



Leadership for a One Planet Economy

Post event report

March 2006



Leadership for a ONE Planet Economy Seminar 16.01.06

Post Event Report

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INTRODUCTION & BACKGROUND

On 16th January 2006 SSW hosted an exclusive 'Leadership for a One Planet Economy' seminar. The event was sponsored by the Environment Agency, supported by the South West Regional Development Agency (SWRDA) and organised in accordance with the principles of Government Office for the South West's 'Greener Events Guide'. The programme explored what leadership qualities might be needed to develop a prosperous regional economy delivered within environmental limits. Chaired by SSW member Simon Hooton (also Director of Policy & Strategy at SWRDA), it included presentations from Andrew Simms (Head of Policy at the New Economics Foundation), Peter Jones (Director of BIFFA waste management company), Matthew Spencer (Chief Executive of RegenSW – the region's renewable energy agency) with Simon Roberts (Chief Executive of Centre for Sustainable Energy) and Michael Smith (Managing Director of The Venus Company beach café chain).

One Planet Economy – living within our means, reaping the long term benefits

Although in many areas of the world significant progress has been made to address some of the worst effects of industrial pollution, the environmental impacts of current consumption and production patterns remain severe. In fact, the levels of natural resource usage and greenhouse gas emissions associated with current approaches to economic development are quite simply 'unsustainable'. Many finite environmental resources and ecological systems are already being pushed beyond their limits and people, especially in developing countries (but increasingly in the West), are already beginning to feel the very real impacts of climate change and environmental degradation. The rapidly growing economies of countries such as China and India make a shift to sustainable approaches to economic development and management all the more critical, if we are to avoid a crisis of unsustainable demand for natural resources:

"We need a major shift to deliver new products and services with lower environmental impacts across their lifecycle, and new business models which meet this challenge while boosting competitiveness. And we need to build on people's growing awareness of social and environmental concerns, and the importance of their roles as citizens and consumers."

From 'Securing the Future' (2005) the national sustainable development strategy



Here in the South West of England, the recent measurement of our 'eco-footprint' has suggested that if the region's consumption patterns were replicated worldwide we would need nearly two extra planets to sustain us (see www.stepsforward.org.uk for more information). Whilst some people may dispute the accuracy of this measurement it is clear that we need to re-think our approach to the regional economy if we are to face up to the responsibilities, as well as the opportunities, of sustainability. The South West's challenge is to develop our economy and reduce our social inequalities in ways which use



natural resources efficiently, minimise greenhouse emissions and protect – as well as capitalise on – our unique environment. The recently revised Regional Economic Strategy gives a new clarity of focus for reconciling economic dynamism with environmental stewardship, stating that '**South West England will demonstrate that economic growth can be secured within environmental limits to bring prosperity to the region**'. In short, if we want to continue to reap the benefits of the economy we need to embrace far greater standards of resource efficiency and think of *innovative and integrated* ways to generate economic opportunity and meet social needs without negative environmental impacts.

The Leadership Question

“...a true 60% reduction in the UK’s carbon dioxide emissions is technically, socially and economically viable. Consequently, it is within our grasp to reconcile a dynamic and economically successful society with low carbon dioxide emissions.”

Source: the Tyndall Centre’s ‘Decarbonising the UK’ report 2005

Adapting the way we run the economy is not the responsibility of any one individual or organisation but will require a collective effort on the part of Government, business, public and voluntary agencies, communities and consumers. However, it is fair to say that whilst we can all do something to support ‘a one planet economy’, those of us in a position of leadership (business executives, policy-makers or political representatives for instance) have a greater sphere of influence. These leaders have the potential to act as catalyst or facilitator for the changes now urgently needed to secure our long-term future.

A steady trickle of inspiring examples testify to ‘the domino effect’ of sustainable approaches – commonly it is a single individual or a small group of people working within a business or organisation who decide (often against the odds) that they are going to be the first to ‘do something differently’. Their idea becomes a roaring success and they soon find themselves being emulated by their peers and competitors (see p. 18 for case study examples). With courageous and wise leadership this steady trickle of best practice can become a fast-flowing torrent. We will no longer need to talk about ‘environmentally sustainable’ (or socially sustainable) economic development as a discrete or peripheral issue – it will just be accepted as an integral part of good economic management and effective leadership.



*Leadership for a One Planet Economy seminar
16.01.06: delegates get to grips with the challenge.*

Environmental and social sustainability are already nudging their way into the mainstream and increasingly being viewed as a good idea by the very individuals we might once have expected to be least receptive. In May of last year several prominent UK companies, including HSBC, BAA, BP, Shell and the John Lewis Partnership signed a letter to Tony Blair outlining their conviction that the country needs to “take urgent and informed action now if we are to avoid the worst impacts of climate change” and suggesting that a low carbon future “should be a strategic business objective for our companies and UK plc as a whole”*. Looking globally, the Chief Executive of Wal-Mart – citing Hurricane Katrina as a wake up call – has recently stated that the company aims to be supplied 100% by renewable energy, create zero waste and sell products that sustain rather than damage the environment**. Whilst it remains to be seen exactly how Wal-Mart intends to take a lead in delivering these ambitious targets, the significance of the world’s biggest retailer (which has a turnover equivalent to the 20th largest country in the world) making such an announcement cannot be denied.

The question of how ‘Leadership for a One Planet Economy’ could be strengthened in the South West provided the framework to the debate and discussion on the 16th January 2006. Please see the ‘Next Steps’ section of this report (p. 12) to see how the delegates’ ideas are being taken forward and how you can be involved.

* source: letter to Tony Blair (27th May 2005) from The Corporate Leaders Group on Climate Change. Signatories to the letter were HSBC, Johnson Matthey, F&C Asset Management, BAA, BP, AWG, Standard Chartered Bank, John Lewis Partnership, Cisco Systems, Scottish Power, ABN Amro, Shell, Sun Microsystems)

** source: ‘Twenty First Century Leadership’ presentation, by Lee Scott on the 24th October 2005.

PRESENTATIONS

Leadership for the *real* world economy, sustainable local economies

Andrew Simms, Head of Policy, New Economics Foundation

Andrew kick-started the day by presenting an overview of the current 'real world' economic picture from a sustainability perspective. The oil-driven economy of the twentieth century has resulted in the current crisis of global warming. Known reserves of oil are fast being depleted and the increasingly widening gap between the level of oil discovery and production/

demand would, according to some analysts, result in recurrent 'price shocks' and recessions in the near future. To avoid an economic, social and environmental disaster the world needs to wean itself off oil. Current energy and resource consumption trends

are intrinsically tied up with social equity issues. The average environmental footprint of people in developing countries has remained at about 1.5 global hectares since 1961 whilst the average footprint of developed countries has increased from just under 4 global hectares to just over 6 (over 3 times their 'fair share'). Industrialised nations of the OECD (Organisation for Economic Co-operation and Development) are in significant 'carbon debt' to the least developed countries and OECD countries annual subsidies to fossil fuels in the late 1990s amounted to \$73 billion.

Interestingly, whilst the UK's GDP (often used as the traditional measure of progress) has steadily increased, more than trebling since 1950, MDP – a 'measure of domestic progress' taking into account social and environmental costs – and reported 'life satisfaction' have both plateaued.

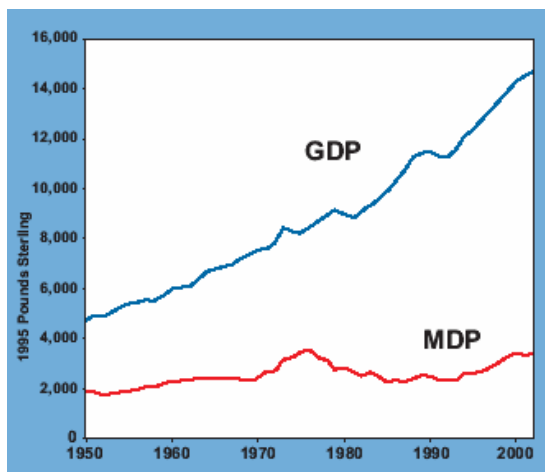
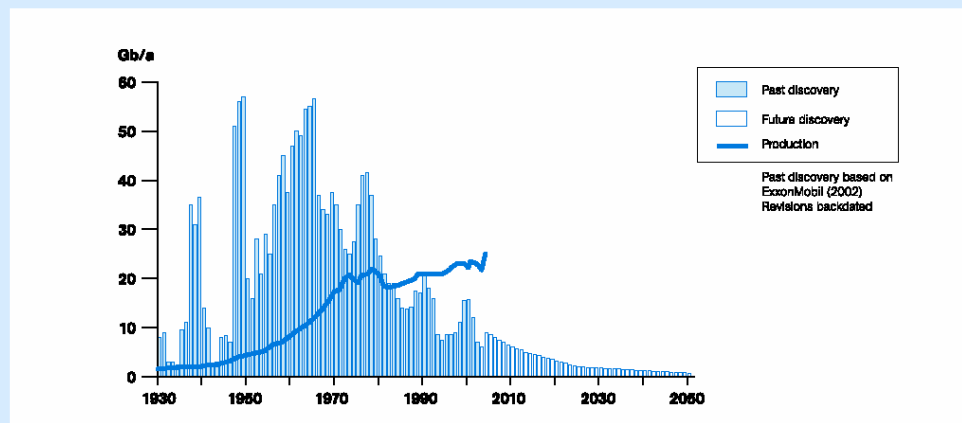


Figure 1: MDP v GDP in the UK:1950-2002

Figure 1: Rising demand-driven oil production departs from new discoveries of oil



As production goes up, driven by rising demand, a growing gap emerges between production and new discovery. Recurring price shocks, recessions dampening demand and price is increasingly likely, with 'terminal decline setting in and becoming self-evident by about 2010', according to analyst Colin Campbell. Source: Colin Campbell, Association for the Study of Peak Oil, 2005.²⁸

Analysis of both the current technical and theoretic potential of the global renewable resource base (hydropower, biomass energy, solar energy, wind energy, geothermal energy, ocean energy) reveals a source of largely untapped energy in great abundance. It is likely that renewables – with advantages such as mitigation of climate change, generation of employment, reduction of fuel poverty and increased energy security and supply – will eventually come to dominate the world's energy system. A – if not 'the' – major question of leadership for a one planet economy, is whether we are prepared to grasp the nettle of a renewable energy economy *now* to avoid a social and environmental catastrophe further down the line.

The business case for a One Planet Economy – “a waste company perspective”

Peter Jones, Director, BIFFA

The waste industry is a key player in progressing more economically and environmentally sustainable approaches to natural resource management. In the next 20-30 years the UK will have to radically change how it deals with its waste. In 2002 two thirds of waste was landfilled – this will have to decrease to around 10% by 2020. In the South West we landfill about 80% of our waste and in some parts of the region landfill capacity is due to run out in between 3 and 8 years time. We'll need to find innovative ways of reusing and recycling our resources to reduce our dependence on landfill and meet EU targets for recycling more packaging, electronic equipment and vehicles once they've reached the end of their life. The waste management industry is part of the answer to this challenge, developing innovative ways to turn waste into resources.



From rubbish to resource – images from above: waste tins, waste aluminium cans, waste plastics and waste material fibres.

Key blockages to the waste sector developing more sustainable approaches to resource management include: multi central government departmental involvement and conflict; transposition of EU agreements; landfill being too cheap; alternative technologies not being commercially viable until 2008/09; the planning system; and a lack of understanding and knowledge.

The solutions to the current waste predicament would be a combination of economic (eg carrots and sticks), technological and attitudinal (ie public understanding and acceptance). There is also a real need to break the link between, or ‘decouple’, consumption and production – currently as growth continues so does the amount of waste we produce. Whilst the technology is nearly established, Government policy does not currently facilitate sustainable solutions with the necessary degree of urgency and certain regulation is in need of improvement. Public engagement also remains a major barrier – for example, rates of domestic composting and recycling have the potential to be greatly improved and the ‘NIMBY’ effect results in opposition to new facilities being built.



The Biffaward Programme for Sustainable Resource Use is helping to tackle some of these issues, for example through its resource flow analysis work. *Stepping Forward* gathered and analysed data on resource flows through the South West. This concluded that if everyone on earth consumed as much as an average South West resident, we would need 3 earths to support our lifestyles.

The potential for ‘Personal Carbon Credits’

Looking more widely, beyond waste, a potential mechanism to help tackle climate change being debated by the Royal Society of Arts Environment Committee (which Peter chairs) is the concept of personal carbon credits. The allocation of individual carbon allowances, could provide a mechanism to enable consumers to quantify and monitor their carbon emissions. Similarly to the industry orientated EU Emissions Trading Scheme, individuals would be able to trade unused credits with those who exceed their allocations – an idea that seems to be gathering great momentum.

In conclusion, the waste management industry is part of the solution in turning our waste into new resources. The significant challenge we have in managing our resources in a more sustainable way represents a major opportunity – one which can't be ignored on economical, societal or environmental grounds.



Leadership to release the economic potential of sustainable energy in the South West

Matthew Spencer (Chief Executive, RegenSW) & Simon Roberts (Chief Executive, CSE)

The case for a more sustainable approach to energy management is beyond dispute. The threat of climate change, issues around security & reliability of supply and fuel poverty all represent compelling reasons for action. The South West region, in particular, urgently needs leadership to promote sustainable, localised energy production and demand reduction because:

- fuel bills are an economic drain on the region
- the South West is at the end of the wires making it vulnerable to fluctuations in national grid supply
- fuel poverty levels are above national average
- many rural areas do not have gas supply and suffer from economic decline
- centrally Government are relying on the regions to 'do our bit' to meet important international targets

Sustainable energy combines energy efficiency to drive demand reduction (which is largely about behavioural change and improvements to existing buildings and processes) and renewables (involving new technologies).

A sustainable approach to energy presents significant economic opportunities. In terms of the renewables sector, the South West currently houses over 160 companies, employs over 1100 full time employees and has good representation across all the technologies, including biomass, wind, micro and marine. The region is particularly strong in the fields of development services and consultancy. It is already a supplier of renewable energy services to China, India and is in a strong position to be an international centre for marine energy. We should aim to be the main supplier of micro renewable energy to London and are in a strong position to attract companies from the South East. The sector has the potential to employ an additional 10,000 full time employees in the South West by 2010.



A fundamental, but often overlooked, aspect of sustainable energy is the huge opportunity presented by improving our performance on energy efficiency. 10–15% energy savings could be achieved in the public and commercial sector just from better information, management and behavioural change – ie effective leadership! Beyond these easy savings, simple measures can achieve staggering results eg thermal insulation has the potential to cut a building's energy usage by 30-40%. Local authorities have key role to play in taking leadership. Regional agencies need to ensure that effective programmes for business and public sector action are in place and supported.



The South West is particularly well placed to take advantage of the opportunities with at least three nationally significant energy conservation organisations in the region (Centre for Sustainable Energy, Community Energy Plus in Cornwall and the Severn Wye Energy Agency). Current research for the Government Office indicates that there is already £500 million a year worth of energy efficiency improvement activity in the SW domestic sector alone. We also have a good design and manufacturing base to draw upon. It is estimated that improved efficiency and measures to curb demand have the potential to save the region £500 million per annum.

The leadership challenge is to focus sufficient resource to assess the opportunities and establish programmes to realise them. Even if energy costs are as little as 2% of an organisation's cost base, that would still justify a chief executive or finance director spending 2% of his or her time driving effort to reduce them. And 2% of a working year is 4 days. **If every public and commercial sector organisation in the South West gave 4 days each year of a senior manager's time to looking at its energy costs, the transformation in practice would be formidable.** The leadership challenge – putting 4 days a year into this issue – is to follow this through and make sure that time and space are given to thoroughly address the sustainable energy opportunity including putting monitoring mechanisms and meaningful targets in place. We can start with our own homes and organisations, taking advantage of energy supplier schemes and free energy advice (0800 512012) and support from the Carbon Trust.

Leadership to unlock sustainability business opportunities – “the Venus Company story”

Michael Smith, Managing Director, the Venus Company

The Venus Company – with a current annual turnover of £1.25 million – started life as a café and shop at Blackpool Sands before expanding to become a small chain with further outlets in East Portlsmouth, Bigbury on Sea and Tolcarne (Cornwall). The Venus mission is to be “the greenest beach café and shop operator in Europe” aiming to deliver high quality products and service with minimal environmental impact. In addition Venus supports a range of initiatives that are about positively promoting and enhancing the environment and improving consumer support for environmental and ethical issues.



Venus has consistently achieved Gold standard in the South Hams Green Tourism Business Scheme (of which it was a founding member), was overall winner in the Devon Environmental Business Initiative in 2003 and was also recognised in the national Business Commitment to the Environment awards in 2004. It was awarded ‘Best in Marine Environment’ in the Responsible Tourism Awards and ‘Best Small Business’ and ‘Overall Winner’ in the Cornwall Sustainability Awards in 2005. Venus was one of only 8 UK companies to be honoured in the 2005 Queen's Award for Enterprise ‘Sustainable Development’ category. The South Hams Green Tourism scheme provides accreditation for tourism businesses and is a framework for companies to reduce their environmental impact so the South Hams area can continue to be enjoyed by present and future generations.

In striving to meet its mission Venus has implemented many measures including:

- Returning cardboard, plastic packaging and cooking oil for recycling
- Using energy efficient equipment and menus and monitoring CO2
- Using chlorine and phosphate free products where available
- Undertaking regular litter picking in the immediate environment
- Supporting the local community/economy by buying local products & services
- Purchasing products grown/reared under organic standards to encourage the reduction in the use of harmful intensive farming techniques
- Buying green tariff electricity to guarantee zero CO2 output
- Using chlorine free paper and bleach free biodegradable packaging
- Providing and promoting on-site recycling facilities for customers



Packaging from a Venus Company café outlet



As well as addressing its own operations Venus is part of the local green lanes improvement project, ‘On the Right Tracks’, which was set up to conserve and regenerate the historically-important local path network. 5p is added to the price of cups of tea and flakes in Venus cafes. It is explained to customers that the money raised will help to maintain the unique green lanes – an unspoilt getaway for visitors and locals alike. So far not one customer has complained about the slight price increase and £20K has been raised!

To get businesses engaged in sustainability we need to raise awareness of *the benefits*, recognising the differing motivations for getting involved. Businesses need support to cut through the reams of info to get to the heart of what *they* can actually do. With so many points of contact it is very difficult to access information about how and where to find products/suppliers which are environmentally responsible.

The integration of the sustainability ethos across all aspects of an organisation is key to avoid it being a bolt-on. Too many companies and agencies approach sustainability by appointing a ‘Sustainability Manager’ – everyone should be a sustainability manager, particularly those at the top! All businesses can start by addressing what simple steps they can take in areas such as recycling and purchasing policy (eg giving preference to hotels with green accreditation, specifying vegetable based inks and FSC accredited paper).

Regional agencies need to take their sustainability responsibilities seriously, leading by example and ensuring sustainability is part of everyday practice and part of everyone's organisational/business targets. On a practical level agencies need to work in partnership to provide a single entry point for businesses which pulls all available information together simply and clearly. The region also needs to collectively address how to improve recycling opportunities for businesses, looking at how the business cycle can be effectively integrated with existing domestic facilities.

INTERACTIVE SESSIONS

Leadership for: *innovation* for a sustainable regional economy

facilitated by Chris Hines (SSW member), the Eden Project

Delegates, in groups, were asked to brainstorm ideas and comments to answer the question 'What leadership support is needed to move sustainability innovation from the margins to the mainstream in the region's economy?'. The suggestions from all the groups were presented on a flipchart and all delegates then voted on which ideas they would like to see taken forward. Results were as follows:



- Regional competition for a 'zero carbon house' – **17 votes**
- One stop shop or info/examples/exemplars – **13 votes**
- Education/incentivisation for consumers – **12 votes**
- Courage – **8 votes**
- Regulation eg introduce plastic bag ban in the SW – **7 votes**
- Sustainability criteria integrated into funding decisions/allocations – **5 votes**
- Simplicity – **4 votes**

Leadership for: the *delivery* of a sustainable regional economy

facilitated by Jeff Ligo (SSW Associate)

Using DEFRA's "Enable, Encourage, Engage and Exemplify" model, delegates got into groups and brainstormed ideas and comments to answer the question 'What kind of leadership do we need to facilitate a genuinely sustainable approach to the delivery of all the region's future services and economic development?'. Suggestions included:

<p>ENABLE</p> <ul style="list-style-type: none"> • Allocate TIME to consider the sustainable development agenda • Measure • Incorporate into targets • Remove policy barriers • Adopt higher BASIC standards 	<p>ENCOURAGE</p> <ul style="list-style-type: none"> • Encourage and reward • Introduce financial rewards/tax incentives • Mainstream sustainable development into performance targets/appraisal systems • Integrate into procurement systems • Introduce into funding criteria
<p>ENGAGE</p> <ul style="list-style-type: none"> • Improve understanding, learning and skills • Involve staff in debate and decision making 	<p>EXEMPLIFY</p> <ul style="list-style-type: none"> • Reward best practice

delegates recognised that many ideas were relevant to more than one of the '4 Es'

Follow-up action

Each delegate was given a Leadership for a One Planet Economy pledge card and asked to fill it in as follows:

For leadership for innovation I will...

For leadership for delivery I will...

To pass the message on I will talk to...

REFLECTIONS

This seminar was the first regional event specifically aiming to set out the challenge of a 'one planet economy' for the South West's economic leaders. SSW was very encouraged by the attendance and interest of senior executives of top South West businesses, politicians and directors of public sector agencies. Many of those contacted, who were unable to attend, were extremely supportive of the seminar and asked to be kept informed of event outcomes. It is hoped that the event will help to inform regional debates 'on securing economic growth within environmental limits' which the South West Regional Development Agency (SWRDA) will be hosting to support the delivery of the new Regional Economic Strategy (RES) (which includes an intention to develop the South West as 'the leading region for sustainable development'). In addition, the seminar has highlighted a demand for some practical specialist workshops responding to the specific needs and motivations of particular stakeholder groups. We look forward to discussing with partners how best to capitalise on the interest generated.

Given the level of growth the South West is expecting and the current process to develop a Regional Spatial Strategy (RSS) being led by the South West Regional Assembly, it is no surprise that the interactive sessions generated a suggestion for a regional 'zero carbon house' competition. The latest draft of the RSS, which will inform when and where growth will occur, states that all large developments in the South West should achieve 'carbon neutrality'. A successfully designed and marketed competition – which involves commitments from key regional and local agencies to adopt ingredients of the winning design(s) on mass – could be a catalyst to *mainstreaming* low carbon approaches within the region's construction industry and help to ensure that local businesses are primed to take full advantage of the opportunities. SWRDA is currently reviewing its regional awards programme and the 'zero carbon house' competition would seem to be an appropriate contender for inclusion.



The idea for a sustainability 'one stop shop' can be partially addressed through the update of the Regional Sustainable Development Framework which is being developed as a widely-targeted online awareness-raising and decision-making tool (contact SSW for more info).

Building on the presentations, the workshop session on leadership for the *delivery* of a sustainable economy, highlighted the need for all agencies and businesses to adopt a 'whole organisation approach', supported by learning & skills and the adoption of sustainable development targets with which all staff can engage. DEFRA's 4 Es model (enable, encourage, engage and exemplify) provides a useful framework both for organisational change management and for targeting the wider public. Leaders need to get smarter about incentivising and communicating the benefits of sustainability to consumers and businesses alike if they are to count on their support. Local authorities, for instance, have a huge role to play in promoting pioneering sustainable energy use and waste reduction as an integral part of achieving more sustainable local economies and communities.

NEXT STEPS

- Delegates to follow-up on One Planet pledges!
- SSW to prepare and circulate a post-event report and encourage its dissemination to a wide range of audiences
- SSW, in liaison with the region's sustainable construction initiative *Future Foundations*, to convene a meeting of key regional and local partners to address the potential of a regional 'zero carbon house' competition to act as a catalyst to low carbon approaches to delivering housing growth in the region
- SSW to discuss with SWRDA and other partners how the 'Leadership for a One Planet Economy' seminar will inform forthcoming regional debates and potential specialist workshops (eg for big business, SMEs, local authority members etc)
- SSW to ensure that business 'one stop shop' suggestions inform the development of the Regional Sustainable Development Framework web tool
- As a follow-up to the leadership message of the event, SSW will lobby and offer support to all regional agencies to adopt sustainable development 'action plans' which demonstrate that sustainable development is being integrated across operations (including some quick wins in terms of energy, waste and purchasing)
- SSW to explore with SWRDA the sustainability actions identified in the Regional Economic Strategy delivery framework, in particular the development of incentives to increase the up take of Corporate Social Responsibility principles and the establishment of a Regional Procurement Executive to increase sourcing of local goods and services within the region



N.B. The estimated CO2 generated by the seminar was significantly lower than the average for similar events (with many delegates arriving at the venue by means of public transport, cycling or walking) and was 'off-set' through a local company.

Leadership for a ONE Planet Economy

Seminar Programme 16.01.06

- 9.00-9.30 Arrival, registration, tea & coffee and networking opportunity
- 9.30 **Chair's address**
Simon Hooton (Director of Policy and Strategy, South West Regional Development Agency)
- 9.40 **Leadership for the *real* world economy and sustainable local economies**
Andrew Simms (Head of Policy, New Economics Foundation)
- 10.10 **The business case for a One Planet economy**
Peter Jones (Director, BIFFA)
- 10.35 Comfort break
- 10.45 **Leadership to release the economic potential of renewables and energy efficiency**
Matthew Spencer (Chief Executive, RegenSW) & Simon Roberts (Chief Executive, CSE)
- 11.15 **Leadership to unlock the business opportunities of sustainability – the Venus story**
Michael Smith (Managing Director, The Venus Company)
- 11.40 **Q&A**
- 11.50 Break, collect tea/coffee/cake for themed workshops
- 12.00 Interactive Session 1 **Leadership for: innovation for a sustainable regional economy**
Chris Hines (the Eden Project) *What leadership support is needed to move sustainability innovation from the margins to the mainstream in the region's economy?*
- 12.40 Interactive Session 2 **Leadership for: the *delivery* of a sustainable regional economy**
Jeff Ligo (SSW Associate) *What kind of leadership do we need to facilitate a genuinely sustainable approach to the delivery of all future services and economic development?*
- 13.20 Chair's round-up
- 13.30 Local, organic lunch and networking opportunity
- 14.00 onwards Complementary opportunity to take part in At Bristol 'Wildwalk' experience

Leadership for a One Planet Economy seminar, 16th January 2006, Bristol

Andy	Baker	Sustainability South West (Staff)
Andy	Barron	SW Regional Development Agency
Mike	Birkin	Friends of the Earth (SSW Member)
Gill	Bryan	National Industrial Symbiosis Programme (SW)
Sylvie	Channon	Sustainability South West (Staff)
Nigel	Costley	TUC
Richard	Cresswell	Environment Agency & Future Foundations (SSW Member)
Gwyn	De-Arth	North Wiltshire District Council
Julian	Dennis	Wessex Water (SSW Member)
Nicola	Ellen	Somerfield (SSW Member)
Mark	Ellis-Jones	WWF
Aniol	Esteban	RSPB
Steve	Evans	South Gloucestershire Council
Claire	Gibson	SW Regional Development Agency
Lucy	Goldring	Sustainability South West (Staff)
Paul	Gompertz	Devon Wildlife Trust (SSW Member)
Marcus	Grant	WHO Centre for Healthy Cities & Urban Policy, UWE
Duncan	Hames	SW Regional Development Agency
Phil	Harding	Government Office for the SW
Tom	Harper	Pearce Construction
Nick	Harrison	SW Regional Observatory
Matt	Harrison	White Design
Claire	Herbert-Golden	Bristol City Council
Paul	Hickson	Somerset County Council
Alice	Hindle	Creating Excellence
Chris	Hines	The Eden Project
Simon	Hooton	SW Regional Development Agency
Peter	Jones	BIFFA
Nigel	Jump	SW Regional Development Agency
Brian	Kemp	SW Regional Development Agency
Jeff	Ligo	Independent Consultant
Jackie	Longworth	SW Regional Assembly & TUC (SSW Member)
Robin	McDowell	Bristol City Council
Clare	Mitchell	Future Footprints (SSW Staff)
Kevin	Poulton	East Dorset District Council
Simon	Roberts	Centre for Sustainable Energy
Mark	Robins	Regional Environment Network
Ian	Shergold	Sustainability South West (Staff)
Donna	Sibley	Environment Agency
Andrew	Simms	New Economics Foundation
Colin	Skellett	Wessex Water
Michael	Smith	Venus Company
Matthew	Spencer	RegenSW
Chanel	Stevens	SW Regional Assembly
Louise	Thornhill	Countryside Agency (SSW Member)
Paul	Vare	Learning South West
Jane	Vivian	North Somerset District Council
Jonet	Waldock	SW Regional Development Agency
William	Wallace	East Dorset District Council
Leslie	Watson	Sustainability South West (Staff)
Richard	Williamson	Government Office for the SW



Leadership for a ONE Planet Economy Seminar Speaker Biogs

Andrew Simms

Andrew Simms is Policy Director and head of the Climate Change programme at nef (the new economics foundation). Andrew is a board member of Greenpeace UK and The Energy and Resources Institute (TERI) Europe. Previously, he led campaigns for Christian Aid for four years including being one of the original campaigners for the Jubilee 2000 Coalition debt campaign. He has worked for a variety of development and environmental organisations, including the International Red Cross, Oxfam, the World Development Movement, and the International Institute for Environment and Development, and was national youth speaker for the Green Party and an advisor to Michael Meacher as shadow Overseas Development Minister.

His publications include several reports on climate change, globalisation and localisation, development issues, debt, corporate accountability, genetic engineering and food security. He has been a regular contributor to the International Red Cross's annual World Disasters Report, and his book *Ecological debt: the health of the planet and the wealth of nations* was published in Spring 2005.

Peter Jones

Peter T Jones is a Director of Biffa Waste Services Limited with specific responsibilities in external affairs and strategy development. He has 15 years experience in the waste industry – all with Biffa – before which he has worked in the welding, pallet hire, parcels and industrial gases sectors. He is a member of the Chartered Institutes of Marketing, Transport and Wastes Management and operates in roles demanding specific skills in the development and management of change processes in sectors undergoing substantial upheaval due to competitive, regulatory or other pressures. He qualified from Nottingham University as an industrial economist in 1969. He is Chair of the Royal Society of Arts Environment Committee as a Fellow of that Society. He has also given evidence to a range of Parliamentary Select Committees over the years on the subjects of waste, sustainability, resource efficiency and other issues relating to future environmental challenges faced by society.

Peter has been identified as the UK's 5th most influential person in sustainable resource management in *Resource* magazine's 'Hot 100'.

Simon Roberts

Simon has been Chief Executive of CSE (Centre for Sustainable Energy) since May 2002. He has been working in sustainable energy since 1985, including two previous roles at CSE and five years running Friends of the Earth's national energy campaign. Before his appointment as Chief Executive, he spent four years as a senior manager at Triodos Bank.

Simon is a member of the Government's Renewables Advisory Board, where he leads its Finance and Investment Working Group. He is also a board director of Regen SW, the South West England renewable energy agency, and he sits as the South West representative on the DTI's Regional Energy Group. Simon's career in sustainable energy started when he began working as a volunteer for Bristol Energy Centre, a previous trading company of CSE. He then took up the role of coordinating the Centre's energy advice service and developing its energy awareness training. In 1989 he moved to Friends of the Earth, where he spent five years as the Senior Energy Campaigner leading its national anti-nuclear activities and developing pro-renewables and energy efficiency campaigns. He then moved into more practical work as Business Development Director for The Energy Club. With the demise of this innovative energy services company, he subsequently set up and led his own energy consultancy, Energy Initiatives.

During his four years as Commercial Manager and Head of Personal Banking for Triodos Bank, one of Europe's leading ethical banks, Simon arranged more than £2.5 million worth of renewable energy project finance and held the position of Managing Director of the Wind Fund plc, a £4.8 million renewable energy investment fund.

Matthew Spencer

Matthew trained as a biologist and has worked in the environment sector for 20 years. He has worked in the UK and Latin America on wildlife conservation and land management but has spent the last ten years working on climate change and energy policy. Prior to joining Regen SW, Matthew worked for Greenpeace, where he was a campaign director and developed Greenpeace's 'solutions' work on renewable energy. Matthew is a trustee of the New Economics Foundation and a member of the Government's Renewables Advisory Board.

Michael Smith

Since 1995 Michael has been proprietor and Managing Director of The Venus Company which he expanded from a café and shop at Blackpool Sands in South Hams to a small branded chain operating at 4 beaches with an annual turnover of £1 million. Michael is responsible for all strategic and operational aspects of the Company's management including marketing, purchasing, operational practices and financial management.

The Venus Company's mission is 'to be the greenest beach café and shop operator in Europe' and the company's sustainability performance has been recognised by several prestigious awards, including the Queen's Award for Sustainable Development in 2005. Venus has also consistently achieved Gold standard in the South Hams Green Tourism Business Scheme (of which it was a founding member).

Prior to setting up Venus, Michael was Director of Aquasearch (a technology company growing micro-algae) and previously held senior posts at Advanced Neuro Dynamics (a training company) and Whitbread plc.

Simon Hooton (Chair of Seminar)

Simon spent almost 10 years in the voluntary sector – in the fields of children's play, environment and community enterprise, during which time he set up a number of organisations in Bristol and nationally. He then joined Bristol City Council, initially as a Grants and Policy Officer managing the Urban Programme, City Challenge bids and early rounds of SRB. Through no fault of his own, he ended up as Economic Development Manager for the Council.

Eight years ago, Simon was seconded to help set up the RDA in the South West. He then joined the new organisation as Head of Policy and has recently been appointed Director of Policy and Strategy. He is responsible for the Regional Economic Strategy; economics and research; corporate and European policy; culture and tourism; and for sustainable development and diversity. He has been involved in developing the Environment Driver; Regen SW; Future Foundations and other initiatives to promote a more sustainable economy. Simon has been a member of Sustainability South West since 2000.

Jeff Ligo (facilitator)

After a long career in local government, 19 years of which was spent as chief executive at two local authorities in the region (West Devon and West Wiltshire), Jeff established his independent consultancy in 2003. He is currently an associate of Sustainability South West and was an SSW member between 2000 and 2004.

Jeff specialises in change and project management. He has a wide range of clients mainly in the public sector. He is currently engaged by two separate local authorities in the South East and West Midlands project managing initiatives to achieve more sustainable communities.

Chris Hines (facilitator)

Chris, from 1990 until 2000, was a founding member and Director of Surfers Against Sewage (SAS) – according to BBC News "some of the Government's most sophisticated environmental critics" and labelled "Britain's coolest pressure group" by The Independent. Since December 2001 Chris has been working at the Eden Project as Sustainability Director. This has included taking an innovative look at the whole issue of waste under the title of 'Waste Neutral'.

Chris has given evidence to the Commons and Lords Select Committees, Monopolies and Mergers Commission and the European Parliament and Commission and was called as a special advisor to the Rt. Hon Michael Meacher MP Minister for the Environment. His involvement in the Media has included appearances on Panorama, Newsnight live, children's TV and the World Service. He has worked on and presented a 3 part TV series called 'What on Earth' (with co-presenter Melinda Messenger) which aimed to demystify sustainable development.

In October 2003 Chris was selected for the 9th Commonwealth Study Conference in Australia, aimed at future leaders in society, which was attended by 208 delegates from 40 countries.

He has been a member of Sustainability South West for 3 years and sits on Wessex Water's advisory panel on Public Health and the Environment. Chris is a Fellow of the RSA and a member of the Steering Group for its 'WEEEMAN project' (based around interpretation and communication of the EC WEEE Directive on electronic waste).

Leadership for a ONE Planet Economy

Further Resources

The following is by no means a comprehensive list but a useful starting point for following up on some of the themes addressed by the Leadership for a One Planet Economy seminar.

National Websites

www.sd-commission.org.uk
www.sustainable-development.gov.uk
www.environment-agency.gov.uk
www.carbontrust.org.uk
www.tyndall.ac.uk
www.neweconomics.org
www.forumforthefuture.org.uk
www.nisp.org.uk
www.wrap.org.uk
www.envirowise.gov.uk
www.reward-uk.org
www.foe.org.uk
www.wwf.org.uk
www.globalactionplan.org.uk
www.bioregional.com

South West Websites

www.sustainabilitysouthwest.org.uk
www.southwestrda.org.uk
www.regensw.co.uk
www.futurefoundations.co.uk
www.futurefootprints.org.uk
www.stepsforward.org.uk
www.oursouthwest.com
www.swenvo.org.uk
www.swbem.org.uk
www.rezolve.org.uk
www.gozero.org.uk

Other Web resources

Calculate your carbon footprint at:
www.bp.com

Calculate your eco-footprint at:
www.earthday.org/Footprint/index.asp

Learn about an exciting Community Carbon Reduction Project in the East of England at:
www.cred-uk.org

Forum for the Future's 10 Steps to a Low Carbon Economy in the Regions

(part of the 'Regional Futures' programme, see www.regionalfutures.org.uk)

- Step 1** Identify what a low carbon economy will look like and map the route towards it
- Step 2** Focus on demand reduction, energy efficiency, renewables and 'sequestration'
- Step 3** Embed low carbon criteria into all regional strategies
- Step 4** Develop regional greenhouse gas targets and inventories
- Step 5** Facilitate the growth of the renewables industry
- Step 6** Strengthen links with local and national government
- Step 7** Direct funds into areas that deliver sustainable development and low carbon outcomes
- Step 8** Address cultural change alongside technical change
- Step 9** Exploit all opportunities to deliver low carbon
- Step 10** Lead by example

Leadership for a ONE Planet Economy

Case Studies

Local Government Pioneers – Woking Borough Council

Since 1991, Woking Borough Council, a small local authority in Surrey, has implemented a range of pioneering sustainable energy projects which recently earned it the award of Beacon Council status from the Office of the Deputy Prime Minister. The majority of these initiatives have been possible thanks to cross-party support from Woking's Councillors, enthusiasm from local people and the commitment of Council officers – including Allan Jones who left the borough last year to take up the position of chief development officer at the London Climate Change Agency.

The achievements of the Woking team include the UK's first local authority 'private wire' residential CHP systems (mini power stations independent of the national grid); the largest domestic integrated photovoltaic/CHP installations (accounting for around 10% of all PV cells in Britain); the first local sustainable community energy system; and the first public/private joint venture Energy Services Company. Other innovations include natural gas powered refuse collection lorries, a water recycling system at the local swimming pool, solar-powered parking ticket machines and wind and PV-powered street lamps. It is believed the Council was the first in the UK to install a town centre CHP station, which provides heating, hot water, electricity and comfort cooling to its Civic Offices. Other town centre customers include: the Holiday Inn Hotel; Big Apple Leisure Complex and Metro Hotel; HG Wells Conference and Events Centre; Quake nightclub and Victoria Way Car Park.



The results of the policies have been dramatic. The Council achieved its target to reduce energy consumption by 40% in just 10 years – by 2004 this figure increased to a 48.6% saving. The indication is that this trend is continuing for 2005/06. In addition CO₂ equivalent emissions were cut across the Council's own property by 77.4% and water consumption fell by 43.8%. Woking's work in the area of sustainable energy gained the Borough the Queen's Award for Enterprise: Sustainable Development 2001. In 2002, the energy efficiency strategy was embedded into the Council's Climate Change Strategy which went beyond Council buildings and transport to address the whole Borough, with a shift from focussing on energy savings to cutting CO₂ emissions. The authority was believed to be one of the first in the UK to have adopted a comprehensive strategy that is likely to meet The Royal Commission on Environmental Pollution targets of 60% reductions of CO₂ equivalent emissions by 2050 and 80% by 2100.

In his new role at the London Climate Change Agency Woking veteran Allan Jones (MBE since 2000) has been given the mission to achieve the status of "green capital of Europe" for London. The Agency

is partnering with private sector firms to design, finance, build and operate projects with low or zero carbon capacity, particularly focussing on buildings (which account for 70% of London's CO2 emissions). Climate change could have a potentially devastating impact on the capital so Ken Livingstone had a vested interest in establishing a 20% CO2 reduction target (on 1990 levels) by 2010.

Allan Jones is confident Woking's success can be replicated despite the comparative size and density of London. Interviewed in the Guardian in June 2005 Allan cited the vision of Victorian policy makers in responding to the challenges of their time and, asked about the scale of the task ahead, commented "For what we achieved in Woking to mean anything, it had to go beyond Woking [...] If we can catalyse the world's cities, we can really tackle climate change. [...] The way to deal with a big challenge is not to see it as a big challenge. It is easier to look at things as bite-sized chunks. Even a big city like London is not a big city but a collection of parishes."

Woking Borough Council has achieved worldwide recognition and over 1,700 websites now cite the achievements of Jones and the team. Please see the climate change section at www.woking.gov.uk for more information.

An Industry Leader – Severnprint: 'printing excellence, environmental leaders'

Severnprint is a Gloucester based printing company which was set up in 1977 with a vision of a customer-focussed printing service which could respond more effectively to the demands of the modern market place. From the early years Severnprint took common sense steps to reduce its environmental impact and, somewhat ahead of its time, published its first environmental policy in 1991. The firm now employs 75 people and has established itself as a successful and profitable business as well as an industry leader on environmental issues.



In addition to receiving a host of awards, including the prestigious British Printing Industry Federation's Excellence Award for the Environment 2004, Severnprint is one of a handful of printers nationwide to have attained 'ISO14001' accreditation (2003). Achieving this internationally recognised standard for environmental management systems required Severnprint to re-address environmental impacts across the whole of its business – from waste and energy, to packaging and transport. The company improved on existing good practice to make further savings. The

most recently introduced waste recycling and reduction schemes alone have cut £15,000 a year off company costs.

Severnprint have proved that 'greening your business' can do wonders for a company's credentials and marketability – it is estimated that over 10% of the firm's turnover comes from clients that use them specifically because of their green practices. Using an environmental print route called 'SylvaPack', which incorporates donations to 'Tree Aid', the company work proactively with customers to minimise the environmental damage of each order. Recycled or FSC (Forestry Stewardship Commission) certified paper is promoted, safe vegetable oil based inks used and operations are run on 'Ecotricity' (electricity generated from renewable sources). The transportation of finished products is carefully planned to maximise efficiency and combine drop-offs. An LPG (liquid petroleum gas) van is used for city journeys, low emission diesels for longer distances and a hybrid Prius petrol/electric car for local journeys. Reusable boxes are used for delivery, and with the customer's cooperation, these can be collected by Severnprint drivers to be utilised time and time again.



PRESS RELEASE

Monday 16th January 2006

SOUTH WEST DEBATE PROMPTS FURTHER ACTION TO DELIVER A 'ONE PLANET ECONOMY'

South West decision makers attended an event in Bristol today to look at the role of leadership in achieving a 'one planet economy' – prosperity delivered within environmental limits. Initial ideas included providing a regional 'one stop shop' for information and best practice, introducing a competition to design a low cost, low carbon house and for more courage, creativity and competitiveness to secure the benefits of a one planet economy for the South West. The event will hopefully encourage the region to take forward these and other ideas.

The event, Leadership for a One Planet Economy, took place at At-Bristol this morning. A number of high profile speakers addressed the delegates to inform the debate, including: Andrew Simms of the New Economics Foundation; Peter Jones, Director of Biffa Waste Management; Simon Roberts, Chief Executive at the Centre for Sustainable Energy; Matthew Spencer, Chief Executive of Regen SW – the South West's renewable energy agency and Michael Smith, Managing Director of the Venus Company – an ambitiously 'green' café outlet.

The event was sponsored by the Environment Agency and supported by the South West Regional Development Agency. It was co-ordinated by Sustainability South West, the region's independent champion of sustainable development, as the first of a potential series of big regional debates on the South West's future.

Simon Hooton, Director of Policy and Strategy at the South West Regional Development Agency, who chaired the event commented: "The South West's new regional economic strategy is setting the agenda already. Most partners agree that the South West needs a prosperous economy, increasingly delivered within environmental limits."

Leslie Watson, Director of Sustainability South West, said: "According to a recent study, our region is running on an 'overdraft' of natural resources – as though we had *three* planets instead of one! Today's event revealed a keen appetite for more commitment to ensure that our region gets ahead of the game."

Richard Cresswell, Regional Director of the Environment Agency, who have funded the event, added: "The RDA's economic strategy, together with the Government's sustainable development strategy, make our goals very clear. The South West needs a prosperous economy that protects

and enhances our prized environment for future generations, and limits our contribution to climate change. This event was an opportunity for the region to get to grips with what would need to change for society in the South West to live within the resources available from a single planet – and we do only have one planet!”

NOTES TO EDITORS:

1. For more information on this press release please contact Andy Baker, Sustainability South West, 4th Floor, 100 Temple Street, BRISTOL BS1 6AE tel: 0117 933 0249, mob: 07971 198014 e-mail: andy.baker@sustainabilitysouthwest.org.uk.
2. The South West region covers an area of 23,829 square kilometres from Gloucestershire, Dorset and Wiltshire to the Isles of Scilly, and represents a population of almost five million.
3. What is a ‘one planet economy’?:

“Increasing prosperity, in the UK and across the world, has allowed many people to enjoy the benefits of goods and services which were once available to just a few. We have also made progress in cleaning up some of the worst industrial pollution. Nevertheless, the environmental impacts of our consumption and production patterns remain severe, and inefficient use of resources is a drag on the UK economy and businesses. In addition, internationally we need to promote the mutual supportiveness of trade liberalisation, environmental protection and sustainable development to help developing countries.

“We need a major shift to deliver new products and services with lower environmental impacts across their lifecycle, and new business models which meet this challenge while boosting competitiveness. And we need to build on people’s growing awareness of social and environmental concerns, and the importance of their roles as citizens and consumers.”

From the Government’s national sustainable development strategy, *Securing the Future*. See www.sustainable-development.gov.uk for more information.

4. What is the South West’s ‘eco-footprint’?

“If everyone on the planet consumed as much as an average South West resident, we would need three Earths to support global resource consumption sustainably.”

Stepping Forward: a resource flow and ecological footprint analysis of the South West of England (2005) – the first study of the South West’s energy and material consumption. www.steppingforward.org.uk.

5. Sustainability South West (SSW) is the independent champion of sustainable development in the South West of England. Its mission is to improve understanding about the benefits of living healthy, productive and responsible lives within the natural resources of our one and only planet – and raise awareness of the implications if we don’t. It is a completely independent charity with a wide range of members from many sectors. Visit www.sustainabilitysouthwest.org.uk for more details.
6. The Environment Agency is “the leading public body for protecting and improving the environment in England and Wales. It’s our job to make sure that air, land and water are looked after by everyone in today’s society, so that tomorrow’s generations inherit a cleaner, healthier world.” *Sir John Harman, Chairman*. www.environment-agency.gov.uk
7. The South West of England Regional Development Agency was established in 1999 to ensure the long-term economic success of the region. Their goal is to improve the economy of South West England, giving people the skills they need, encouraging enterprise and improving communications. They also promote the strengths of the region and help people to regenerate their communities. www.southwestrda.org.uk

