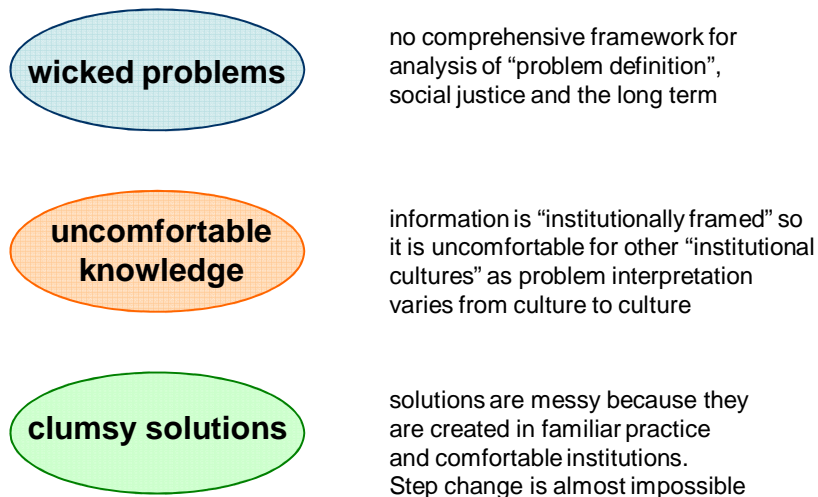
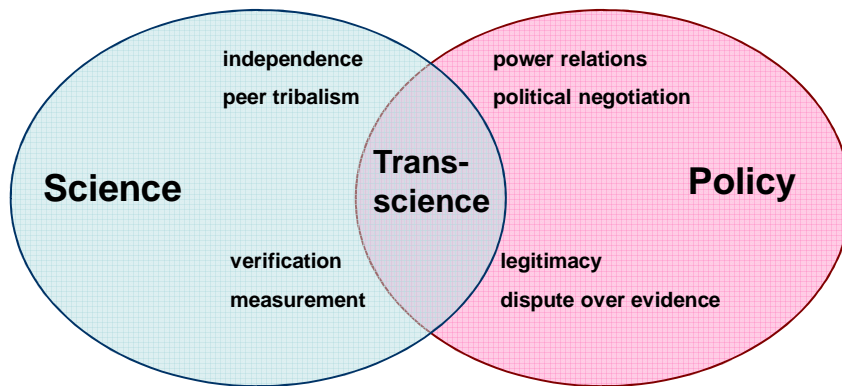


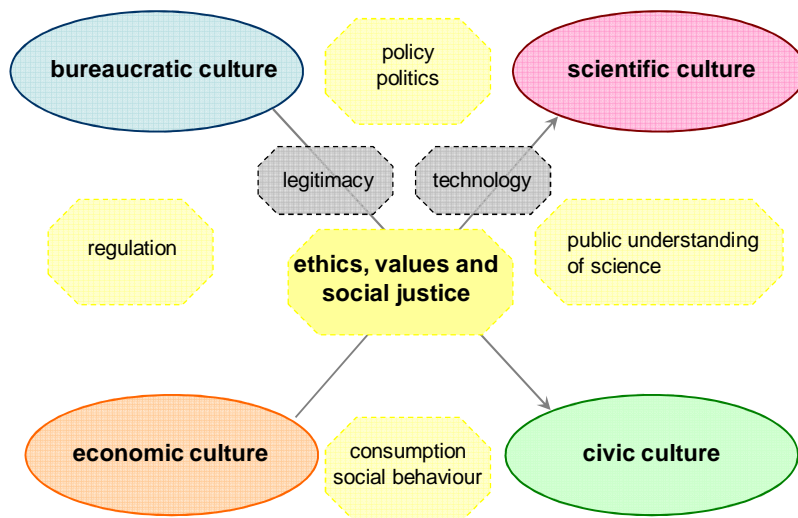
Slide 1



Slide2



3



Slide 4

Slide 5

The friction of delivering sustainability

- No longer having any shared common meaning
- The human mind is “hardwired” to immediate gratification and threat, not to complicated and distant dangers or benefits.
- Not seen as at all relevant to the poor, disadvantaged and marginalised
- Regarded by the middle income as a threat to prosperity and enjoyment
- Not deliverable by any single politician, but requires citizen approval
- Not convertible to media “sound bite” or to popular mobilisation
- Local authorities lack the power and the budgets to implement
- Not reflecting the wish for “sustainable localism” and landscape cultures

Slide 6

The Norwich agenda

- Establishing a sustainability policy “core” in the City government
- Mobilising the young and disadvantaged through mentoring, work experience, and volunteering, linked to a shift in social benefits payments
- Creating a sustainability accreditation scheme for job applications

Slide 7

Showing the near term financial payoff for sustainability by investing in

1. vulnerable people,
2. in home energy improvements,
3. in local food cooperatives,
4. in energy from waste schemes,
5. in establishing carbon trading between new development and existing property in the form of a “carbon contract” for all planning schemes.
6. in ensuring that all procurement is sourced from ethical and sustainable suppliers

Slide 8

Mechanisms

- Norwich Climate Change Commission
- Norwich Sustainability Forum
- Norwich Sustainability Accreditation Schemes (schools, work experience, procurement, entrepreneurship)
- Community initiatives around a vision of transition Norwich
- Active involvement of the local media

Slide 9

How to get there

- Gather together all municipalities to seek a common frame for sustainability advance
- Create a website for sharing experience, triumph and friction
- Make the case for more local freedom to raise income and to fund community-led initiatives
- Enable all schools to be active sustainability laboratories
- Ensure that every municipality leads by example

Delivering sustainability for local government: challenges and opportunities
Tim O'Riordan, Sheriff of Norwich
Presentation to the ICELI Conference, Estoril, September 2009