

Kari Erickson statement – Cabinet 20<sup>th</sup> July 2021

I come before cabinet tonight to invite you into reflection on some of your goals as liberal democrats, and how these intersect with your relationship with the private sector - which you openly and graciously acknowledge has not always been as productive and cooperative as it could be.

You want to encourage and incentivise people to pursue certain environmental aims - this is part of a larger global conversation we are all having in ways big and small about how we can enjoy a modern life of comfort and ease while still protecting the planet. I was reflecting on this myself when I read former President Obama's most recent memoir, in which he talks about the success and failures of his administration in their environmental policy efforts. He said that he felt Michelle through her garden and community-led projects had more success in make change than he did in legislating it and it caused him to reflect and think differently about leadership. I invite you to do the same.

I am troubled when I see this council speak in moralising tones about resident behaviour, as if all of us go about our lives without a care for the environment. People are busy, they are under pressure, they are trying to work to sustain themselves, to deal with their health, their families and pressing personal issues. It is my feeling that the way to inspire change is not to arrange and moralise - this is off-putting, but to elevate people and inspire change through positive messaging.

My question to you is, how can you engage positively with businesses to jointly pursue your environmental policy aims? Why does this council seem so sceptical about attracting investment? I see so much scope for development here in exciting ways, building on our heritage of wellbeing and beauty to be one of Europe if not the world's top destinations for health and wellbeing, with world-class offerings of every description from spa treatments to events and education to experiences both in town and in our beautiful landscape. There's so much potential here to not only pursue an agenda of health and wellbeing for the planet and its people, but also attract a different type of tourist here and generate more wealth for those who live and work here.

Thank you for your time.