



Briefing:

Briefing for chief executives

The following one page briefing is designed to be adapted for local use, to brief chief executives about the mainstreaming sustainability materials on local matters..

The resources you've been waiting for

WWF-UK and the IDeA have published online resources for local government, offering advice and resources for mainstreaming sustainable development through:

- Community strategies and local strategic partnerships
- New political management structures *and*
- Best Value and CPA

Stop!

Were you already writing the name of your sustainable development coordinator on the top of this sheet, and putting it into the out-tray?

Before you do...

Please take two minutes to find out:

- *Why* sustainable development is central to your work
- *What* the materials contain
- *How* it can help you *and*
- *Who* should be reading it

Sustainable development is about achieving a good quality of life for everyone now and in the future, while maintaining the environmental resources upon which we all depend.

Is your aim as a chief executive of a local authority close to this?

Agenda 21, signed by 140 nations at the 1992 Rio Earth Summit, recognised that sustainable development needs to be planned jointly by all sectors of society. The UK Sustainable Development Strategy reiterates that: *“The government cannot do the job alone. We need to work together, forging partnerships with business, local authorities and voluntary groups.”*

The role of local government as community leaders is now enshrined in law (*Local Government Act 2000*). **Local authorities are the *only* organisation in your area with the power and capacity to coordinate local action for sustainable development.**

Local government modernisation brings new opportunities for mainstreaming sustainable development, and government guidance confirms that:

- The objective of Community Strategies is to “improve the economic, social and environmental well-being of each area and its inhabitants, and contribute to the achievement of sustainable development in the UK”. (*Preparing Community Strategies – Government Guidance to Local Authorities, 2000*)
- “Consideration of sustainable development and equity are inherent parts of the effectiveness criteria, and are therefore fundamental to best value.” (*Draft Circular on Best Value and Performance Improvement, 2002*)

The local matters *Mainstreaming Sustainability* resources can help you address many of the big decisions that your authority faces. The materials describe how to mainstream sustainable development through modernisation, and is designed for elected members, local partnerships and local authority staff (community strategy, Best Value, corporate policy, and many other staff). It contains:

- Briefing notes
- Case studies
- PowerPoint presentations
- Workshop outlines

The pack is available at IDeA Knowledge
<http://www.idea-knowledge.gov.uk/>.