

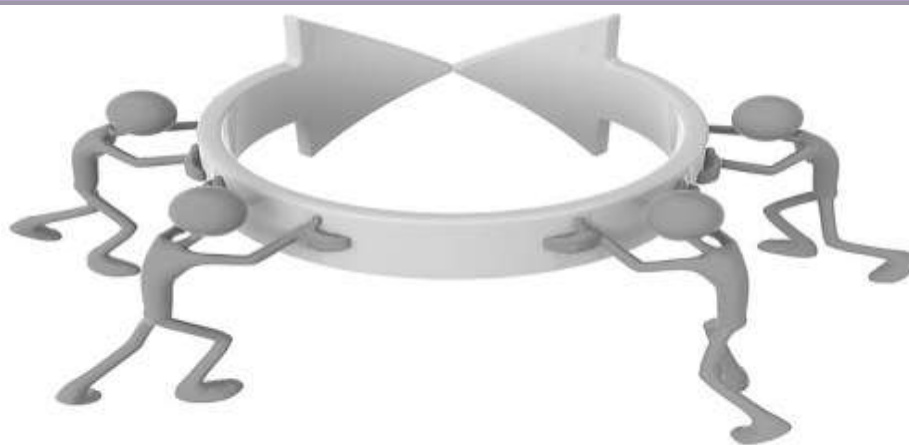
## What is Sustainable Development???

*What can it do for me and for Sheffield?*

Hosted by DLA Piper LLP, 1 St Paul's Place, (by the Peace Gardens), S1

Thursday, 8<sup>th</sup> April 2010

Registration 1.40pm to start at 2.05pm, Finish 5.30pm



**FREE EVENT FOR EVERYONE**  
with FREE refreshments

**Event Facilitator:** Professor David Applebaum, Head of Probability & Statistics, University of Sheffield

**Keynote Speaker:** Andy Nolan, Director Sustainable Development, Sheffield City Council

**Guest Speaker:** Dr Ian Rotherham, Sheffield Hallam University

### **PLUS**

The Marketplace with exhibitors who will explain how they can help us improve the quality of our life by reducing our carbon footprint and become more environmentally friendly.

This event is likely to interest anyone looking for local initiatives to make better use of resources and reduce waste at home or work.



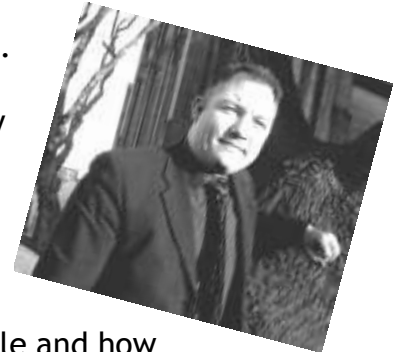
## **Event Facilitator: Professor David Applebaum, Head of Probability & Statistics, University of Sheffield**

Although a highly successful academic, Dave initiated this event as a concerned citizen, who believes that action to protect our environment is essential to the health and prosperity of future generations.

## **Sheffield - My Plans for a Thriving and Low Carbon City**

### **Andy Nolan, Director of Sustainable Development, Sheffield City Council**

Since 2009 Andy has led the Council's carbon reduction, climate change, energy policy and carbon reduction strategic framework. Following a successful academic career, in 2005 Sheffield City Council appointed Andy as Head of Environmental Strategy. Andy is Chair of Core Cities Climate Change Group and sits on various Boards including Commission for Architecture and the Built Environment, Yorkshire Water and University of Sheffield.



I have been invited back to talk about my role as Director of Sustainable Development, how I understand the nature of this role and how my personal vision influences my decisions for Sustainable Sheffield in particular my priorities for carbon reduction and how I intend to make this happen. Having overall responsibility for Sheffield City Council's strategic decisions of the long term carbon reduction framework I have to balance the issues of making Sheffield sustainable against daily choices in the context of my understanding of Sustainable Sheffield. I will also talk about Citywide resources available to me, including the role I envisage for our private, public and voluntary sector bodies as well as individual volunteers.

## **The buck stops here: Grassroots and the power of local action**

### **Professor Ian Rotherham, Reader, Faculty of Environment & Society, Sheffield Hallam University**

An ecologist of 30 years, Ian covers regional environmental change, community-led environmental projects and information networks, land restoration, and economics. Ian chairs international committees and advises Defra's Urban Biodiversity Advisory Panel. With international media experience BBC Radio Sheffield's regular environmental expert writes 'On The Wild Side', (Sheffield Star), and Coast & Country (Yorkshire Post).



The environment is a shared responsibility. The '*crisis*' and climate change are not new. Global human footprints and the unprecedented scale of rapid environmental degradation impacts human suffering, economic costs, biodiversity loss and more. Questions we must ask ourselves include whether to carry on as usual or accept the need for '*local action*' and '*local responsibility*'? I will talk about:

- Organisations and 'corporate' responsibility
- Champions
- The media, the agencies, the local authorities,
- Strategies, visions, policies and ideas into actions
- Local actions and global visions

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# “The MarketPlace”



## Volunteers, Action for Stannington

Public awareness campaign invites people to take positive action to make better use of resources to improve the local environment by encouraging residents to care for their community. Organise group events to "Spring Clean" with long term solutions to protect and preserve our area by careful behaviour and voluntary action.

## Darrell Maryon, Local Food Manager, Wortley Hall Walled Garden, Heeley City Farm

Urban farm and environmental attraction with rare breed livestock, kitchen and ornamental gardens, peat-free garden centre and café. Programmes or courses for volunteering and learning with personal development opportunities. Helps schools and community groups to develop productive gardens. The local Food Project runs sites to grow crops for the local economy.



## Joan Miller, Sheffield Campaign Against Climate Change

Campaigns for effective national policy to reduce carbon footprint. Lobbies Sheffield City Council and Sheffield First on carbon footprint issues, No New Coal, opposes unsustainable agrofuels and to see strong UK leadership at all international carbon footprint initiatives.



## Mark Wells, Director, Sheffield Renewables

Gives people the chance to make ethical investments in local renewable energy projects. To ensure projects benefit the City, profits will be re-invested in making Sheffield more sustainable. Largely a volunteer based organisation always on the lookout for keen new volunteers.



## Dave Garlovsky, Managing Director, Schools & Homes Energy Education Project/Solar-Active

Links energy, economy, environment, education; supports sustainable development, conservation, management of natural resources. Local implementation to increase sustainable energy technology helps people make informed choices of energy use.

## Maxwell Ayamba, Environmental Journalist, SHEBEEN (Sheffield Black & Ethnic Minority Environmental Network)

Provides environmental education and volunteering to develop career opportunities of people in BME communities. Conferences to advance BME communities' role in the green debate. Youth residential using the environment to promote peace, education and conflict resolution.





### Judith Townsend, Group Owner, Sheffield City Freecycle

Part of the international and UK charity Freecycle Network. Online email circular newsletter for registered members and open for everyone to join so that they can recycle their unwanted possessions and keep stuff out of landfill whether it's a sink, piano or old gate. Everything must be free without any strings attached.

### Nick Parsons, South Yorkshire Energy Centre

The centre demonstrates renewable energy, sustainable building materials and techniques. It also offers advice, training and awareness-raising for users including building professionals, individuals, householders and school parties.



## Workshop

- 1:40pm Registration
- 2:05pm Introduction by Chair: Professor David Applebaum, Department of Probability and Statistics, University of Sheffield
- 2:15pm Keynote Speaker: Andy Nolan, Director of Sustainable Development, Sheffield City Council
- 2:40pm Guest Speaker: Professor Ian Rotherham, Director: Geography, Tourism & Environment Research Unit, Sheffield Hallam University
- 3:05pm **Q&A session with speakers**
- 3:25pm **Coffee Break & Networking**
- 3:40pm **The Marketplace** - eight one-minute elevator pitches from:
- Volunteers, Action for Stannington
  - Darrell Maryon, Heeley City Farm
  - Joan Miller, Sheffield Campaign Against Climate Change
  - Judith Townsend, Sheffield City Freecycle
  - Mark Wells, Sheffield Renewables
  - Dave Garlovsky, Solar Active
  - Maxwell Ayamba, SHEBEEN
  - Nick Parsons, South Yorkshire Energy Centre
- 3:50pm **Marketplace:** Small groups of event participants chat with exhibitors and speakers about their work.
- 4:55pm Discuss ideas to create personal, positive impact on our local community and beyond.
- 5:15pm Feedback on post-it notes for website testimonials.
- 5.30pm Finish

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## About Us

**Action for Involvement** is a Sheffield-based think tank specialising in organising and delivering **FREE** events on topical issues with high level speakers to stimulate debate and educate people in our communities on ways to get involved in community decisions to improve the quality of their lives.

Our wide experience of public, commercial and non-profit organisations brings a broad view on corporate social responsibility, public private partnership and public/private finance initiative.

We aim to improve quality of life by creating greater awareness and involvement of:

- Corporate enforcement, regulation, compliance and value for money
- Public Sector effectiveness: accountability, governance, transparency
- The extent that local authorities empower people to take control

Our dynamic, enthused team are volunteers offering a diverse range of expertise, relate to, and understand the issues of disaffection affecting our communities.

## Invest in Us

Join our rapidly expanding network of 1200+ of Sheffield's key decision makers in Sheffield. Major institutions include Sheffield City Council, Connexions PR & Marketing and Voluntary Action Sheffield ensuring wide recognition of your investment PLUS **FREE** mailings, **FREE** information packs and reports of **FREE** events.

Your investment helps us to pay for essential running costs such as insurance, communications and training so that we can continue to offer **FREE**, independent public events to high professional standards on topical issues of interest to the public and organisations. You may also like to invest your time, knowledge and experience to help us benefit the wider community.

For financial donations please use the Paypal button on every page of our website [www.actionforinvolvement.org.uk](http://www.actionforinvolvement.org.uk) or to volunteer please call 07946 453 258 or email [info@actionforinvolvement.org.uk](mailto:info@actionforinvolvement.org.uk) for an application form.

## Acknowledgements

We are grateful to everyone who has helped make this event possible notably our host DLA Piper LLP, Professor Dave Applebaum at the University of Sheffield who initiated this event and is also the Event Chair. We are also most grateful to our speakers Andy Nolan, Director at Sheffield City Council, Professor Ian Rotherham at Sheffield Hallam University and The Marketplace organisations.

Above all we thank the behind the scenes support from Gill Jay at Sheffield City Council and Planning Group members especially Dave Applebaum, Jenn Dunn, Sam Fielding, Dave Garlovsky, Jane Godfrey and Andy Jeffrey.