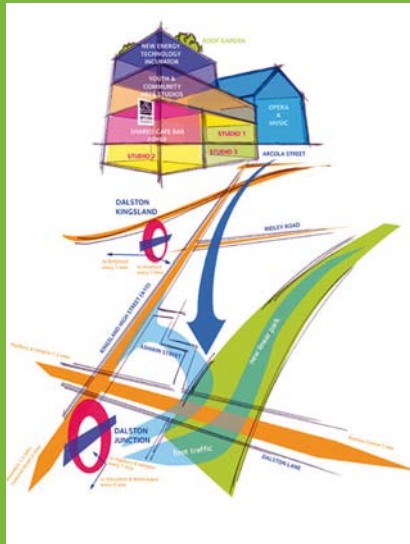
In the longer term the project aims to be largely self-sustaining, and to serve as a model that can be replicated in other regions.

***"It was a great opportunity to exchange views and develop ideas with proactive people all seeking to lead positive change on a wide range of sustainability issues"*** Debbie Leach

## Case study: Ben Todd - Making a low carbon future reality

Dr Ben Todd, Executive Director at the Arcola Theatre in Hackney, committed to two London Leaders projects in 2009.

The first was Future Arcola – the creation of a new ultra-low carbon venue at Dalston Junction, as part of the wider redevelopment of the area. Through the London Leaders programme, Ben was introduced to an ongoing LDA project – Making Space in Dalston – which contributed £60,000 to the feasibility study for the project. Whilst Ben was initially aiming to begin work on the venue within the year, this study was completed at the end of his London Leader year and launched at City Hall in December. Since then the first part of the site has been



identified, and the team are currently working to finalise the lease with LB Hackney. Future Arcola has now firmly established itself as part of the regeneration strategy for Dalston.

Ben's second project was about kick starting a mini-

hydrogen economy in London with a fuel cell powered bike as the focus. This project is now going well, and the bike started trials with a courier company in July 2010. A retail business – Arcola Energy Store – selling hydrogen fuel cell products and clean-energy education kits has also been set up.

***“The London Leaders programme provided an exceptional catalyst for the two very ambitious projects I am leading at Arcola Theatre. Eighteen months on from joining the London Leaders programme, both are flourishing. They would not be doing anywhere near as well without that support.” Dr Ben Todd***

“  
The London Leaders programme is a catalyst for action – it shows you the road, but it won't do it for you. **Alex Smith**”

Due to the diversity of projects, success looks different for each Leader. All Leaders are required to complete a project plan before commencing work, which defines sustainability in the context of their project. This ensures that projects can measure progress and demonstrate

success against a bespoke set of metrics. This is essential in gaining further support from potential stakeholders, and often useful in attracting external funding.

Demonstrating positive outcomes has been particularly successful in overcoming barriers to sustainable development on the ground, connecting agendas, and helping to realise opportunities. To this end, in 2009, the LSDC worked with sustainable development organisation Forum for the Future to help it review the London Leaders programme milestones and evaluation methodology based on the experience of the

## Case study: Laura Ivill – Bringing communities together through traditional games

London Leader Laura Ivill chose to address four sustainability issues – health, green spaces, community and waste management – through the Mint Summer Games at Mint Street Park, SE1 in summer 2009.

The Games encouraged local residents, workers, parents and children to come together and be active in one of their local parks, to find out more about its wildlife and environment, and visit information stalls hosted by community organisations. It also aimed to give locals ownership of their green spaces, and a sense of pride in their surroundings.

All residents and workers of Bankside, Borough and London Bridge were invited to participate in traditional games for all ages, enabling different groups to mix and parents to have fun with their children. Entertainment and free



refreshments were provided for the community, and the games promoted healthy activity by demonstrating, through participation, how exercise can be great fun. The event was attended by MP Simon Hughes who helped out with the running of the games.

Key to the event was ensuring food waste was minimised, and a caterer with strong sustainability credentials was employed (Lisa Stockton of Happy Kitchen, who is now a London Leader for 2010). Only compostable cups were available, and these were

composted on site. The event generated almost zero waste.

***“The benefits were there to be experienced – no rubbish on the grass, no bins overflowing, the fact that exercise can be fun, that the park is there to be used by the community, that taking part in something with your friends and neighbours is enjoyable and sociable”***

*Laura Ivill*

Feedback from participants and organisations involved in the event was extremely positive and Bankside Open Spaces Trust (BOST) included the games again for its 10th birthday event in the park in July 2010.

pilot year. The outcome of this has been a revised London Leaders evaluation framework that will allow for a more thorough interrogation and identification of project impacts. This has been further developed throughout 2009, and will be tested in 2010. This will ensure that, in addition to the good work of the individual projects, the overall programme aims continue to be delivered and outcomes demonstrated.

# Increasing London's capacity for sustainable development leadership

The network of London Leaders provides a forum to learn from one another, share ideas and set new benchmarks. It acts as a test bed for new opportunities, and new and often unconventional, ways of thinking are encouraged and challenged. This gives Leaders the confidence to go beyond 'business as usual' and challenge existing boundaries.

Feedback from the 2009 Leaders showed this was instrumental in supporting them to take the initiative and lead on projects. It also provided an opportunity to discuss their projects, with other Leaders, helping projects address any issues at an early stage.

## Case study: Andrew MacAskill - Building sustainable supply chains

2009 London Leader Andrew MacAskill is the Supply Chain Director for one of the largest and most responsible construction companies operating in London.

Andrew's London Leader project set out to clearly define 'best value' procurement in terms of economic, social and environmental value and to produce guidance for Skanska's buying professionals and the diverse supply chain.

Skanska now provide specific guidance in six key areas of sustainable procurement which aligns the more traditional approaches around quality and health and safety with sustainability issues including environmental and ethical sourcing, and supply chain equality and diversity.

Clear and transparent communication has been key – the number of separate



policy documents has been reduced, and content simplified. Skanska place an emphasis on making it clear to the supply chain what procurement teams will be considering in the development of future sustainable sourcing strategies for their projects.

Skanska recognise that each organisation within its supply chain has different experiences and management

systems. Central to the new approach, therefore, is providing assistance to suppliers in working towards compliance. This has been especially relevant in engaging smaller suppliers and those from under represented groups.

Results have already proved to be far reaching. Skanska has worked with contractor organisations on specific programs to engage staff from disadvantaged groups such as ex-offenders and the long term unemployed.

Skanska's key suppliers have been hugely supportive of the approach, and several have begun to give preference to using suppliers who have signed up to the Skanska sustainable procurement principles.



As the London Leaders project continues to grow, there will be an ever greater web of alumni activity. The LSDC acknowledges it will be essential to capture this to ensure that past and present Leaders benefit.

2009 London Leaders have been proactive in promoting their work and sharing their experiences beyond the network, further building the capacity for sustainable development leadership across London and beyond. In April 2009, five of the sixteen Leaders appeared on a panel at UKAware, a green and ethical lifestyle show with over 10,000 visitors. They discussed their experiences of catalysing change 'from boardrooms to communities' in a well received session. A public London Leaders debate was also held as part of 2009 Love London sustainability week.

Through their links to the Commission, London Leaders also have a unique opportunity to work with policy makers in London to influence policy and delivery across the Capital in the short- and long- term. Since completing his year as a London Leader, Andrew McAskill, Skanska, has gone on to become a member of the London Sustainable Development Commission. This is testimony to his ambition, and work as a Leader throughout 2009, and will further his ability to influence the sustainability agenda within London. Andrew's project showed that leadership in sustainable development is most successful when leading by example.

“ ”

*I felt excited, challenged and motivated by the programme.* **Vijay Amin**

“ ”

*London Leaders gives power steering to your project.* **Richard Featherstone**

The London Leaders programme continues to support and develop leadership capacity for sustainable development so that Leaders can be more effective in their work. In future years, more formal training opportunities will be explored, as will a stronger link between Leaders and the LSDC, to ensure a sharing of skills and knowledge.

## Case study: Wayne Hemingway – Kioskiosk

Designer Wayne Hemingway launched the Kioskiosk – an innovative ‘pop up shop’ that provided free temporary retail space for creative entrepreneurial start-up businesses in central London during the summer of 2009.

By offering rent-free space for people with creative products to sell such as ceramics, artworks, creative gifts and fashion, new businesses with great ideas were given a much needed step-up on the ladder to success. The Kioskiosk was designed with sustainability principles in mind, and was successfully piloted at More London. After this, it went ‘on tour’ to Nottingham so another city could benefit from the exciting new concept.

Boris Johnson, Mayor of London, said:



***“It’s absolutely fantastic that Wayne and Gerardine Hemingway are using their wealth of expertise to help creative entrepreneurs. Creative industries are worth many millions to London’s economy providing jobs for thousands of people, so it makes sense to offer a helping hand to budding entrepreneurs that have the potential to run thriving businesses”.***

*Boris Johnson, Mayor of London*

## Our major events in 2008-9

### London Leaders annual event, December 2008

#### 200+ attendees

On the 9th December the LSDC hosted the first London Leaders annual event at the prestigious Royal Society. Attended by 200 stakeholders from across London's business, community and public sectors, the event marked the announcement of the second round of Leaders and highlighted achievements of the first year. Chaired by LSDC Acting Chair, Paul de Zylva, the event included a keynote speech by Sir Simon Milton, Deputy Mayor for Policy and Planning, and presentations from existing London Leaders; Philippe Castaing, Michaela Crimmin, Professor Rick Trainor, and new Leaders Wayne Hemingway and Rob Holdway.

### Launch of Project Genie, April 2009

#### 100+ attendees

Afternoon tea was held at City Hall to demonstrate to stakeholders how the innovative Project Genie successfully educates and inspires children to take action on climate change.

### Launch of KiosKiosk, July 2009



#### 70+ attendees

Designer Wayne Hemingway was joined by Boris Johnson for the launch of his KiosKiosk project at More London. KiosKiosk is a portable, popup shop that was launched outside City Hall and hosted a variety of creative artists selling their wares over the summer of 2009.

### Mint Summer Games, July 2009

#### 200+ attendees

Traditional games, such as egg and spoon races, were the order of the day at Mint Street Park on Bankside as local parents and children took part in a day of fun and activity. Organised by London Leader Laura Ivill, the games aimed to celebrate London's green spaces, demonstrate the power of communities, and encourage healthy living. Local MP Simon Hughes took part and the event was judged to be a great success by all involved.

### Launch of Changing Habbits, October 2009



#### 100+ attendees

The launch of Changing Habbits took place at City Hall on 1st October 2009 and was attended by delegates from across the sustainability sector interested in this innovative, action based programme to encourage pro-environmental behaviours and reduce the carbon footprint of London's workforce. The event featured presentations from Isabel Dedring, the Mayor's Environment Advisor, and Surrie Everett-Pascoe, European Environment & Product Safety Director at Canon Europe.

### Fashioning the Future, November 2009



#### 150+ attendees

Leading lights of London's fashion world came together to celebrate sustainable fashion at the 2009 Fashioning the Future event, organised by London Leader Frances Corner of the London College of Fashion. Hosted by TV personality Caryn Franklin and with awards presented by model Jo Wood, journalist Lucy Siegle and LSDC Commissioner Paul de Zylva, the event was a huge success and the winners proved that sustainability in fashion does not mean that style and quality have to be sacrificed.

### Launch of the Low Carbon Communities Network, November 2009

#### 80+ attendees

This first meeting of the LCCN brought together environmental groups, Councils for Voluntary Service, climate action groups, faith-based and ethnic minority groups and organisations such as Transition Towns. It began to map existing local and London-wide action and consider how the network could operate to support this in the future. It was a lively event which included presentations, round table discussions, and networking, around the celebration of the launch.

### Future Arcola, December 2009

#### 150+ attendees

City Hall hosted London Leader Ben Todd as he presented plans for a new eco-theatre in Dalston. Future Arcola will replace the existing Arcola Theatre in a new purpose built venue which will also include business, innovation and community facilities. People from across the arts and sustainability world in London gathered to hear the plans, which are supported by the LDA, Arup, and the London Borough of Hackney.

# Programme development

The second year of the London Leaders programme gave us the opportunity to learn from what worked well, what worked less well, and build on the experience of the first year. Based on the evaluation of projects and feedback from the London Leaders and other stakeholders we continue to improve how the London Leaders programme operates.

## What changes have the 2009 London Leaders asked for?

- Clarity on resources available to them from the GLA at the beginning of the programme.
- More public relations and media support, including support and advice on website development and digital media.
- Increased financial support – funding is a key issue for all projects as Leaders often use their own resources.
- Further support and guidance to ensure that work with the entire GLA group is as productive as possible.
- Travel expenses for interns, as this is a key cost (and barrier) to successful internships.
- The London Leaders ‘brand’ needs to be developed further in order to make the most of the growing network.
- London Leaders from previous years would like to receive ongoing support for their projects where possible.

## What changes have we made since the start of the London Leaders programme?

- We are improving our mentoring system for new London Leaders to ensure that they are allocated a ‘buddy’ from the LSDC or Leader from the first two years of the programme to provide advice, support and joint working where appropriate.

- The application procedure for the second round of London Leaders was an open application process over two months. A selection panel, including representatives from Greater London Authority, LSDC and the first round of London Leaders judged applications. This process worked well and was used again for the 2010 group of London Leaders. We are looking at ways to improve this further, specifically in order to reach Leaders from across London’s diverse communities.
- Project plans are now developed in collaboration with the LSDC and other stakeholders during the first three months of the year’s programme, rather than in advance. This proved to be more effective at targeting key sustainability priorities.
- Feedback from the first two groups of Leaders included a request for more networking opportunities, to build a sense of community between Leaders. Regular networking sessions and social events are now held for London Leaders past and present.
- The LSDC instigated a London Leaders internship programme to help provide Leaders with additional project support, whilst providing valuable work experience in the sustainability field.

We will be responding to these issues and continually looking at ways to improve the programme over the next year and beyond. It is unlikely that the programme will become a project that explicitly provides funding, but we will be exploring innovative ways of providing financial support for Leaders including sponsorship opportunities, and bidding for DEFRA national funding.

## Where do we go from here?



The success of London Leaders has led to a third year of the programme. 2010 Leaders were announced at our annual event on 16th March 2010.

The 15 new London Leaders for 2010-11 are:

- **Alison Tickell** – Director, Julie’s Bicycle
- **Andrew Pears** – Director, Kotuku
- **Ashley Blackmore** – Managing Director, FootPower
- **Caroline Fiennes** – Executive Director, Global Cool Foundation
- **Jason Morgan** – Chief Executive, Charlton Athletic Community Trust
- **Lee Healey** – Managing Director, IncomeMAX
- **Lisa Stockton** – Managing Director, Happy Kitchen
- **Luke Nicholson** – Founding Director, More Associates
- **Mark Shearer** – Co-founder, Project Dirt
- **Martin Crabbe** – Head of Sustainable Geography, Glebe School
- **Rachel Urquhart** – Head of Programmes, Envision
- **Richard Reynolds** – Founder, Guerrilla Gardening
- **Sofia Bustamante** – Founder, London Creative Labs
- **Tamara Rayment** – Green Occupational Therapy Network Co-ordinator, The Campaign for Greener Healthcare
- **Dr Victoria Hands** – Environmental and Sustainability Manager, LSE

During 2010-11 the LSDC will be working with each of these Leaders to deliver another series of inspiring and ground-breaking projects demonstrating sustainability in action, directly contributing to making London a global benchmark city for sustainable development.

# The London Sustainable Development Commission

The London Sustainable Development Commission was established in 2002 to advise the Mayor of London on making London an exemplary sustainable world city.

The Commission is made up of a individual experts from the economic, social, environmental and London governance sectors. Commissioners give their time voluntarily, promoting sustainable development, embedding sustainability into London wide strategies, and helping make sustainability a meaningful and understandable concept for all Londoners.



- **John Plowman** – Chair, London Sustainable Development Commission
- **Alison Barnes** – Chief Executive, New Forest National Park
- **Penny Bramwell** – Head of Environment and Sustainable Development Unit, Government Office for London (GOL)
- **Sean Brennan** – Leader of Sutton Council and representative of London Councils

- **Chris Church** – Director of the CEA Consultancy and Chair of the London 21 Sustainability Network
- **Howard Davidson** – Director, Thames Region, Environment Agency
- **Paul de Zylva** – Director, Friends of the Earth England
- **Paul Edwards** – Head of Sustainability, Hammerson plc
- **Ed Gillespie** – Co-Founder of Futerra Sustainability Communications
- **Adrian Gurney** – Town planner
- **Samantha Heath** – Director, London Sustainability Exchange
- **Karen Lawrence** – Director of Delivery at Energy Saving Trust
- **Andrew MacAskill** – Procurement and Supply Chain Director, Skanska
- **Shaun McCarthy** – Director, Action Sustainability. Chair, Commission for a Sustainable London 2012
- **Geoff Raw** – Director, Design, Strategy & Planning, London Development Agency
- **Sue Riddlestone** – Executive Director, BioRegional Development Group
- **Richard Stephenson** – Director, Group Health Safety and Environment, Transport for London
- **Dr Paul Toyne** – Head of Sustainability, Bovis Lend Lease UK
- **Mike Tuffrey** – London Assembly Member
- **Piers Williamson** – Chief Executive of The Housing Finance Corporation
- **Andy Wales** – Group Head of Sustainable Development, SABMiller plc

# Get involved!

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## **Let us know what you think**

The London Sustainable Development Commission would welcome your views on the London Leaders programme, whether you have comments on our work to date or have ideas for how the programme develops in the future.

## **Find out more**

Join the London Leaders Network to receive the London Leading e-newsletter and regular project and event notices.

## **Become a Leader**

Are you doing something special to make London the best and most sustainable big city? Become a London Leader yourself and inspire others.

More details are available on our website.

## **Contact us**

Visit the website: [www.londonsdc.org](http://www.londonsdc.org)

Via email: [london.leaders@london.gov.uk](mailto:london.leaders@london.gov.uk)



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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.

### 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.

### Turkish

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

### Punjabi

ਜੇ ਤੁਹਾਨੂੰ ਇਸ ਦਸਤਾਵੇਜ਼ ਦੀ ਕਾਪੀ ਤੁਹਾਡੀ ਆਪਣੀ ਭਾਸ਼ਾ ਵਿਚ ਚਾਹੀਦੀ ਹੈ, ਤਾਂ ਹੇਠ ਲਿਖੇ ਨੰਬਰ 'ਤੇ ਫ਼ੋਨ 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

જો તમને આ દસ્તાવેજની નકલ તમારી ભાષામાં જોઈતી હોય તો, કૃપા કરી આપેલ નંબર ઉપર ફોન કરો અથવા નીચેના સરનામે સંપર્ક સાધો.