

Motivators

- Its not a tragedy to die with dreams unfulfilled, but it is a tragedy not to dream.(Mandela)
- Private Eye revisionism—Sustainability is the new public health.

Daniel Burnham.(1846-1912)

Chicago city planner

- *Make no little plans; they have no magic to stir men's blood and probably themselves will not be realized. Make big plans; aim high in hope and work remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever-growing consistency. Remember that our daughters and grandsons are going to do things that would stagger us. Let your watchword be order and your beacon beauty.*

Sustainability-the New Public Health

- Both dependent on the same well recognised and evidenced based social, economic and environmental determinants.
- We weave the determinants to create the tapestry of our health, good or bad.
- This tapestry is much more important than our genes, or health care services

The tapestry: lessons for peoples health

- Its a woven network of social arrangements (The social and economic circumstances in which we live): social relations (interactions with humans and other than humans): and environmental relations(interactions with our built environment, natural cycles and the planet).
- Which depend as much on collective as individual values.
- To weave healthy networks, one individuals health cannot be at the expense of another's.
- Or at the expense of the environment.
- Can we weave an Olympic /Para Olympic tapestry to these specifications- a new Bayeux?

The Fine Threads of the social tapestry.

- Empowerment. Enabling people to act as agents, and so:
- a) encouraging localism-a move to the local- securing basic needs locally with benefit to both producer and the environment .
- b) practicing deep democracy. The more areas of life we control locally, the deeper the democracy.
- c) developing culturally sensitive education, with particular emphasis on female literacy
- d) wider social and economic interaction based on this resilient local society.

The Fine Threads of the social tapestry.

- Employment-a rewarding and rewarded contribution to society.
- Reducing relative and absolute poverty
- Social inclusion. Access to health care, affordable housing, family planning and pre school education.
- Food production, distribution and consumption directed at addressing the needs of both rich and poor. Shorten distances and reduce food miles. (N.B persistent organic pollutants in food chains)
- Thus narrowing the gap between rich and poor :restoring a balance to local and global societies

The More Complex Threads of the social tapestry.

- These fine threads support the evolution of more complex threads-e.g:
- The building of supportive communities.(building the fabric of social life, not just council estates.)
- Combating violence and crime to break domestic, neighbourhood, national and international cycles of violence.(The more unequal the society, the worse all the above)
- The demographic change to small families.
- The adoption of healthy life styles.
- Narrowing the gap(CONVERGENCE) is the key to a healthy transformation. We need to MIND THE GAP.

Our environment serves humans and other than humans as:

- A **source** for energy and materials.
- A **service** for water, nutrients and carbon recycling.
- As a **sink** for pollution and waste.
- As a **space** for living working and aesthetics.

The Fine Threads of the Environmental tapestry

- Sufficient unpolluted soil.
- A continuing supply of clean air and water and easy access to natural environments.
- Communities designed so that:
 - active life styles become an integral part of everyday life.
 - accidents are minimised.
 - biodiversity is maintained and biomimicry promoted with a view to eliminating waste and the use of fossil fuels and conserving water. eg-Zero emission buildings.
- The maintenance of a stable atmosphere, the overriding necessity, with CO₂ emissions as a good marker. We need to KEEP OUR COOL.

Policies for the weavers-Olympic or otherwise

- Policies which enable us to live within our environmental limits (Keeping our cool-CONTRACTION-environmental justice)
- Policies which promote a more balanced access to social and economic resources. (minding the gap-CONVERGENCE-social and economic justice)
- These Policies must promote the above synergistically. They will be enabled by the LSDC framework, and will be virtuous cycles where social, economic and environmental gain are made synergistically.

Macro indicators for successful policies

- KEEPING OUR COOL- Accomodating to environmental limits. For the rich, a CONTRACTION in our footprint, with CO2 emissions as an excellent indicator
- MIND THE GAP-Narrowing disparities. A CONVERGENCE in access to resources, with personal income as an excellent indicator.
- So CONTRACTION and CONVERGENCE

Bid Preparation

- Two meetings with bid team:
- Used LSDC framework and concept of One Planet Olympics to help wholistic understanding of sustainability. Promoted ‘virtuous cycle’ thinking.
- Helped team work together.
- Used LSDC manual to promote particular issues e.g. employment and training: carbon fund.

Present influence.

- Olympic Subgroup: monthly meetings. Inspirational and scrutiny.
- Many LSDC members influencing LOCOG and ODA.
- Emphasising need to stretch.
- Working specifically on procurement-importance of whole life costing.

What we hope to influence.

- Client leadership.
- Procurement –life cycle costs.
- Visionary design.
- Integrated cycles of benefit(virtuous cycles)
- Commitment to people (training employment, consultation, considerate employers.)
- Research facilities.

Client leadership

- Client structure and responsibilities clearly defined.
- Clear vision and business case for the whole Olympic construction initiative.
- Clear measures for success.
- Championing stretched best practice in design, integrated teamworking innovation.

Research Facility

- High tech research to enhance performance
- Exercise for enjoyment and health—the Olympic ideal
- How can exercise be integrated into all the determinants of health?
- Multidisciplinary team tackling this agenda.

Virtuous Cycles-Housing.

- Warm, affordable housing reduces ill health.
- Achieved by training and using local workers to insulate houses, with employment gain.
- Using natural fibres (hemp and flax, which could be grown locally)
- Reduces financial and environmental costs of keeping warm.
- Thus delivering synergistic social, environmental and economic benefit.

Virtuous cycles-Energy for Democracy.

- Development of distributed, networked energy through local ‘Combined Heat and Power’ plants.
- Move over time to running these on hydrogen fuel, generated locally and renewably.
- The basis for many local new ‘Green’ industries.
- Increasing democratic control through local and national self sufficiency.
- Using Human energy for travel etc—green routes to the Olympics
- Thus delivering synergistic social, environmental and economic benefit.

London Health Commission

- Project plan, based on integrated impact assessment of bid.
- 3 work groups:
- **Regeneration and mitigation**
- Physical activity and healthy life styles.(n.b impacts of sponsorship.)
- **Sports and exercise.**
- **Stress importance of Para Olympics**

For Discussion.

- Have we identified the correct tracks? What other ones should we be walking down?
- How can we co-ordinate our efforts to maximise our impact
- Are there new measures we should develop (for instance to capture income disparity changes in Newham)
- But remember: ‘Traveller , there are no paths, paths are made by walking.’