



## Feedback from Storyboarding

The storyboarding session asked attendees how LSx could best support them and here are some of the suggestions you fed back to us:

Summary of key points:

- Focus specific issues such as media and local press etc.
- Invent a new word for sustainability!
- Focused sessions on key target audiences such as schools, LA's, BME communities, low income groups etc. Market research relevant to London
- Research on barriers and motivators in inner city communities
- Provide case studies and experiences.
- Provide information on what other organisations are doing and how they relate to each other
- More discussion sessions and information sharing
- How to influence people internally and externally in relation to your project.

All comments follow:

1. More information on subject matter of the speakers
2. Advice on or speakers to help us successfully use the media and local press to promote and market our programs.
3. Circulate a delegate list pre-event
4. Help or invite inspirational case studies from other large cities.
5. Representatives from other cities e.g. Nigeria, Brazil, Porto Allegro etc (same as no. 4 above)
6. What books do the marketers read?
7. Need more dialogue with professional bodies who filter SD delivery to the public e.g. Quango's LA's.
8. Look at sustainable housing
9. How to prove the 'economic' core as well as the 'social' one.
10. Produce an overview of each partner's business area – aims, objectives and a lot of current programmes and projects.
11. Produce contact details list for partners with Motivate London (doing this, similar to 9).
12. Information on how to motivate people on low incomes. Social honouree to save/reduce energy use, recycle, reduce household waste etc.
13. Focus on narrow issues such as waste, energy use etc.
14. How to get council planners on board with sustainability
15. Invite creators of home buying/home changing TV shows?
16. Suggestions on good language to use
17. Successful use of language to convey 'sustainability' to the everyday person. Simple & Stupid (as above).
18. How to get the messages across (similar to 14).
19. Mayor of London as speaker
20. Where to find funding for marketing.

21. Fair-trade as speaker
22. How to engage the champions for change.
23. Research /information on what motivates different groups of people to behave more sustainably.
24. Invent a new word for sustainability!
25. Information about training courses/events other than your own
26. Invite businesses in the future but all about mix them with wacky NGO's – They can have good things to say.
27. Leadership – good leaders who drive this stuff on in a meaningful way
28. Mosaic as tool – speaker with this.
29. Summaries of lengthy research documents
30. Venture Capitalists
31. Focused sessions on key target audiences e.g. schools, LA's, Small businesses with experts to help!
32. Government approach to sustainable development
33. Social/Green Enterprises.
34. What about the consumers – where are they – can they be represented?
35. Market research relevant to London
36. Promote attendees events on our site and vice versa
37. Look at different sectors e.g. construction, retail etc.
38. Homes editor @ Metro is running a column on Green purchasing
39. Info on products – we live in a consumer society – lets hear the positives!
40. Build a network with active members
41. Fun networking opportunities with useful workshops to allow people to talk and share experiences and expertise
42. Sharing best practice
43. Productive use of 'Quality of Life' arguments.
44. Using shopping to change the world!
45. Experience of Asian women's cooking group by Fair Trade
46. No more toolkits please!
47. Research barriers in inner city communities – motivational and logistical
48. Present projects that have managed to motivate/engage and overcome barriers for participation in SD.
49. Promote good example projects on your website (as above).
50. Topic: Globalisation and me.
51. Demonstrate in practice as a lead for change
52. Get psychologists involved
53. Expand on marketing knowledge and give more information on existing knowledge on behaviour change.
54. Invite people to talk about their case studies and experiences e.g. green lifestyles, fair-trade, Bed Zed, Camden Council.
55. Camden new journal is very vigorous and outspoken – how does a local paper feel about the environmental message – what do they want?
56. Contact database for media contacts that can be of assistance.
57. Topic: Global warming and carbon communication – a big issues but realise not only London based.
58. Future presenters: Editor of the Evening Standard e.g. Sir Simon Jenkins who lives in Primrose Hill or someone form the Sustainable Development Commission and lastly Nicky Gavron.
59. Better communication channels and information on what works in London suburbs.
60. How to change perceptions with community recycling groups- how they all people can b involved in some way
61. Invite young people and more voluntary organisations.
62. Topic: Why/What is sustainability so we are all clear on communicating this.

63. Family tree of organisations – keep us ware of what other SD groups in London are doing and how they relate to each other
64. Comprehensive resource to allow environmental educators/motivators to be technically correct when in the competing and complicated field of modern life.
65. Invite the biggies Saatchi, Ogilvy and how to find campaigns or marketing.
66. Smaller focus groups around specific themes.
67. Less time in workshops which reinvent wheels and more time for open discussion and information sharing
68. Green weapons of mass destruction.
69. Money for 2-minute advert on prime time TV.
70. How to approach and work with different BME groups who make up such a significant percentage of London's population but are not involved in the environmental work.
71. Good to get everybody together but are we all ready for this? Specific sector events might help!
72. More networking and sharing of information.
73. Case studies of projects, which have successfully engaged the public.
74. Specific topics: waste, energy, and consumption.
75. Ken Livingstone
76. Consumers and different sub groups by income etc.
77. A presentation from the 9 lives campaign.
78. Topic on sustainable communities
79. In 6 months come together to discuss and share strategies of projects.
80. Web link WEN – waste prevention concept of zero waste as opposed to the three R's.
81. How about a nine lives media project for London
82. Specific sector events e.g. Local authority officers.
83. Future topics: setting up effective campaigns and building local capacity.
84. Sort of 10 commandments for motivators
85. What has worked in practice for organisations to motivate?
86. Contact database for community groups.
87. Alternative communication methods – marketing your event/organisation to groups who don't respond to flyers/posters and other traditional methods – case study Greenwich LA – equalities and participation team.
88. Motivating your manager – internal marketing of your project
89. Information and case studies (and contacts) on successful motivational projects on website building into a resource, which can be searched by key words
90. Be aware of all organisations involved in projects and how they are run. Promote and allow organisations to promote your project.
91. Create hyper links to all organisations
92. Tailor mail shots if you can to ensure they are read! Easy to read e-mails with list of topics at the top.
93. Topic: there is a need to get across the message that sustainable design and high density can be socially inclusive and provide quality of life. Lots of organisations are working on this and you could get interesting speakers like Steve Norris.
94. Themes: waste reduction, reuse and recycle. Promote people who worked on the Brighton and Hove 9 Lives campaign.
95. Data about sustainable behaviour – data on performance indicators e.g. waste, recycling, energy efficiency, air pollution, inequity etc. What are key challenges & opportunities facing London