

New Start February 2010

moment many had hoped for, but the need for dramatic carbon reductions remains. And while it may be something of a cliché, the idea of 'thinking global, acting local' may well be the best way forward.

I chair the South East Diamonds for Investment and Growth, a partnership of local authorities committed to sustainable growth in the region. Carbon reduction will not be achieved through top-down targets and international strategies. As with so many issues, it's local innovation that provides a route to success. We've developed a way to harness the expertise and energy of people at a local level, to encourage a collaborative approach to finding practical solutions.

Our starting point has been to put together a 'no nonsense' online guide for residents, businesses and public organisations. It gives people examples of how to reduce carbon emissions and ecological footprint, how to tackle typical barriers, and how to learn from the experience of others through case studies.

But no single organisation or group of organisations has all the answers. That's why our online resource is designed to encourage others to add their own advice, experience and information. It runs along the same principles as Wikipedia, in that anyone can register and add their own original content. This type of 'mass-collaboration' approach

'NO NONSENSE' ONLINE GUIDE TO CUTTING CARBON LOCALLY

The recent summit in Copenhagen may not have been the watershed



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encourages the idea that tackling climate change is something in which everyone can play a part.

Tackling climate change is not about wearing a hairshirt. Solutions are creating business opportunities; indeed the market is expected to grow by 30% over the next five years. This gives individuals and business in the southeast an economic as well as social motivation to play a part. I'm convinced that the ideas are out there to provide the southeast with a leading role in the delivery of solutions, generating a major source of economic activity to lead us out of the recession. Please play a part, it makes economic sense and helps ensure we contribute to the essential carbon reduction targets.

Andrew Finney

*Leader of Basingstoke and Deane
Council and chair of the South*

*East Diamonds for Investment and
Growth*

◆ The 'No Nonsense' guide to tackling ecological footprint can be accessed via: www.southeastdiamonds.org.uk/Policy/Ecological.htm