

Sharing for Businesses

A Green Economy Plan for The Cally

Future Neighbourhood 2030



Foreword from Cllr Santiago Bell-Bradford

What will The Cally be like in the year 2030? Responding to the Mayor's Future Neighbourhood priorities, we present a vision of The Cally as a thriving local economy, in which the sharing of resources has become much more commonplace, the high street is greener (in every sense), food that was once wasted is now repurposed as healthy meals, and shared cargo bikes have replaced many car and van journeys.

This strategy has been developed specifically for the Cally, building on the challenges, aspirations and opportunities of our diverse and vibrant community. At the same time, there will be much that we can share with, and learn from, London's other Future Neighbourhoods as we work together over the next eight years.

Foreword from Cllr Santiago Bell-Bradford

We hope that with such a strong emphasis on the benefits of sharing, and through supporting businesses and residents to take local action on issues such as climate, we will help to nourish the Cally's fantastic community spirit – as well as growing a local economy that helps to make the Cally a greener and more equal place in a more equal Islington.

Cllr Santiago Bell-Bradford

Executive Member for Inclusive Economy & Jobs

Introducing The Cally

People & Place

- The Caledonian Ward, from which the Cally takes its name, has a population of c.16,000 - many of whom live on the Bemerton and adjoining estates.
- The Cally is widely considered to include much of the adjoining ward, Barnsbury.
- The population of Caledonian Ward is diverse. (See following slides with demographics). Since recent boundary changes, Barnsbury now extends right onto the back of Caledonian Road itself, meaning that Barnsbury Ward is now more diverse than previously.
- The 2019 Indices of Multiple Deprivation (based on pre-ward boundary changes) showed Caledonian as the 4th most deprived ward in Islington (16 wards in total in 2019) scoring 30.2.

People & Place

- Varied range of third sector organisations operating in the area, incl. Help on Your Door Step, Copenhagen Youth Project, Islington Play Association and Copenhagen Food Project. The Jean Stokes Community Centre is at the heart of the community within the Bemerton Estate.
- Real sense of community and civic pride - most evident during the pandemic, when businesses, the local community and 400+ volunteers worked together to provide food supplies to local food banks and mutual aid groups.
- We believe this sense of community provides a strong foundation for a thriving Future Neighbourhood 2030 Green-Sharing Economy for businesses and residents.

People & Place

White British	Non-White	White-non-British	Mixed
7,713	6,378	3,406	1,028
44.1% (Islington average = 47.7%)	36.5% (Islington average = 31.8%)	19.5% (Islington average = 20.5%)	5.9% (Islington average = 6.5%)
Asian	Black	Other ethnic group	Households with multiple ethnicities
2,316	2,401	633	1,767
13.2%	13.7%	3.6%	23.2%

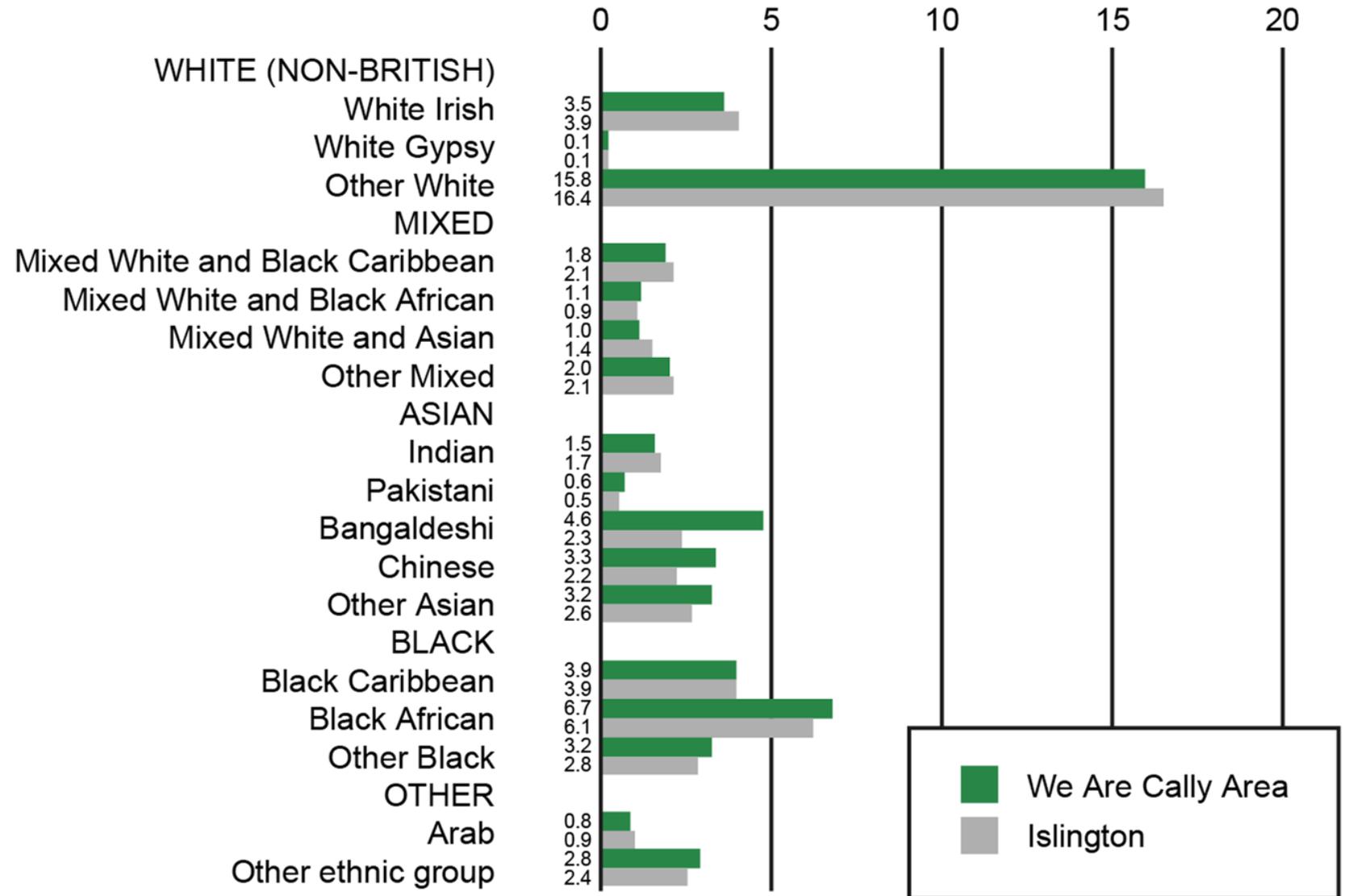
(i) This table shows the number of people in We Are Cally Area by ethnicity, based on each person's perceived ethnic group and cultural background. Source: Census 2011.

(ii) The information boxes display the number of people who have identified themselves as White British and the number from non-White ethnic minority groups, as well as the five broad ethnic minority groups (White non-British, Mixed, Asian, Black and other ethnic groups).

(iii) The final information box shows the proportion of households where not all household members are of the same ethnicity (households with multiple ethnic groups).

People & Place

The bar chart on the right shows a detailed breakdown of the percentage of people in ethnic minority groups by ethnic category.



The Local Economy

- has long been a diverse and multi-faith area that includes a diverse range of businesses: Asian grocers and butchers, take away eateries, Turkish barbers, Italian delis, East African restaurants, and traditional pubs.
- Geographically, the Cally generally includes some areas just outside the Caledonian ward which are associated with the area, either through name or reputation, especially neighbouring Barnsbury Ward, as well as the nearby Chapel Market to the south-west, Brewery Road light industrial cluster, and Caledonian Park to the north.
- The local economy offers a dynamic and diverse range of shops catering for the needs of different sections of the local community.

The Local Economy

- The two largest retail groups in the area are food/drink retailers, health and beauty.
- In June 2020 the council set-up the Caledonian Traders Association in partnership with some key businesses on the Caledonian Road. The newly formed network of small, independent traders in the Ward (predominantly from the Caledonian Road but also in surrounding areas of the Cally and Barnsbury) convenes on a bi-monthly basis. The group is Chaired by a local Baker and is supported by a strong board and the council's Local Economy Officer, who is facilitating the group during the initial phase.

Combined strategies: Vision 2030 (Net Zero), the Circular Economy and a Green-Sharing plan for the Cally

- In 2020 Islington Council set out its 'Vision 2030' strategy to reach net zero, which includes plans for buildings, Transport, sustainable and affordable energy supply, green economy, natural environment and waste.
- The green economy section of Vision 2030 provides a mandate for strategies that support development of resource and asset sharing initiatives: “Increase awareness of a sharing economy” (Vision 2030, Green Economy Action – pg 83).
- The Council also has a dedicated Circular Economy Action Plan which cites the need for sharing, reuse and keeping items in use: “We need to keep resources in use for as long as possible, extract the maximum value from them whilst in use” (Circular Economy Action Plan 2021 – pg 4).

Combined strategies: Vision 2030 (Net Zero), the Circular Economy and a Green-Sharing plan for the Cally

- This strategy will not be a standalone green economy plan for the Cally. Instead, it will be a demonstrator for how to significantly progress a major element of a green economy in a locality, and also become a model of best practise for other local economies. It will work in synergy with other green economy developments in the area, such as initiatives on retro-fitting, green jobs, greening the high street and transport projects designed to reduce pollution.

Combined strategies: Vision 2030 (Net Zero), the Circular Economy and a Green-Sharing plan for the Cally

- The Cally is already the site of the council's first shared cargo bike for business and home to an emerging partnership between The Council and The Knowledge Quarter for leveraging resource sharing opportunities from anchor institutions in Kings Cross. The Council is exploring the possibility of having its first dedicated affordable workspace for green economy at nearby Regents Wharf, with opportunities for sharing economy and potentially even 'maker spaces' situated there.

Engaging and Involving the Community

Islington Council is excited to be working with local people and organisations to create new opportunities, to improve local facilities and shape a greener, brighter future for the Cally.

The **We Are Cally Plan** (2020) set out shared ambitions for the Cally by 2024, and actions that would be taken to help realise these. It was informed by six months of engagement with Cally residents and people who work in the area, from the local voluntary sector, council, businesses and public sector agencies.

Engaging and Involving the Community

The **We Are Cally Plan** has five themes:

1. a strong community with a sense of belonging
2. better opportunities for children, young people and families
3. attractive, well-used public spaces
4. improved health and wellbeing
5. a thriving, connected local economy that works for everyone

This Future Neighbourhood 2030 green economy strategy builds on all of the themes, most notably on the 5th pillar, with community and business feedback showing clearly the desire for a more sustainable and equal economy that serves local residents and businesses.

Recent and previous engagement/consultation activities

- Networking events for the Caledonian Road Traders Association: demonstrations, talks, presentations and business showcases in the local area to help businesses get to know & support one another.
- One month-long “Support Local” campaign (May 2022), including discussions around shared economy for businesses in the Cally Card research and development stage.
- Street Party organised by the Cally Road Traders and supported by Local Economies Officer to celebrate the Platinum Jubilee (June 2022) – discussing green economy and aspirations for the area.
- Presented working draft for input of the Green Economy Strategy at the We Are Cally Governance Group meeting focusing on Local Economy and Community (June 2022).

Engaging and Involving the Community

- A new trial market for the Cally took place on the 24th September. Our Cally Local Economies Officer manned a stall at the event to elicit feedback and talk to the community on sharing economy and circular economy.
- The Council commissioned Library of Things to run an interactive informal consultation event at the market, speaking to residents and businesses about sharing economy initiatives they'd like to see in the local economy.
- The Caledonian Road Traders Association will continue to be an important vehicle to test ideas through, and this strategy will be further developed, and actioned in partnership with them.

Engaging and Involving the Community

In developing this strategy, we have engaged with (and will continue to involve) the following organisations, institutions, networks and partnerships:

- We Are Cally: residents; stakeholders; governance team
- Local Councillors
- Cally Traders Association
- Knowledge Quarter's Net Zero Advisory Group
- Cally Festival
- Barnsbury Housing Association
- The Jean Stokes Community Centre
- Cally Energy
- The Institute of Physics
- North London Waste Authority (NLWA)
- Islington Play Association
- Copenhagen Youth Project
- Islington Sustainability Network

Engaging Young People

Building on aspirations and challenges identified in the We Are Cally plan, we recognise the need to engage and include young people in the ongoing development of this strategy. Our primary objectives will be:

- To provide targeted and joined-up opportunities for learning about the Green Economy, Sharing Economy and Circular Economy – the principles, drivers and opportunities – for young people, especially those of school age (primary and secondary)
- To increase awareness of climate and environmental issues, and to connect these issues to the actions and solutions offered through Green/Sharing/Circular economy initiatives
- To help young people explore pathways into relevant jobs, and develop relevant experience and skills

Engaging Young People

In 2023, we will initiate a deeper review of strategies for engaging young people, and explore in more detail the opportunity of working with organisations such as Climate Ed, a charity offering free education to children about climate change and carbon literacy.

Green Economy Jobs for Young People

Many of the activities set out in this strategy will present opportunities for young people, through the creation of new jobs, volunteering placements and the potential to connect into existing work experience placements. We will:

- embed targets for youth skills development, learning opportunities or job creation into the new activities created throughout this strategy
- develop new opportunities for work experience in Green/Sharing economy organisations, connecting these to Islington's 100 hours World of Work programme
- work closely with the **Youth Employability Hub** at West Library, which provides a range of council services for young people, including youth employability support, adult learning, advice and guidance, counselling, and support for those involved in or affected by gang activity

Sharing for Businesses – a Green Economy Plan for The Cally

Strategy - primary objectives

Sharing for Businesses – A Green Economy Plan for The Cally, has been built around 5 key objectives. They are:

1. Grow the local Green-Sharing Economy for Businesses
2. Reduce food waste; increase redistribution and revalorisation
3. Support businesses to lower their environmental impact (and reduce running costs)
4. Empower residents to make sustainable choices (and save money)
5. Promote the benefits of shopping locally within an improved circular economy

Objective 01

Grow the local Green-Sharing Economy for business

01 | Grow the local Green-Sharing Economy for business

- We seek to establish a Green-Sharing Economy that builds on and enhances the strong business relationships that have developed over recent years and sees large institutions in neighbouring Kings Cross supporting our independent small businesses.
- In addition to the sharing of resources – for example, through a Library of Things – we will support and promote existing green enterprises (such as Wings Coop and Fashion-Enter) and foster new green economy businesses.
- Islington already has a strong track record in this area (Cooperate Islington and Affordable Workspaces programme). We now aim to build on these foundations by opening a new Affordable Workspace at Regents Wharf, which is provisionally dedicated to the Green-Sharing Economy.

01 | Activities



Open Islington's first **affordable workspace** dedicated to **Green Economy** at nearby Regents Wharf



Partner with **Library of Things** to launch a new service specifically designed to support Cally businesses



Provide additional support to help **scale local Green/Sharing Enterprises**, including cooperatives

01 | Outcomes: envisioning success

By 2025

- New Affordable Workspace opened in Regents Wharf, dedicated to the Green-Sharing Economy
- New Library of Things for Business open and operational
- 2 Maker-Spaces and/or Repair Cafes open
- 5 Brilliant Coops established in the Cally and trading in sharing economy activities/services, through Cooperate Islington

01 | Outcomes: envisioning success

By 2030

- Affordable Workspace at full capacity with Green-Sharing Economy enterprises
- Library of Things secure in funding status and being used by 200% more businesses and residents than in 2025
- 10 Brilliant Coops established in the Cally trading in sharing economy activities/services

01 | Action: How we will make this happen

Affordable Workspace

- Launch a tender process in January 2023 for a prime location Affordable Workplace at Regents Wharf
- Work with the provider to create affordable workspace of 393sqm centred around green, sharing and circular economy enterprises
- Contract the provider to deliver social value alongside affordable workspace in exchange for peppercorn rent on a long lease

01 | Action: How we will make this happen

Library of Things

- Conduct detailed business engagement on items to purchase for a new - business focused - Library of Things
- Find a business partner to house a new Library of Things in their business/organisation premises on Caledonian Road
- Create a business focused Library of Things (also available for resident use) with a minimum of 37 locker items by end of 2023

01 | Action: How we will make this happen

Green Enterprise

- Work with the Cooperate Islington team (or representative partners) to develop an Action Plan for supporting cooperative development within the Cally
- Continue to develop partnerships with Anchor Institutions within and adjacent to the Cally, to increase procurement of goods and services from local green enterprises and cooperatives
- Foster links between green enterprises / cooperatives and Islington's 100 hours World of Work, to create targeted work experience for young people in the Cally

Objective 02

Reduce food waste; increase redistribution and the 'upcycling' of surplus food

02 | Reduce food waste; increase redistribution and ‘upcycling’ of surplus food

- There is a longstanding problem of food waste in the nearby Chapel Market, where fruits and vegetables that are often of good quality are needlessly wasted. There are also numerous supermarkets in the Cally neighbourhood, with little corresponding provision for capturing/redistributing surplus food.
- We will work with established organisations to develop a local scheme to collect surplus food, and launch a “Food Waste Cafe” to convert this surplus into affordable meals. In so doing, we will simultaneously reduce waste-to-landfill and improve access to nutritious food, especially for those residents most affected by the cost-of-living crisis.

02 | Activities



A regular **Surplus Food Collection** from Chapel Market, Cally Supermarkets and Food Retailers



A **Food Waste Cafe** transforming surplus food from local markets and retailers into affordable, nutritious meals



Training for retail and hospitality businesses in how to **reduce waste** (and save money)

02 | Outcomes: envisioning success

By 2025

- Successful implementation of a local scheme to collect surplus food, potentially in partnership with Plan Zheroes
- At least 1 Food Waste Cafe opened and trading within the Cally
- A minimum of 15% reduction in food waste from Chapel Market
- A minimum of 5 Supermarkets and Food Retailers signed up to our food redistribution scheme
- 500 residents have benefitted from nutritional, affordable meals at the Food Waste Cafe

02 | Outcomes: envisioning success

By 2030

- 3 tons of good quality food surplus collected, redistributed from local businesses
- Minimum 30% reduction of food waste from Chapel Market
- 2 Food Waste Cafes established and operating on sustainable, long-term business models
- Established network of 5+ local charities / community projects receiving redistributed food surplus
- 1,000+ Cally residents engaged in home food-saving activities, through workshops, activities and toolkits

02 | Action: How we will make this happen

Surplus Food Collection

- Work with Plan Zeroes to develop a feasibility study & action plan to redistribute surplus food from Chapel Market and adjacent businesses
- Establish a methodology for measuring current levels of food waste at Chapel Market, in order to refine the current 'baseline' estimates and set future targets
- Create volunteering opportunities through the food collection programme, especially for young people, to support them in building networks and transferable skills

02 | Action: How we will make this happen

Food Surplus Cafe

- Bid for funding, then provide support and other resources to support the development of a Food Surplus Café in The Cally area
- Invite applications from organisations to setup and run the Food Surplus Café, giving priority to organisations that are based within Islington
- Ensure that the food surplus café provides a range of culturally-appropriate meals, reflecting the wider diversity of The Cally and its residents

02 | Action: How we will make this happen

Training for Business

- Promote and share the most appropriate resources and schemes that support local food businesses (in retail, food service and hospitality) to reduce waste
- Identify if/where additional training is needed to support businesses in reducing food waste, and aim to secure funding this training
- Improve strategic partnerships (existing and new) with digital service providers targeting food waste – e.g. Olio, Too Good to Go, Karma to expand reach into The Cally's resident community

Objective 03

Support Cally businesses to lower their environmental impact - and reduce running costs

03 | Support Cally businesses to lower their environmental impact - and reduce running costs

- The current economic climate for Cally businesses and the need to protect our environment - locally, nationally and globally - are two significant challenges that go hand-in-hand.
- Faced with rising inflation and energy costs, alongside the wide ranging cost-of-living crisis, Cally businesses need urgent support to transition towards an energy-efficient, low-carbon economy.
- Through enabling businesses to adopt greener delivery methods, reduce energy usage, share resources and redistribute or revalorise 'waste', we can achieve lower running costs - increasing financial sustainability - a greener local environment and a planet-friendly local economy. This promotes financial sustainability, and contributes to a greener environment.

02 | Activities



Cargo Bikes & Consolidation Hubs made available for regular use by Cally businesses



WARP-IT's **B2B resource sharing platform** expanded to Cally's SMEs, in partnership with the Knowledge Quarter



Advice and grants for Cally businesses to improve energy efficiency, reduce emissions and waste

03 | Outcomes: envisioning success

By 2025

- 200% increase in businesses using green delivery methods such as Cargo Bikes
- Cycle training for businesses and their employees
- 20 Cally businesses to have received 'Energising Small Business' grants
- 100 Warp It business-to-business sharing interactions
- 50 Cally SMEs/Micro businesses to have benefited from Islington Sustainability Network knowledge sharing interactions or events
- Identify local sites that would support the greening of the Cally's freight and logistics

03 | Outcomes: envisioning success

By 2030

- 500% increase in businesses using green delivery methods e.g. Cargo Bikes
- 50 Cally businesses have received 'Energising Small Business Grants'
- 500 Warp It business-to-business interactions
- 200 Cally SMEs/Micro businesses to have benefited from Islington Sustainability Network knowledge sharing interactions or events
- Freight consolidation hub operational in the Cally, with attendant drop in emissions monitored

03 | Action: How we will make this happen

Cargo Bikes

- Drive a new campaign of promotion for the current free cargo bike offer
 - create a strong link with the Cally Traders Association
- Provide funding to enable businesses to continue to use the cargo bike offer free of charge in 2023
- Provide bike training to businesses and their employees from 2023
- Bid for further funds to locate at least one further cargo bike on the Caledonian Road that is free to use for businesses

03 | Action: How we will make this happen

WARP-IT

- Work with the Knowledge Quarter and WARP-IT to conduct full feasibility and legality work on B2B transactions where small businesses receive items at no cost from big businesses
- Begin a campaign of registering Cally small businesses to sign up to the WARP-IT platform
- Promote WARP-IT extensively using LBI and local channels
- Support and facilitate early interactions through the platform, including monitoring and evaluation

03 | Action: How we will make this happen

Energy Advice & Grants

- Target grants and grant take-up at small businesses in the Cally through a programme of in-person visits and a local comms campaign on the cost of doing business crisis
- Work with the Knowledge Quarter and Islington Sustainable Network to increase the number of members and number of sustainability knowledge sharing offers from large members to small business beneficiaries

Objective 04

Empower Cally residents to make sustainable choices (& save money)

04 | Empower Cally residents to make sustainable choices (and save money)

- By empowering and enabling Cally residents to make sustainable choices, we will support them to take action against climate change whilst simultaneously saving money.
- To do this, we will develop a number of services and activities that bring people together: to learn and share skills; pool knowledge and resources; create new networks and strengthen existing networks; to drive the local sharing economy.

04 | Activities



Maker Spaces and Repair Cafes to help residents develop Circular Economy knowledge and skills



Workshops & Toolkits to create **community-led food/growing co-ops**: where residents get together to save together



A **Library of Things** and/or **Community Toolbank** for residents to engage in Sharing Economy activities

04 | Outcomes: envisioning success

By 2025

- 1,500 residents have participated in / accessed Sharing Economy services, such as Library of Things, Repair Cafes and MakerSpaces
- 1,000 residents have accessed affordable food via the Food Waste Cafe
- 2 Community Food/Growing Coops established by Cally residents

By 2030

- 4,000 residents have participated in / accessed Sharing Economy services, such as Library of Things, Repair Cafes and MakerSpaces
- 4,000 residents have accessed affordable food via the Food Waste Cafe
- 5 Community Food/Growing Coops established

04 | Action: How we will make this happen

Repair and Reuse

- Work in partnership with local organisations to develop opportunities for repair and reuse facilities in The Cally
- Explore opportunities and location for Maker Spaces and/or Repair Cafes, potentially within Meanwhile spaces
- Support local, community based exchange ideas and networks, through communications, help accessing funding and through advice

04 | Action: How we will make this happen

Community-led Food

- Support Cally residents to develop a network of community-led food co-ops, providing free and affordable food - potentially partnering with Cooperation Town, building on their existing work in Islington
- Continue to develop the Action for Local Food project, to help Cally residents create and participate in local food-growing initiatives
- Seek to create both volunteering opportunities and paid employment for Cally residents, via the Food Surplus Collection programme and Food Surplus Cafés

04 | Action: How we will make this happen

Library of Things

- Fund and support a Library of Things, to enable residents to hire out items at low cost (items which are normally expensive to buy)
- Promote the Library of Things to achieve viability and self-sustainability through all local and LBI comms
 - Incorporate into the Cally Traders Offer and the We are Cally Local Economies Action Theme

Objective 05

Promote the benefits of shopping locally within an improved circular economy

05 | Promote the benefits of shopping locally within an improved circular economy

- The Cally has a strong sense of place that provides a good foundation for creating a thriving local economy.
- In partnership with Cally Traders, we will improve the high street experience to draw customers in to the local economy whilst lowering residents carbon footprints; driving local shopping loyalty in a greener economy.

04 | Activities



Introduce a **Loyalty Card** to increase trade with local shops and offer residents attractive discounts



Undertake **greening** works, create **walking and cycling routes**, and commission an **accessibility study**



Explore the potential of **meanwhile spaces** to create opportunities for more (temporary) local and independent shops

05 | Outcomes: envisioning success

By 2025

- A bespoke strategy has been published, identifying opportunities for Meanwhile Spaces
- A loyalty card has been launched by the Cally Traders and supported by the Council, with 100 businesses taking part and 1000 resident sign ups
- Trader-led greening works have taken place on the full length of the high street including green screens, hanging baskets and planters, in tandem with improved cycle parking from the council
- Publication of new walking route maps into The Cally from Angel, Barnsbury and Kings Cross
- An accessibility study in early 2023 – including perception report

05 | Outcomes: envisioning success

By 2030

- Subject to securing premises and funding, between 1 and 3 new Meanwhile Spaces are established and fully operational
- Loyalty card has 200 businesses taking part and now has 5000 resident sign ups
- Cally has regular markets and events, evidencing significant uplift in footfall for the high-street
- Recommendations and works from the accessibility study have been implemented and are effective with improvements in all aspects in comparison to the perception report findings

04 | Action: How we will make this happen

Loyalty Card

- Research affordable and environmentally friendly loyalty card options in early 2023
- Launch the Cally Loyalty Card in mid-2023 with the Cally Traders Association
- Promote the loyalty scheme through extensive local comms as part of a shop-local Cally programme of comms, utilising all council and stakeholder channels as well as paid advertisement

04 | Action: How we will make this happen

Greening the High Street & Accessibility

- Facilitate commencement of work to green the high street in partnership with the Cally Traders Association in early 2023
- Use internal levers to bring more greening initiatives, pocket parks and cycle parking to the Cally
- Commission specialists Access Able to carry out accessibility study on the high street, and begin works based on recommendations
- Commission specialists Footways to produce new walking and cycle routes to support local shops and businesses in The Cally

04 | Action: How we will make this happen

Meanwhile Space

- Consult with Platform Places, to understand different approaches to obtaining and developing Meanwhile Spaces
- Establish criteria for use of Meanwhile Spaces that encourages and prioritises organisations and businesses working within the Green-Sharing Economy
- Incorporate targets around youth engagement, skills development and job creation, connected to all Meanwhile Spaces

Financing and resourcing our strategy

Fund	How we will use the funding / available resources to support our FN 2030 strategy	status / probability
People Friendly Streets	Improve accessibility & inclusivity of the high street; increasing trade for local business as well as delivering new bike routes and bike parking	Secured
Net Zero budget	Expand our range of cargo bikes for use by local business and customers	High probability
UK Shared Prosperity Fund	Support a new Library of Things for businesses and residents	High probability
	Small grants for energy efficiency improvements	High probability

Inclusive Economy and Jobs (core funding)	Contribute to the development/expansion of the WARP-IT resource-sharing platform	Secured
	Collect surplus food from Chapel Market and local supermarkets	High probability
	Support growth for Green Economy Coops	Secured
Affordable Workspace (core funding)	Open a new Affordable Workspace at Regents Wharf, dedicated to the Green-Sharing Economy with business incubation services	High probability

Energising Small Business (grants)	Grants to help local businesses improve their environmental performance and reduce their operating costs	Secured
Business audit scheme	Free audits for local businesses, leading to recommendations on potential improvements and signposting to further support	Secured
Greening and Loyalty Card, Shop Local initiatives	Greening and Loyalty Card funding to come from the Cally Traders Association with work facilitated by the council where needed - Footways walking and cycle route work funded through GLA strategy development pot	Secured

Community Energy Innovation Programme	Programme to support community-led, innovative energy projects that benefit Islington residents, particularly those struggling with fuel poverty, and reduce carbon emissions in the borough	Secured
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Conclusion – Local Strategy, Hyper-Local

Conclusion – Local Strategy, Hyper-Local

November 2022

- The strategy will be a pilot for how in one location, with one particular focus of Green Sharing Economy for Businesses, you can make significant changes for a greener local economy.
- Best practise can be mirrored in other local economies in Islington, allowing room for other local economy areas to trial other priority green economy initiatives.
- Sharing these local strategies with The Cally Green Economy reflects an ethos where sharing and reciprocity are central
- We hope that such a strong emphasis on the benefits of sharing in our strategy will help nourish the Cally's fantastic community spirit as well as growing a sharing economy that helps to make the Cally a greener and more equal place.



STIR*to*
ACTION