



LONDON
SUSTAINABLE DEVELOPMENT
COMMISSION

LONDON LEADERS

9th December 2008

Radio pioneer appointed London Leader in sustainability.

Merton based woman **Chantal Cooke** has today been declared one of the **London Leaders in sustainability 2009**.

The Mayor of London, Boris Johnson, today welcomed the second team of London Leaders who will each pledge to make London more liveable now and in the future. The 16 London Leaders come from all walks of life and include Chantal Cooke, Founder, **Passion for the Planet**, the UK's only health and environment focused radio station and TV channel, and Wayne Hemingway MBE, founder of Hemingway Design.

Each London Leader will undertake a campaign over the next year to champion 'sustainability', which could range from boardroom to community action. Chantal Cooke said 'My aim in launching Passion for the Planet is to give people information to enable them to live a greener, healthier and more ethical lifestyle. Being appointed a London leader in sustainability enables me to take this goal even further. I'm really excited about the prospects for 2009!'

The London Leaders programme is run by the London Sustainable Development Commission, which is supported by the Mayor. London Leaders are chosen by the Commission for their ability to inspire, motivate and innovate in their chosen field of knowledge or passion. The first team of London Leaders have successfully completed a range of projects over their 'term of office', from retrofitting green roofs, publishing a community cookbook, working with London TV/film industries to promote energy efficiency and training young refugee leaders in environmental issues.

The Mayor said: 'This year's team of London Leaders have a wonderful opportunity to make a real difference to our city and I look forward to seeing what they will achieve in 2009. Inspirational individuals can really help to galvanise communities and organisations to make

changes for the better and help create a more liveable, pleasant city now and for future generations.'

Paul de Zylva, Acting Chair, London Sustainable Development Commission: 'When people ask me what sustainable development means I point to our London Leaders. They make it real by demonstrating change that makes London a better place to live now and helps tackle bigger issues such as climate change. Our first Leaders put sustainable thinking into practice and I now welcome our new Leaders who will bring it alive in their own way.'

Wayne Hemingway MBE and London Leader 2009, said: 'London has the potential to lead the way and become a sustainable city but we need to be more than just green. Cities need to be liveable and attractive to be considered truly sustainable and we need to give young people the creative and entrepreneurial space to be part of this change. I was lucky enough to start my early businesses before the high street had been bought up by the pension funds and was able to find space to experiment. This is where I hope to make a difference through the London Leaders programme.'

Chantal Cooke and the other London leaders will be appointed when the programme launches tonight at the Royal Society at an event, which will include speakers, Sir Simon Milton, Deputy Mayor for Policy and Planning representing the Mayor, and Wayne Hemmingway.

ENDS

Notes to editors:

For more information/comment/interviews etc contact:

Passion for the Planet: Chantal Cooke, 07788 184 649 / 020 8544 0091 or chantal@passionfortheplanet.com

Photographs are available on request – please let us know your requirements.

Passion for the Planet broadcasts to London and the south of England on DAB Digital Radio. It is one of only a small number of independently owned DAB radio stations in the country. It is also the UK's only radio station to focus on health, the environment and alternative solutions. It is also the only station to play a mixture of music from around the world (a proportion of the music is non-English language) aimed at an adult (30+) audience. www.passionfortheplanet.com

More information on the London Leaders programme including the achievements of the first team of London Leaders, visit: www.londonsdc.org

Full list London Leaders 2009:

Vijay Amin, Managing Director, ABi Associates

Chantal Cooke, Founder, Passion for the Planet Radio and TV

Dr Frances Corner, Head of London College of Fashion

Richard Featherstone, Regional Development Manager, London Community Recycling Network

Wayne Hemingway MBE, Founder, Hemingway Design
Robert Holdway, Director and Presenter, Giraffe and Channel 4's Dumped
Laura Ivill, Vice Chair, Bankside Open Spaces Trust (BOST)
Arthur Potts Dawson, Executive Head Chef, Acorn House Restaurant
Melanie Poyser, Manager, Handyperson Service, London Borough of Southwark
Debbie Leach, Chief Executive, Thames21
Andrew MacAskill, Supply Chain Director, Skanska
Professor Hugh Montgomery, Director, UCL Institute for Human Health and Performance and
Intensive Care Consultant, University College London
Susan Sheehan, Founder, Hyde Farm Climate Action Network
Alex Smith, Founder, Alara Wholefoods
Ben Todd, Executive Director, Arcola Theatre
Steve Waggott, Group Chief Executive, Charlton Athletic Football Club

Full list of London Leaders 2008:

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

The London Sustainable Development Commission was appointed in 2002 to promote sustainable development in London and advise on the sustainability of city-wide strategies.

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