

Citizens for the future



**The One City Plan through the lens of future citizens
and employees**

12 July 2019

Agenda

Agenda for Citizens for the Future workshop – 12 July 2019

09.00	Arrive and coffee
09.30	Welcome and scene setter Jim Longhurst, Professor of Environmental Science and Assistant Vice Chancellor for Environment and Sustainability at UWE, Bristol; and member of the BGCP Board of Directors
09:40	Bristol Water 173 years on Mel Karam, CEO, Bristol Water
09:50	Introduction to Citizens and Employees for the Future Iain McGuffog, Director of Strategy and Regulation, Bristol Water
	Resource West Partnership launch Patric Bulmer, Head of Water Resource and Environment, Bristol Water
10.10	Bristol Energy – A force for social good for current and future citizens Samantha Nicol , Head of Innovation and marketing, Bristol Energy
10.25	Bristol Waste - Working in partnership to shape future consumers John Kauz, Business Development Director, Bristol Waste Gwen Frost, Head of Innovation & Sustainability , Bristol Waste
10:40	Planning to deliver the One City Plan – a future citizen perspective Councillor Nicola Beech, St George Central ward. Cabinet member for Spatial Planning and City Design
10.55	Questions to speakers
11.05	Comfort break
11.20	The importance of empowering young people and listening to their voice Sally Melvin, CEO of education charity Ablaze
11.30	Workshop Session 1 - A shared vision for the citizen for the future
12:00	Workshop Session 2 - A shared vision for the employer/employee for the future
12:15	Feedback
12.30	Workshop session 3 - Opportunities for collaboration to achieve these shared visions
12.45	Wrap up, followed by lunch at 1pm

Attendee list

Forename	Surname	Organisation
Cllr Nicola	Beech	Bristol City Council
Patric	Bulmer	Bristol Water
Rebecca	Burgess	City to Sea
Michelle	Davies	Bristol Water
Tony	Denham	Bristol Water Challenge Panel
Rob	Ellis	Bristol Water
Gwen	Frost	Bristol Waste
Mark	Gale	Ebdon Farm
Dominic	Hogg	Eunomia
Elise	Illot	Unseen
Mel	Karam	Bristol Water
John	Kauz	Bristol Waste
Paul	Kelson	Bristol Water
Mark	Leach	Bristol City Council
Jim	Longhurst	BGCP/UWE
Iain	McGuffog	Bristol Water
Darran	McLaughlin	
Sally	Melvin	Ablaze Bristol
Ben	Newby	Bristol Water
Sam	Nichol	Bristol Energy
Rosaline	Oh	The Palladium Group
Dermot	O'Regan	Grow Bristol
Lucyana	Osislok	Wirtualna Polska
Richard	Parker	Impact International
Dulce	Pedroso	
Ben	Ross	Bristol Energy
Ed	Rowberry	City Office
Thomas	Sanchis	
Libby	Sandbrook	Business In the Community
James	Sloan	CBI
James	Snelgrove	One City Office/ Bristol Energy
Tamsin	Sutton	Environment Agency
Lizzi	Testani	BGCP
Adrian	Tomsa	Bristol Water
Emma	Vincent	Western Power

Workshop outputs



CITIZENS FOR THE FUTURE

"GLOBALLY AWARE LOCALLY ENGAGED"



THE WORLD IS CHANGING...
WE HAVE TO PREPARE OUR SYSTEM

... ADAPT, AS A COLLECTIVE
ENDEAVOUR.

**LOCAL TRUST,
TIME &
POSITIVE
ACTION**



CONNECT
PAST ————— **FUTURE**
175 YEARS AGO:

we are in a
precarious
situation...
poverty is caused
by diseases
... caused by
water

we need
fresh
water from
the Mendips



**BRISTOL
WATER**

IN THE 173 YEARS
THERE HAS BEEN
PROGRESS

WE HAVE
LIGHTING



OUR STREETS
ARE SAFE



WE HAVE
CLEAN WATER



WE CAN'T DELIVER
INDIVIDUALLY

What can
we do
together



LAUNCHING
RESOURCE WEST

MOST OF ALL:
WE NEED
QUALITY EDUCATION

MAKING IT
EASY FOR
CONSUMERS

CITY-WIDE
INNOVATION

**ACTION
IS
NOW**

BRISTOL WASTE

SOCIAL VALUE
ENERGY
JUSTICE

NON-ACADEMIC
SKILLS
OUTWARD
FACING



ENGAGED
FUTURE CITIZEN

BUSINESS CAN
EMPOWER
YOUNG PEOPLE
AND CHANGE
MINDSETS

THIS STARTS
AT WORK
WITH SMALL
STEPS.



AS OUR ECONOMY
GROWS,
DON'T LEAVE
THE YOUNG
PEOPLE
BEHIND



OUR YOUNG
PEOPLE
JUGGLE A
LOT →
ARE STRESSED





CITIZENS FOR THE FUTURE

"BEHAVIOUR CHANGE IS IMPORTANT, BUT WHAT WE NEED IS CULTURE CHANGE"



WORKING IN
PARTNERSHIP
TO CHANGE BEHAVIOUR



WASTE
NOTHING
CHALLENGE



WHAT CAN WE
DO TO MAKE
PEOPLE VALUE
RESOURCES?



UNDERSTAND
OUR IMPACT &
HOW FAR WE'VE
COME



**A SHARED
VISION**



IS IT POSSIBLE
TO WASTE NOTHING??



INVEST TO SAVE



CELEBRATE
YOUR SWAPS



THERE IS NO REAL
DIFFERENCE
BETWEEN



... SO, ALIGN VALUES AND
CULTURE



BUT THINK ABOUT
EQUITY

DIFFERENT BENEFITS
FOR DIFFERENT
WORKPLACES

ARE YOU NOT
CLIMBING?


















USE TECHNOLOGY
AS AN ENabler

INCLUDE
THOSE OUTSIDE
THE ROOM

ON OUR SPECIAL MENU
WE HAVE PEOPLE
NOT AT THE
TABLE



Workshop 1 - A vision for citizens for the future

	One City Vision	Vision for citizens of the future	Enablers	Link to UN SDGs
Connectivity	By 2050 everyone will be well connected with digital services	<ul style="list-style-type: none"> Connected at work and home to the community Engaged and participative Enabled by technology to identify shared connections and be part of smart community 	<ul style="list-style-type: none"> Electric vehicles are affordable, lift sharing schemes in operation across the city Technology for virtual meetings Overcome cyber security challenges which limit remote working 	
Economy	By 2050 everyone in Bristol will contribute to a sustainable, inclusive and growing economy from which all will benefit	<ul style="list-style-type: none"> Employed Financially comfortable "Water is health and health is wealth" Do not experience stress or uncertainty about the basic requirements in life (water, food, accommodation etc.) 	<ul style="list-style-type: none"> Education, education, education Greater focus on social mobility More work experience and apprenticeship opportunities across the city 	  
Environment	By 2050 Bristol will be a sustainable city, with low impact on our planet and a healthy environment for all	<ul style="list-style-type: none"> Sustainable resource use and local production of food Conscious of impact – e.g. personal carbon budget Motivated by responsibility to next generation 	<ul style="list-style-type: none"> Automatic monitoring of resource use Local resource/pollution levies – percentage earmarked for lower income households Move away from using incentives to motivate people – need to change culture not short term nudges to behaviour Community sharing schemes Manufactures to supply resource efficient products # Education pack built on UN SDGs 	     
Health and wellbeing	By 2050 everyone in Bristol will have the opportunity to live a life in which they are mentally and physically healthy	<ul style="list-style-type: none"> Resilient – can adapt to shocks and also changes over time. Personal network adapts to crisis Active, resource efficient Make healthy food choices Strong connections with neighbours 	<ul style="list-style-type: none"> Water for all – accessible, free, good quality – refill 4 day working week City controls it advertising to support citizens for the future – e.g. no fast food adverts 	  
Homes and community	By 2050 everyone in Bristol will live in a home that meets their needs within a thriving and safe community	<ul style="list-style-type: none"> Smart homes enable consumers to track consumption and measure contributions 	<ul style="list-style-type: none"> Tapping into Bristol smart city networks Smart metering 	
Learning and skills	By 2050 everyone in Bristol will have the best start in life, gaining the support and skills they need to thrive and prosper in adulthood	<ul style="list-style-type: none"> Empowered by information, technology and skills Volunteers Educated and educators 	<ul style="list-style-type: none"> Joined up approach across Bristol using skills and resources – e.g. research and insight from universities 	

Characteristics of future citizens

Aware	<ul style="list-style-type: none">• Understand how their choices translate to impact• Value natural resources and understand the link to wellbeing
Informed	<ul style="list-style-type: none">• Lifestyle is data led• Demand better labelling e.g. carbon production, air miles of food.• Appreciation of full product journey and provenance
Engaged	<ul style="list-style-type: none">• Want to contribute to local and global sustainability and wellbeing• Supportive and challenging but not critical
Responsible	<ul style="list-style-type: none">• Make it their problem, not somebody else's to resolve• Believe in individual actions and take collective responsibility
Active	<ul style="list-style-type: none">• Make compromises and lifestyle choices which benefit wider society• Low environmental footprint• Consume local produce• Re-use and repair before buying new• In control of resources. Purchases driven by necessity not image

Workshop 2 - A vision for employees and employers for the future

Purpose	<ul style="list-style-type: none"> • Social purpose is at the heart of corporate strategy. • Social responsibility and consumer trust drive decision making, with societal wellbeing and sustainability dominating corporate air time • Trade-offs between short-term financial and long-term societal good are balanced fairly and transparently • Lessened distinction between work life and home life, as both are aligned to core values and working becomes fully flexible
Values	<ul style="list-style-type: none"> • Act based on a shared purpose and shared values • Alignment of values between employee and employer - alignment between personal and professional values establishes a sense of belonging, integrity and authenticity • Health and happiness is more important than earnings • Strong social conscience, a sense of environmental responsibility, a focus on diversity, human rights and fairness with recognition that business has an impact that goes well beyond financial. • Trust underpins business and employment • The company operates to high ethical standards and these are cascaded down to employees; conduct and ethics are taken very seriously at work • There is a strong focus on creating the right culture and behaviours and on protecting the company brand • Trust that their employer will treat them fairly in terms of pay, development and conditions and in return are expected to reflect the culture of the company in their approach and behaviour
Way of working	<ul style="list-style-type: none"> • Work place is a place of work and wellbeing – employee and community wellbeing is the number one output. There is no stigma attached to discussing mental health. Wellbeing at work is preventative rather than reactive. • Technology is used extensively to replace the need for travel, enabled by rapid innovation in communications technology which allows virtual meetings • Virtual social networks facilitate communication and minimise the need for travel • Digital platforms create mobility and help match skills to demand • Workers are encouraged to take part in socially useful projects • Portfolio working, volunteering – blurs the distinction between work and non-work • Retired staff retain their connection with the social purpose of the company and continue social delivery outside of work • Flattened management hierarchy and distributed control– role for an employee forum. Employees having a stake in the company. • Connected at work to the community – strong bond between business and local communities to work on solutions • Network of purposeful companies which engage their workforce on environmental and social issues • Work life balance reduces time vulnerability driven resource unsustainability • Demanding sustainability requirements placed on suppliers • Local community hubs allow ‘home’ working in an office environment and facilitate networking with stakeholders • Value the power of local – reversal of centralisation with more local sites to connect with communities from • Family-friendly, flexible hours. Unlimited holiday, outcome driven. Maximum four day working week. Health days rather than sick days. • Roles to suit social situation and age (e.g. semi-retirement)
Measures of success	<ul style="list-style-type: none"> • Performance is assessed against a wide range of measures, including level of contribution to company purpose and efficient use of travel and resources • Career ladder no longer exists in the traditional sense – more about diversity of experience • Businesses strive for zero waste - no need for non-recyclable refuse collection and no food waste collection from businesses

Workshop 3 - Ideas and actions



Citizens for the future

I'm going to

.....

Working with

.....

I'm happy for my contact details
to be used by Bristol Water or Bristol Green Capital Partnership
to contact me about this idea.



	Organisation	Idea/action
1	City to sea	Help to develop one strategic approach to plastic reduction, using the reusable working group, piloting across the city. NB currently developing the Refill App to be multi-platform including coffee cups, lunch boxes and zero waste shops.
2	University of the West of England, Bristol	Opportunity – Offer of student resource. Over 30,000 students. Always looking for live topic projects. Able to help to deliver actions identified today.
3	Bristol waste	Opportunity – free waste audits to local businesses, to help to identify areas where waste can be reduced
4	Bristol Water	Explore using water use data to identify sites potentially linked to modern slavery
5	Bristol City Council	Offer to run a workshop on Bristol's clean air plan and/or carbon neutral 2030 plan. Working with any organisation at the workshop today (subject to availability!)
6	Bristol Water	Linking up city resources on educating future citizens
7		Pursue action around diversity in the workplace
8		Being more mindful of using language which could exclude people from the conversation
9	Bristol Water Challenge Panel	To Challenge Bristol Water on how it will use the output from this event
10	Bristol Waste	Connect into the wider conversation on resource efficiency through Resource West
11	Environment Agency	Explore using Resource West as a vehicle to collaborate on reducing the use of/flushing of wet wipes
12		Explore how we can reduce the amount of waste that the NHS produces
13	Bristol Water	Sharing the outputs from today. Using staff to develop Resource West messages
14	Grow Bristol	Act to bring urban agriculture into Bristol
15		Promoting the idea of a local housing pension scheme
16	Business in the Community	Raise awareness of great things going on in Bristol in relation to business in the community and get more companies involved e.g. explore whether we can work with Bristol Waste to take the Waste Nothing Challenge to our Member companies – engaging employees at work and at home
17	Ablaze	Following up conversations from the event with specific companies on joining mentoring programme – connecting sustainable companies with young people
18	Bristol Water	Following up on great ideas today to continue Bristol Water's journey to employer of the future
19	Bristol Water	Work with UWE and Bristol Uni to find additional ways to influence the students of Bristol to become our vision for Citizens for the future
20	Bristol Energy	Work to support people and organisations in Bristol to transition to more sustainable, clean and efficient sources of energy – making sure this is inclusive and no one is left behind. Working with the city office and all businesses and organisations who care about a sustainable future for Bristol.
21	Bristol Energy	Explore opportunities for Bristol Energy to support social mobility through working with Ablaze
22	Bristol Water	Explore using Resource West to open a competition using open data to create insight. Working with technology partners to provide a platform
23	Bristol Water	To share data with Dalia Eledel from UWE
24		Shred my paper and squeeze my tube of toothpaste!

	Organisation	Idea/action
25	Bristol Water	Make sure improvements in water infrastructure also help to solve housing challenges. Working with the One City Plan and other stakeholders (currently working with Baringa to connect to landlords)
26	Bristol Waste	Advise Bristol Water on how to improve recycling
27		Work to enable a tiny house community in Bristol. Working with Bristol Green capital partnership and Bristol Energy
28		I am going to help reduce waste working with Southmead Hospital
29	Unseen UK	Sharing data on modern slavery risk with Patric from Bristol Water
30	The Palladium Group	Explore implementing a business mentorship programme, working with Ablaze
31		Continue banging my drum about diversity in the workplace
32		Start managing my resources at home – encourage my husband to take personal showers
33		Collaboration and working together on values
34	Bristol Waste	Add to the wider 'resource' use conversation – using less of all resources, working with Resource West and anyone else who wants to join the conversation
35	City to Sea	Work on bringing together stakeholders around re-useables, to test, learn and pilot the best mechanics to reduce single use. Working with Bristol Waste, Resource West and many others.

Workshop slides

The One City Plan through the lens of the future citizens and employees

12 July 2019

Citizens for the Future

Jim Longhurst

Bristol Green Capital Partnership and University of the West of
England



400+
Global
clients

265
Talented
people

17
Offices
worldwide

Impact are an independent, global creative change agency. People focused and results orientated, we bring over 38 years of expertise and a band of talented creative thinkers to focus upon the design and delivery of world class, award winning leadership development and business transformation. Our learning solutions inspire people to grow as leaders, as managers, as talented employees and as people.

At Impact, we use the acronym **RACER** to capture how we are with each other, with our clients and with the world. It stands for:



R

Responsible we are a responsible business and take our responsibilities to our clients, to ourselves, to our communities and the planet very seriously.

A

Adventurous our culture is rooted in a spirit of adventure which flows through all that we do. All learning is an adventure.

C

Customised we regard every client as unique and work hard to understand both wants and deeper needs in working with you.

E

Experiential our learning methodology is researched and designed to liberate brilliance and have a profound effect on people.

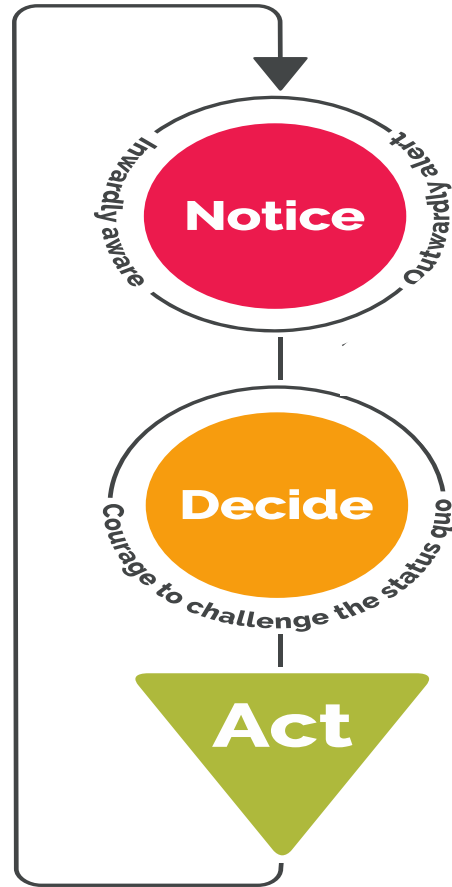
R

Results Driven we are action orientated, we get things done and we are outcome focused on generating the results our clients need.

50
countries
per year

30
Different
languages

1980
founded in the
UK



Citizens for the Future



Mel Karam

Bristol Water

Citizens for the Future

Iain McGuffog and Patric Bulmer

Bristol Water



Introduction to Citizens for the Future





Citizens for the Future: A Partnership Approach to the One City Plan

Our citizens will need to be knowledgeable, active, empowered and willing to solve the challenges we face to grow the fair, healthy and sustainable city imagined by Bristol's One City Plan.

Join us for this Bristol Green Capital Partnership event, co-hosted with Bristol Water, which will bring together key stakeholders to explore how we can work together to shape our future citizens.



bristolwater.co.uk

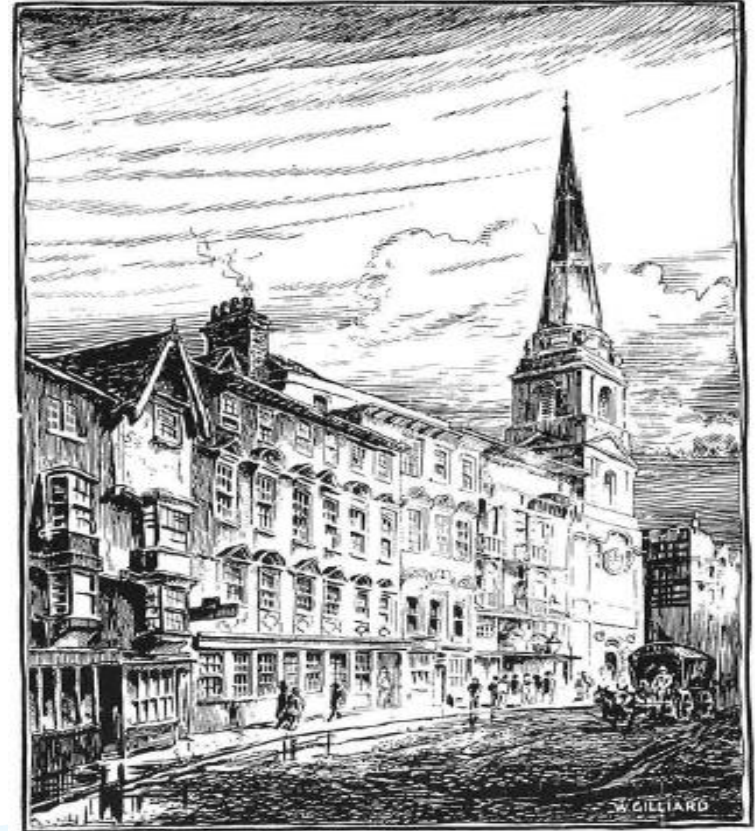


Agenda for today

AGENDA	
09.00	Arrive and coffee
09.30	Welcome and scene setter Jim Longhurst, Professor of Environmental Science and Assistant Vice Chancellor for Environment and Sustainability at UWE, Bristol; and member of the BGCP Board of Directors
09:40	Bristol Water 173 years on Mel Karam, CEO, Bristol Water
09:50	Introduction to Citizens and Employees for the Future Iain McGuffog, Director of Strategy and Regulation, Bristol Water Resource West Partnership launch Patric Bulmer, Head of Water Resource and Environment, Bristol Water
10.10	Bristol Energy – A force for social good for current and future citizens Samantha Nicol , Head of Innovation and marketing, Bristol Energy
10.25	Bristol Waste - Working in partnership to shape future consumers John Kauz, Business Development Director, Bristol Waste Gwen Frost, Head of Innovation & Sustainability , Bristol Waste
10:40	Planning to deliver the One City Plan – a future citizen perspective Councillor Nicola Beech, St George Central ward. Cabinet member for Spatial Planning and City Design
10.55	Questions to speakers
11.05	Comfort break
11.20	The importance of empowering young people and listening to their voice Sally Melvin, CEO of education charity Ablaze
11.30	Workshop Session 1 - A shared vision for the citizen for the future
12:00	Workshop Session 2 - A shared vision for the employer/employee for the future
12:15	Feedback
12.30	Workshop session 3 - Opportunities for collaboration to achieve these shared visions
12.45	Wrap up, followed by lunch at 1pm

PUBLIC HEALTH, THE ENVIRONMENT AND PHILANTHROPIC ROOTS

- Bristol Water was founded in 1846 with a proposal to bring water from outside of the city to serve the whole city
- Slightly younger than SS Great Britain
- Not designed by Brunel!
- At the time, water companies did not have to supply the poorer areas of cities, where income was lower and non-payment rates likely higher
- The company fought off a rival plan (designed by Brunel) because of its greater social ambition
- And the water came from out of the city – carbon neutral fed by gravity – based on a belief that a clean environment and clean water would boost public health, and provide a healthy workforce
- Integral to the development of the city, particularly at times of crisis
- An innovative, local water company
- More than a dozen attempts by the Bristol Corporation in the first c80 years to take over or set up rival companies, sometimes defeated by Parliament



"THE WHITE LION," BROAD STREET, BRISTOL
The fine old building (surmounted by chimney stack) known as the White Lion, Broad Street, Bristol, at which the first General Meeting of the Company was held. This inn and the White Hart, nearer the Church were subsequently renamed the Grand Hotel.

We are on a journey, we have a proud history of serving the communities around Bristol - which we are an enduring part of

A summary of our future ambition

1 Our water comes from catchments; we have to look after them for top quality water and environment in the future

2 Reservoirs and rivers are part of the local environment where people live, meet and enjoy

3 We excel at the community experience. We care about wellbeing and society

4 We are part of the communities we serve, with initiatives such as the Bristol Water Bar and Refill Bristol

5 Because we are part of the communities we serve, our customers trust us to deliver excellent experiences as well as top quality water

6 Our ambition is to address the challenges society faces. This delivers local community resilience.

8 We want to help customers to help their environment and save money through more choice on water efficiency

7 Technology and data, with our customer excellence, will allow us to meet your specific needs

10 We innovate by activating ideas and learning from communities in the areas we serve

9 Cutting leakage to keep supplies reliable and boost resilience

12 Affordable for all, for the wellbeing of society.

11 Working in partnerships with our stakeholders helps to get the best outcome at the lowest cost

Mission statement
To be a company that our communities trust and are proud of. To deliver excellent experiences and create social and economic value.

BRISTOL WATER

**Bristol Water...
Clearly**

Our plans to deliver excellent water experiences

2020-2025
For consultation

Bristol Water For All

Our purpose and social contract to build trust beyond water



OUR SOCIAL PURPOSE – NOW REFLECTED IN OUR CORPORATE GOVERNANCE STATEMENT

Bristol Water was established over 170 years ago, and we stay true to these roots today. This included a social purpose that still applies today - to have a positive impact on the lives of our customers, our communities, our colleagues, and on the environment beyond the delivery of pure and reliable water



Members of the
Bristol Civil
Defence Corps
distributing
water in Clifton



KEY PARTICIPANTS IN OUR SOCIAL CONTRACT PROCESS

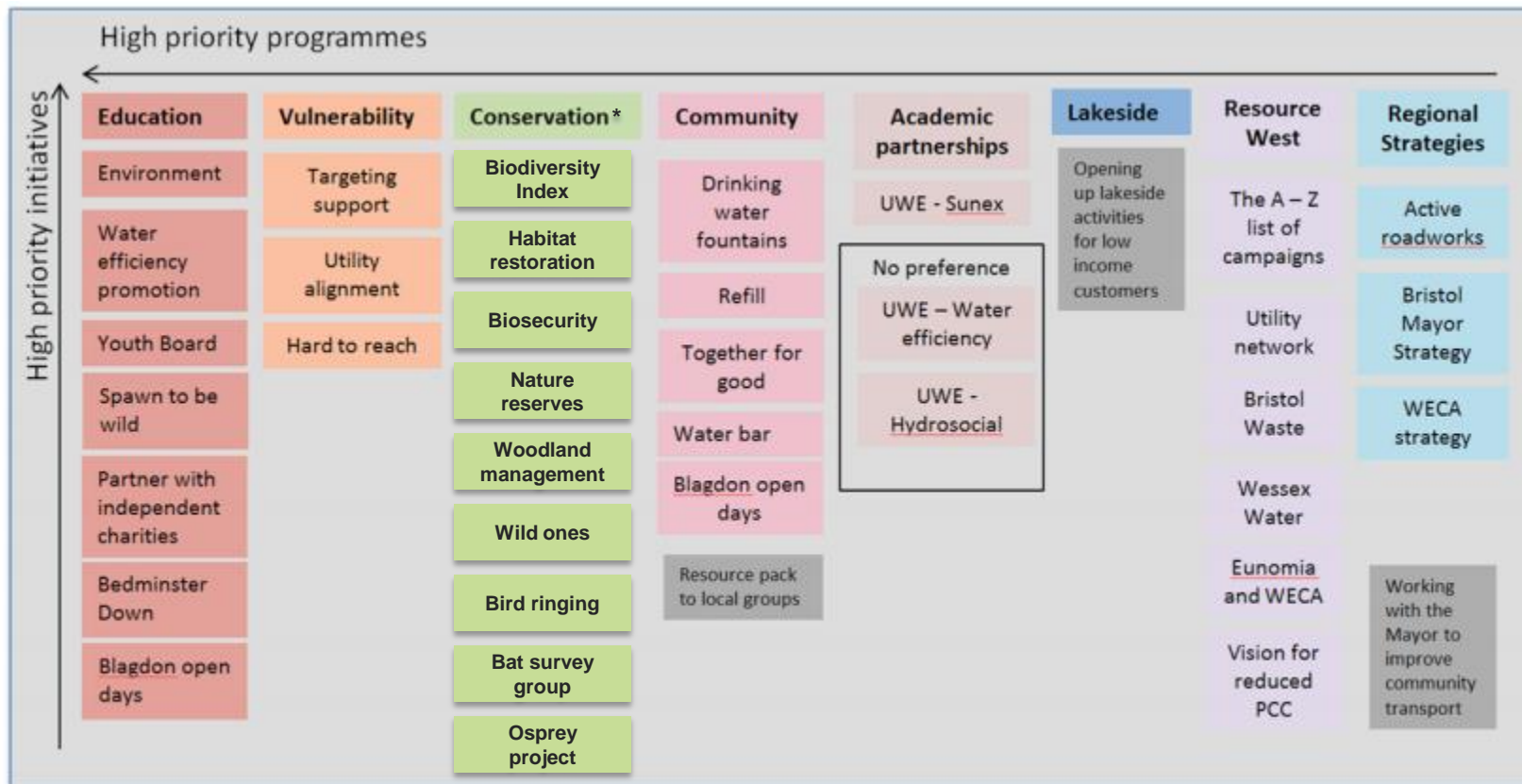


& Future customers / employees

Employee Forum

The social contract provides a framework to bring together the views of those who have a say in how we deliver for society

THE VIEWS OF OUR CUSTOMERS ON PRIORITIES



LOCAL, TRUST, TIME AND POSITIVE ACTION



On balance, see themselves more fortunate compared to parents generation

We have more opportunities careers wise

I'm aware [of environmental issues] and trying to make changes but not many people my age are... say I'm a bit more enviro minded

We're more open minded to different opinions e.g. gay marriage

We will be more of a renting generation, we will struggle to get jobs and mortgages

Different in terms of mind-set and role of technology

Beneficiaries of globalisation

- Greater access to knowledge, efficient communication, ability to travel
- Have greater opportunities as a result: education, travel, career options

Role of tech double edges sword

- Brought up in a world of technology – part of every day life from in-home, school, within society
- However, also recognise the negatives: pressures of social media, fear of becoming too dependent on tech

Liberal thinkers, more open minded

- Politically, in terms of immigration and free movement of people
- Socially, more open to differences in sexuality and gender. **However**, for some, terms still driving stereotypes that restrict open mindedness

Environmentally conscious

- Aware and accepting of importance of climate change, sustainability, recycling, renewable energy
- BUT only minority changing behaviours: vegetarianism / veganism, zero waste household, shopping in sustainable supermarkets with zero plastic packaging

Political and economic challenges perceived as main disadvantage

Feel politically undervalued

- Esp. driven by Brexit as unable to place a vote / have their say due to age

Financially burdened generation

- Less independent financially: reliant on parents to get on property ladder, more competitive job market, increases in student fees

However, day-to-day life as a teenager feels hard

Juggling multiple aspects of life – pressures can outweigh the positives

You need to **prioritise your time**...there's a lot to fit in

Everything is **stressful**

I have to make lots of **sacrifices**...I hardly have time to see my friends

There's **stigma** about seeing friends instead of studying

Social life

- Enjoy time with friends, interests/ hobbies
- Surrounded by like minded individuals
- Greater sense of freedom now in 6th form
- **BUT** perception social stigma attached to socialising vs studying

School life

- **Pressure to:** achieve high grades across all subjects, participate in extra curricular activities / work experience
- **Long hours:** up to 20 hours a week of homework/revision

Work life

- Some working up to 15 hours a week
- Wanting to gain work experience and earn money

Pressure impacting **mental health** for minority – feeling stressed and anxious

The future
















- **Pressure to make decisions:** University, apprenticeship, travel, course choice
- **Receiving contrasting advice:** from teachers, parents, family members
- **Pressure to choose higher education route**



Despite feeling stressed and pressured, today's teenagers are looking forward to the future; living independently, University, starting a career

UN SUSTAINABLE DEVELOPMENT GOALS



	One City Vision	Vision of citizens of the future	Vision for employees for the future	Link to UN Sustainable Development Goals
Connectivity	By 2050 everyone will be well connected with digital services	<ul style="list-style-type: none"> Shared connection to society Active, challenge, trust 	<ul style="list-style-type: none"> Connected at work to home and the community 	
Economy	By 2050 everyone in Bristol will contribute to a sustainable, inclusive and growing economy from which all will benefit	<ul style="list-style-type: none"> Affordable, reliable, resilience services 	<ul style="list-style-type: none"> Driven by a strong social conscience more than by profit 	  
Environment	By 2050 Bristol will be a sustainable city, with low impact on our planet and a healthy environment for all	<ul style="list-style-type: none"> Sustainable resource use 	<ul style="list-style-type: none"> Technology replaces the need to travel for work 	     
Health and wellbeing	By 2050 everyone in Bristol will have the opportunity to live a life in which they are mentally and physically healthy	<ul style="list-style-type: none"> Shared connection – wellbeing at work and home 	<ul style="list-style-type: none"> Flexible, family friendly working hours 	  
Homes and community	By 2050 everyone in Bristol will live in a home that meets their needs within a thriving and safe community	<ul style="list-style-type: none"> Smart and safe to make sustainability easy 	<ul style="list-style-type: none"> Employees actively participate in community through work 	
Learning and skills	By 2050 everyone in Bristol will have the best start in life, gaining the support and skills they need to thrive and prosper in adulthood	<ul style="list-style-type: none"> Educated and educators 	<ul style="list-style-type: none"> Employers focus on ongoing learning and development of new skills. Performance measures include contribution to the company's social purpose. 	

- Explore what the future citizen and employee may look like
- How do we develop our plan – using the UN SDGs as a frame?
- How we educate future customers to influence current customers to reduce resource use – so they become the citizens and employees for the future?



ResourceWest

Sharing knowledge. Taking action. Cutting waste.

Citizens for the Future

Samantha Nicol

Bristol Energy



A Sustainable Energy Service for the City with Social Value at its Heart

We offer 100% renewable energy

We're future focussed.

We're the city's energy company supporting
#bristolonecity

It's a climate emergency and we have a huge
responsibility to tackle the biggest
environmental issue of our time.



We offer real green energy options



We have over 60 renewable generators in the South West and across the UK

- It's a key part of our ethos and brand
- Green Gas in partnership with Geneco
- Developing new PPA offerings – synthetic, corporate, flexibility and self supply

We need city wide innovation...



- Actively involved in £1B **Bristol City Leap** Programme with Bristol City Council
- Currently developing smart local energy market through Innovate UK funding
- Partnership to turn waste into energy

And deliver social value to Bristol...

- Contributed over £12 million into the local Bristol economy



- Delivering tangible Social Value
- Working to ensure no one suffers a Cold Home in Bristol
- #Bristolonecity
- Energy Justice and Social Equity critical to a sustainable future



And it starts by living our values day in and day out...



1. Learning at work week – Sustainability is this year's theme.
2. We train and support Mental First Aiders
3. Time to Change pledge to end discrimination around mental health
4. Foster Friendly Employer
5. Sponsored Volunteer Days for every employee
6. Living Wage employer
7. Flexible working and a 'digi ops' team
8. We work with DWP to get people back to work
9. We hire apprentices and support 'Stepping Up'
10. Disability confident employer

And we should extend our sphere of influence through working together...

- Working with the City for NetZero
- Communicate the benefits of a circular economy
- We believe in a shared journey based on our values



Citizens for the Future

John Kauz and Gwen Frost

Bristol Waste





Working in partnership to shape future customers

Gwen Frost
Head of Innovation & Sustainability

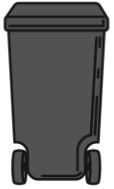
BRISTOL
waste

Bristol Waste Company

We are a Teckal company

We manage:

- Recycling & Residual waste
- Transfer stations
- Street cleansing
- HWRC
- Commercial service
- Community Engagement activity



Our Aims

We are more than a
traditional waste contractor
– we add value over a bigger
sphere of influence

To create behaviour change
to reduce residual waste and
to increase recycling

Make change for the better
across the industry and
service sector

Partnership experience

We have previously worked with external partners

- #slimmywaste
 - Partnered with GENeco & Morrisons on the trial
 - Coop joined us on the city wide campaign
- #dontbinyourbatteries
 - This was partnered with Ecosurety
- #wastenothing



#WasteNothing challenge

- The Bristol #WasteNothing challenge: 50 households, 365 days, Zero Waste
- 50 households involved
- Support for a whole year
- We have like minded partners across Bristol and nationally to supporting the project
- Our aim is that this will also generate a wider conversation within the City and the industry
- We will create a supportive network to venture in to the Zero Waste world!



When and what

- Started on April 1st 2019
- For them to weight the material they produce – both residual & recycling
- To minimise what they are not managing themselves
- we provided a starter pack to get everyone going and enthused



50 HOUSEHOLDS
365 DAYS
ZERO WASTE



Partners



The ReUsery



Who and where

Postcode	Count of HH no.
BS1	1
BS2	1
BS3	9
BS4	5
BS5	7
BS6	3
BS7	5
BS8	2
BS9	2
BS10	2
BS11	1
BS13	4
Bs14	2
BS15	3
BS16	3
Grand Total	50

No. HH members	Count of HH no.
1	8
2	14
3	11
4	14
5	3
Grand Total	50



the end goals

- Successful first year
- We still have all of our participants
- How close to zero can we get?
- Demonstrate that drastic changes can be achieved across a cross section of households
- Share our experiences with other HHs and other cities
- Show that it is achievable for all
- Acknowledge the hard bits as well



Amazing feedback

We had visitors this week and it significantly increased waste this week - but they did learn a lot!

Had our family stay this weekend. Additional nappies etc in general waste.

Lots of paper due to office clear out at home!

Our lodger cleaned her room which is why there is more than usual.

Our worms have died and so we don't seem so be able to reduce our food waste as much as we would have liked.

All food waste went to the wormery! Hurray!

Wormery looking good!

More feedback

Attended a lecture at Bath University on Sustainability and Behavioural change.

Big challenge this week is organising a low waste party for my daughters 9th birthday!

We have started having milk delivered to our doorstep in glass bottles

Trying to get more green fingered and started to learn about the importance of wild flowers

Made a bug hotel and bee hotel out of an old fence panel

We have bought a yoghurt-maker

I sat for several hours making compost bags with flour and water glue, it was really relaxing and creative. I now have a nice stock of bags that I can reuse in my caddy.

A few weeks ago I decided to complete the 'No new clothes for a year' challenge. People's reaction to me doing this is sheer disbelief!



helping
BRISTOL
waste
nothing

Citizens for the Future

Councillor Nicola Beech

Bristol City Council

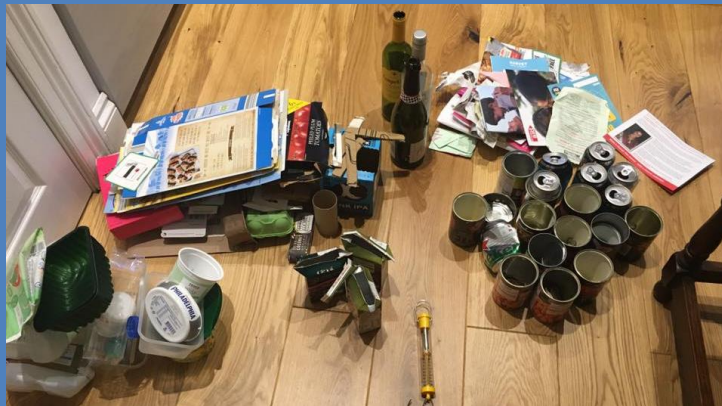




The Waste Ninja Code #wastenothingchallenge



1. Stare your waste in the face – get out your scales



#wastenothingchallenge

2. Get mad, share your mad and motivate



"Sustainability is definitely a yummy mummy type thing on instagram. It's really off putting and you have to break the mould."

Debate about why Zero waste is so feminised

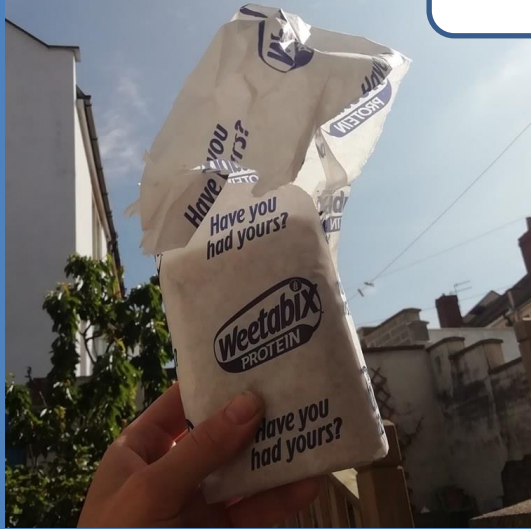
"I just saw an ad for these on the TV. What is going on?? This is complete junk; it will be played with for seconds I suspect, not even minutes, before ending up in landfill. And that whole plastic chest? Just for a few kgs of chocolate "
Raging about Freddo Treasures

"I hate how expensive this is and I hate not big able to shop in supermarkets. Spent 7 minutes loitering in Tescos, trying to decide whether to buy the 20p pack of 5 doughnuts or the 11p tiger rolls. I mean that's 4p a doughnut! In the end I walked away but it was so so hard!"
Supermarket rage!

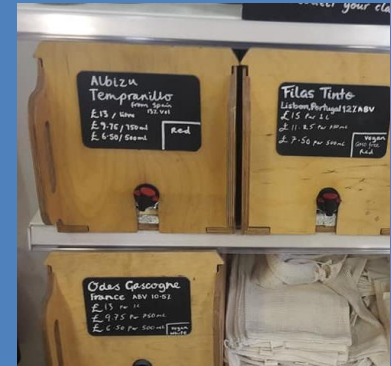
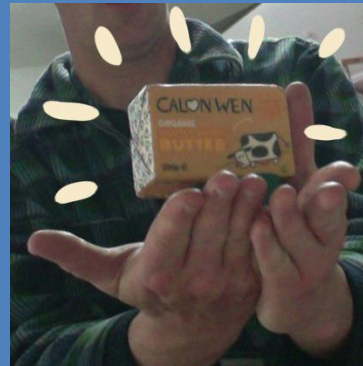
**Rock Solid
Willpower!**

#wastenothingchallenge

3. Celebrate your swops and share them



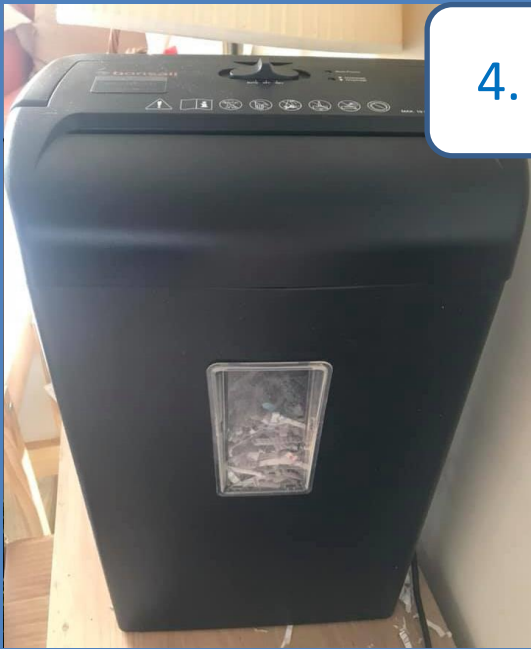
*It looks like paper, it feels like paper, by golly it IS paper! (I think)
It really looks like Weetabix have done away with plastic.
Hooray!*



1.5 months into our zero waste challenge, I'm looking at the world through a different lens! I wasn't overtly wasteful before BUT I now realise I was quick to throw things out. Also partial to being seduced by bargains from amazon, h&m etc. But now 7 weeks in, I feel I've already changed a lot.

#wastenothingchallenge

4. Invest to save & rethink your waste



Composting!
50% **Green** 50% **Brown**
Bye bye paper waste



This week we've made a milk bottle storage unit from a spare fence panel. Pretty chuffed tbh. Repurpose and upcycle! Now we have somewhere to store our delivery of milk in glass bottles. Keeping delivered milk cool everyday



#wastenothingchallenge

5. Accept the bumps in the road - #wormgate



“Help!! I've just added my worms to their new home, but if I put a tray in top, it sinks and seems to squash them, is that right?!!!”

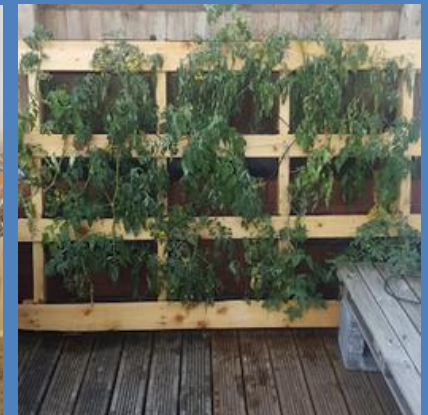
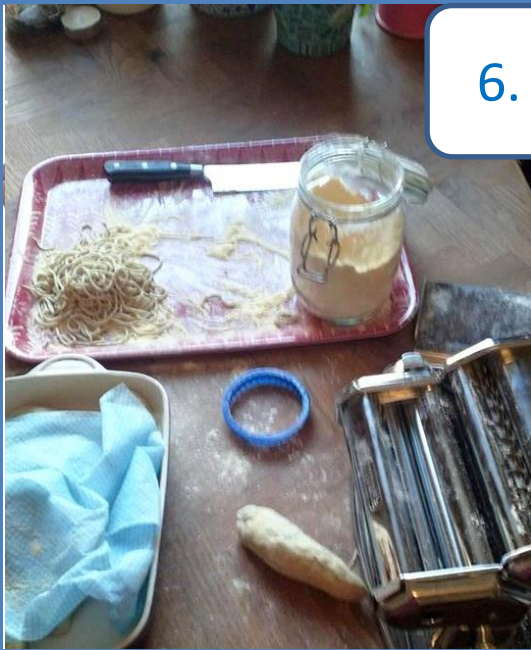
“I checked yesterday and we have lost all our worms! I guess I wasn't relocating them quickly enough!”

“We've had a natural disaster in our wormery with the loss of all our worms due to searing temperatures! Help!”

Having a wobble. Feeling like I just want to go back to shopping in one place as my only day off with my daughters seems to be dominated with going to different places for package free or organic and it's so stressful, and our bills have gone up by between £20-£30/wk...

#wastenothingchallenge

6. Get some green fingers, learn to cook & experiment



#wastenothingchallenge

Citizens for the Future

Sally Melvin

Ablaze

Citizens for the Future



ablaze

Citizens for the Future



ablaze

Citizens for the Future

Workshop 1



- *What are citizens like in the One City Plan future?*
- *What characteristics do they have?*
- *How different is this from life today?*

Citizens for the Future

Workshop 2



- *What are employees like in the One City Plan future (e.g. their purpose, values, ways of working)?*
- *What are employers like? How do they measure success?*
- *Is the relationship between work life and home life the same as today?*

Citizens for the Future

Workshop 3



- *How can we work together to help to shape our citizens and employees for the future?*
- *What role does education play?*
- *Do you have an idea which we could follow up on after today?*