

# UrbanBuzz

Building sustainable communities



[www.urbanbuzz.org](http://www.urbanbuzz.org)



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# Background

**Green Maniac is developing Green Networks with London communities. Sustainable communities are built on trust, equal opportunity and social inclusion.**

**Green Maniac addresses sustainability through:**

widening access to employment opportunities (particularly for the disadvantaged and socially excluded), and

improving the matching of skills and enterprise needed for the emerging green economy.

**There's a “benign cynicism” here.**



# Background

**Green Maniac aims to:**

**Raise the profile of and promote greater involvement in environment issues.**

**Widen access to employment opportunities through participation in the 'Green' Economy.**

**Take advantage of a potential demand for new skills (for example: retrofitting solar panels, energy conservation advice, insulation fitting, recycling and so on).**

**Ensure that networks are self-sustaining and capable of rolling out to a wider client base.**

# Partners



A London-based economics consultancy aiming to provide novel solutions to business problems and frequently presents a different way of looking at the future.



The Centre for Advanced Spatial Analysis (CASA) is an initiative within University College London to develop emerging computer technologies in several disciplines which deal with geography, space, location, and the built environment.



Goldsmiths College is all about the freedom to experiment, to think differently, to be an individual.



MegaNexus works with local and central government, voluntary organisations and support/training centres to establish locally-focused networks of support and information to local residents and businesses



# Programme design

## The green maniac programme

### Has collected data on:

15,335 socially excluded workless individuals, including their level of networking

148 businesses

Has established social networking website [www.greenmaniac.com](http://www.greenmaniac.com)

### Is engaging workless individuals with businesses and voluntary programmes through:

Camden Green Fair – Biggest Free Environmental Fair coinciding with World Environment Day 1<sup>st</sup> June and London Sustainability Weeks.

Sutton (Police Programme) – Sutton constabulary series of Summer events/Green Projects targeting local environmental issues in the borough of Sutton.

# Green Maniac networking website

URL [www.greenmaniac.com](http://www.greenmaniac.com)

Site enables networking of small businesses and individuals who want to connect to them for jobs, apprenticeships...

**MEMBER LOGIN**

Username

Password

Login →

Forgot your password?  
Click here to register

**SEARCH**

Search →

### What Is Green Maniac?

Green Maniac is a project that looks to encourage the development of Green Networks with the London community. Sustainable communities are built on trust, equal opportunity and social inclusion. They are equally dependent on innovative approaches to the development of the market in 'green' products and services. Green Maniac aims to address sustainability simultaneously through widening access to employment opportunities (particularly for the disadvantaged), and improving the matching of skills and enterprise needed for the emerging green economy.

This will be achieved through the use of interlinked web-based social networks designed to extend the area of search open to job-seekers and those with employment opportunities (including voluntary and charitable work). Through setting appropriate institutional rules (i.e. registration and membership procedures), we aim to use the potential 'small world' characteristics of web-based social networks to reinforce trust, confidence and social inclusion. In addition we will look to interlink job-seeker, employer and green networks, we aim to increase the search space and diversity of choice available for members.

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# Jobseekers Data gathered from-

**Camden (and London locations including Haringey, Waltham Forest and Enfield)**

**15,335 workless residents contacted and completed information on networking and demographics**

# Maps

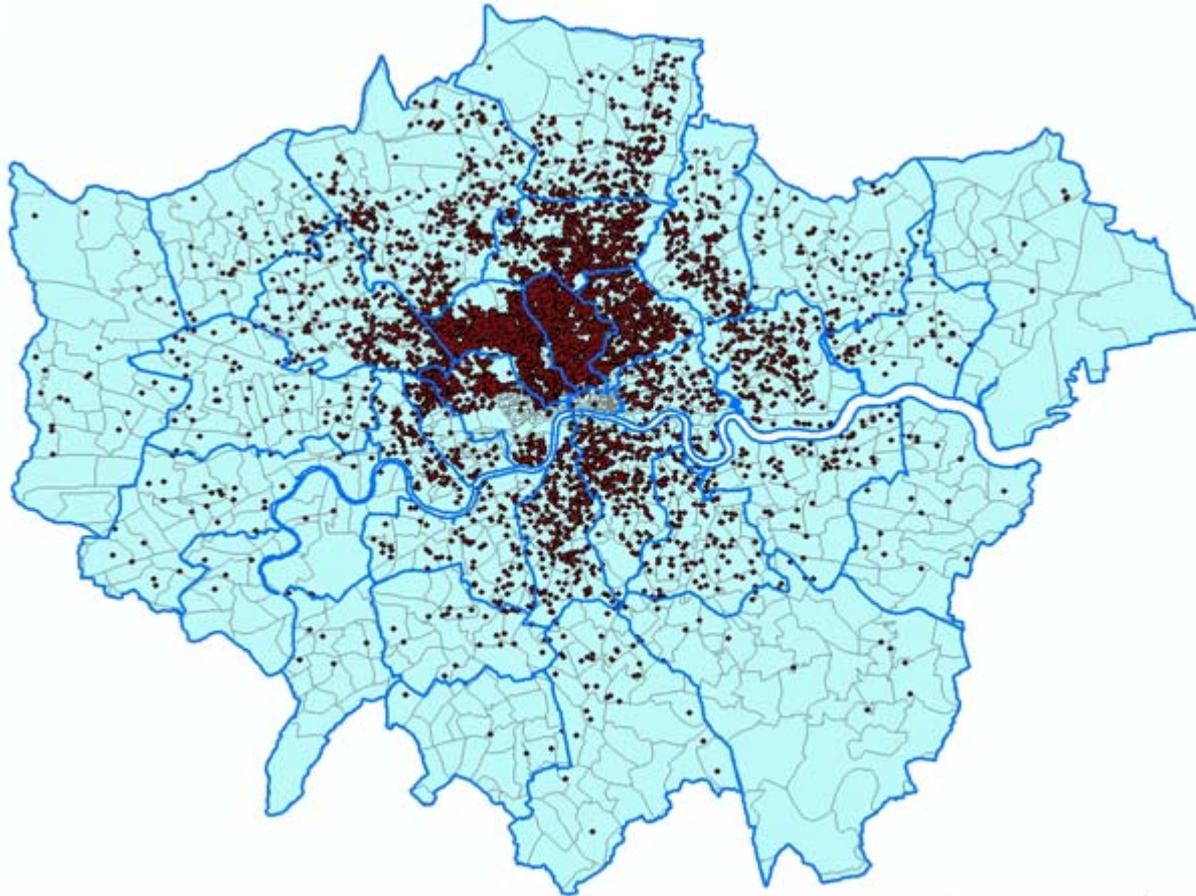
**Demonstrate concentration in the host location of Camden and the neighbouring borough of Islington and distribution throughout Greater London and England.**

**The concentration of members in Camden is even stronger when we filter out inactive members without contacts or links on the website.**

**There is evidence from studies in the USA of the importance of geographical location in the spread and influence of websites.**

**As this project continues we intend to trace both geographical spread and the role of social networking to identify the geographical and social impacts on the objectives of the networks.**

# Across London



# Notes

## A number of records were discarded during data cleaning:

Original data 15,335 website users;

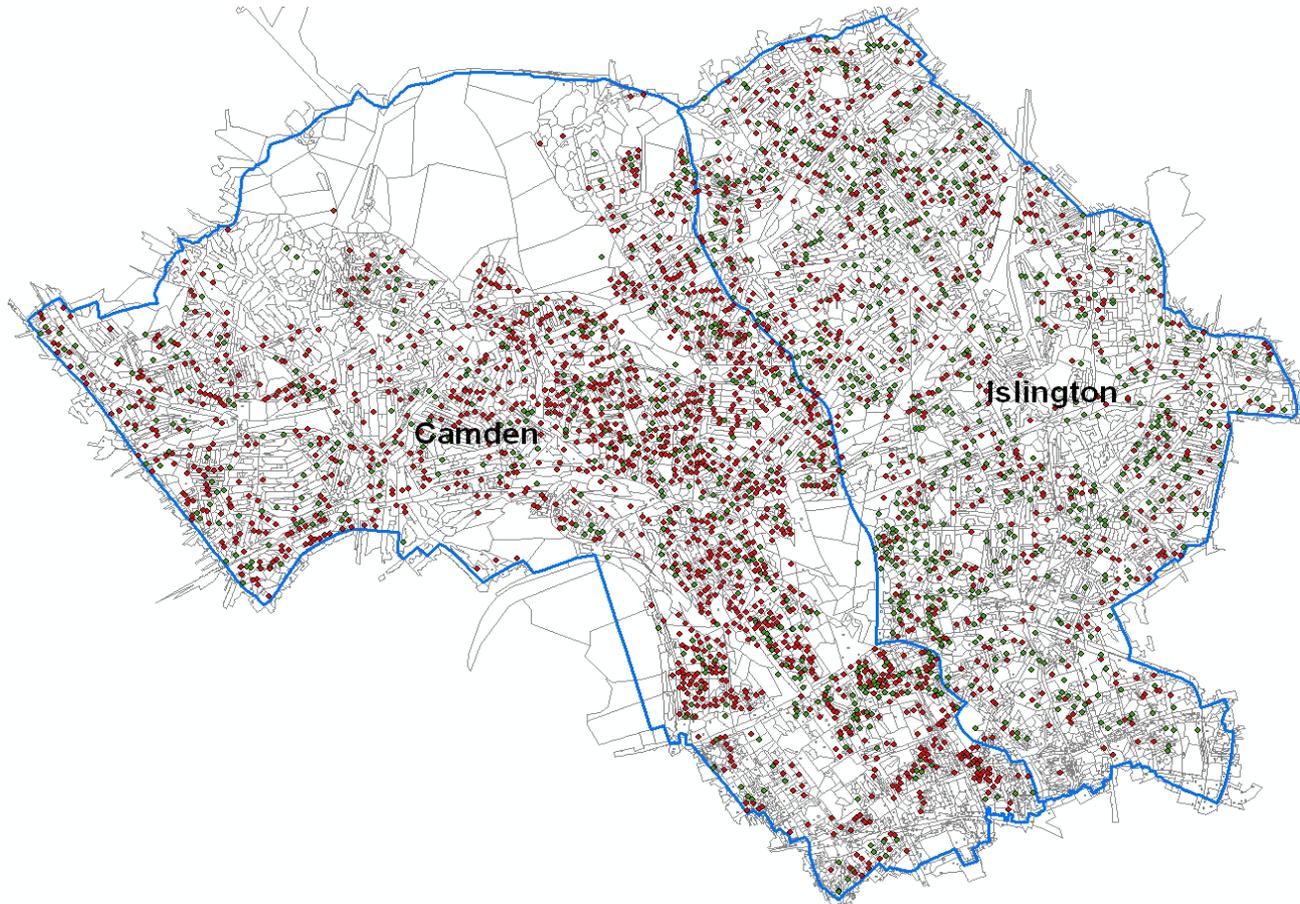
After manual cleaning of postcodes 15,093;

After corrections from linking with the national postcode database 14,632

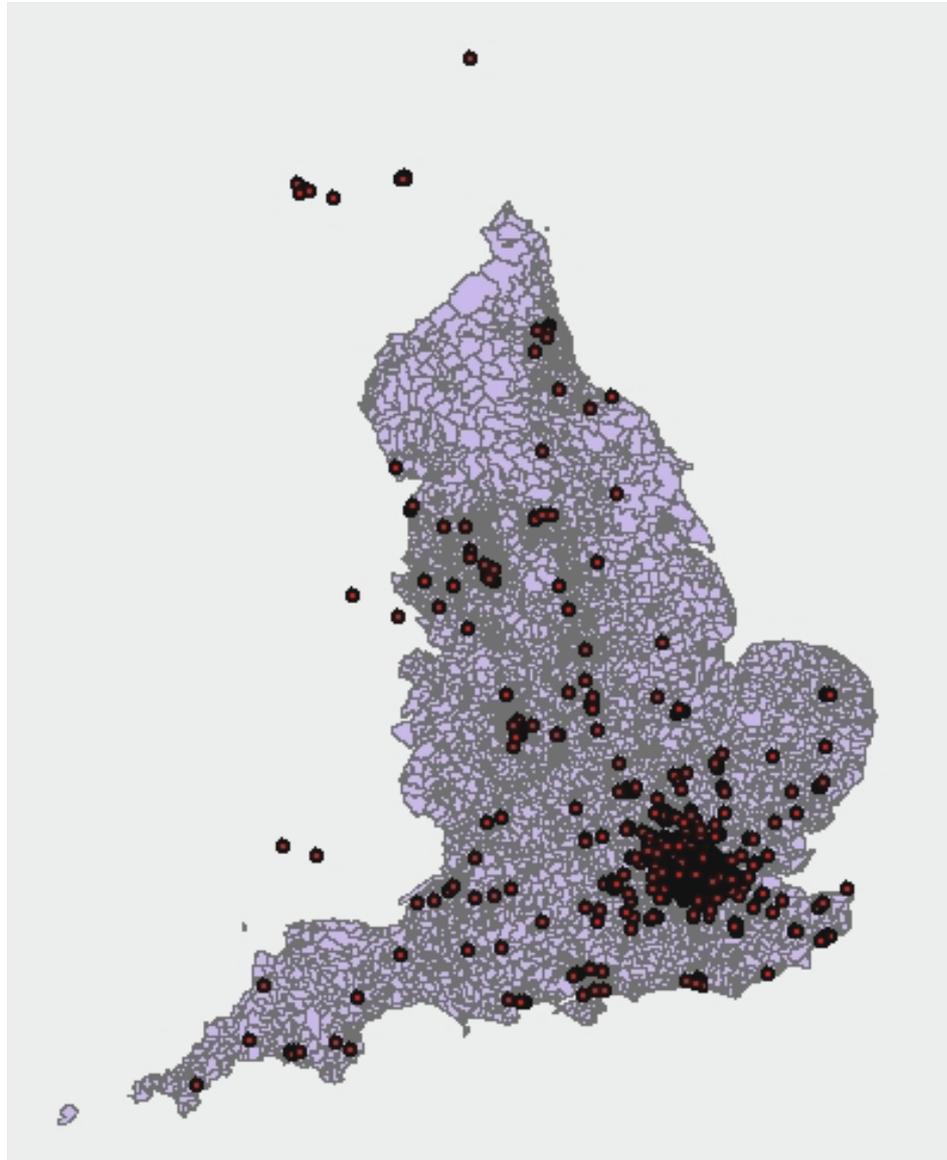
The number of postcode records inside the Greater London area 14,262; the number in Camden 6,288; in Islington 2,321.

# Website members

those with links with other members (red nodes) and those without links (green)

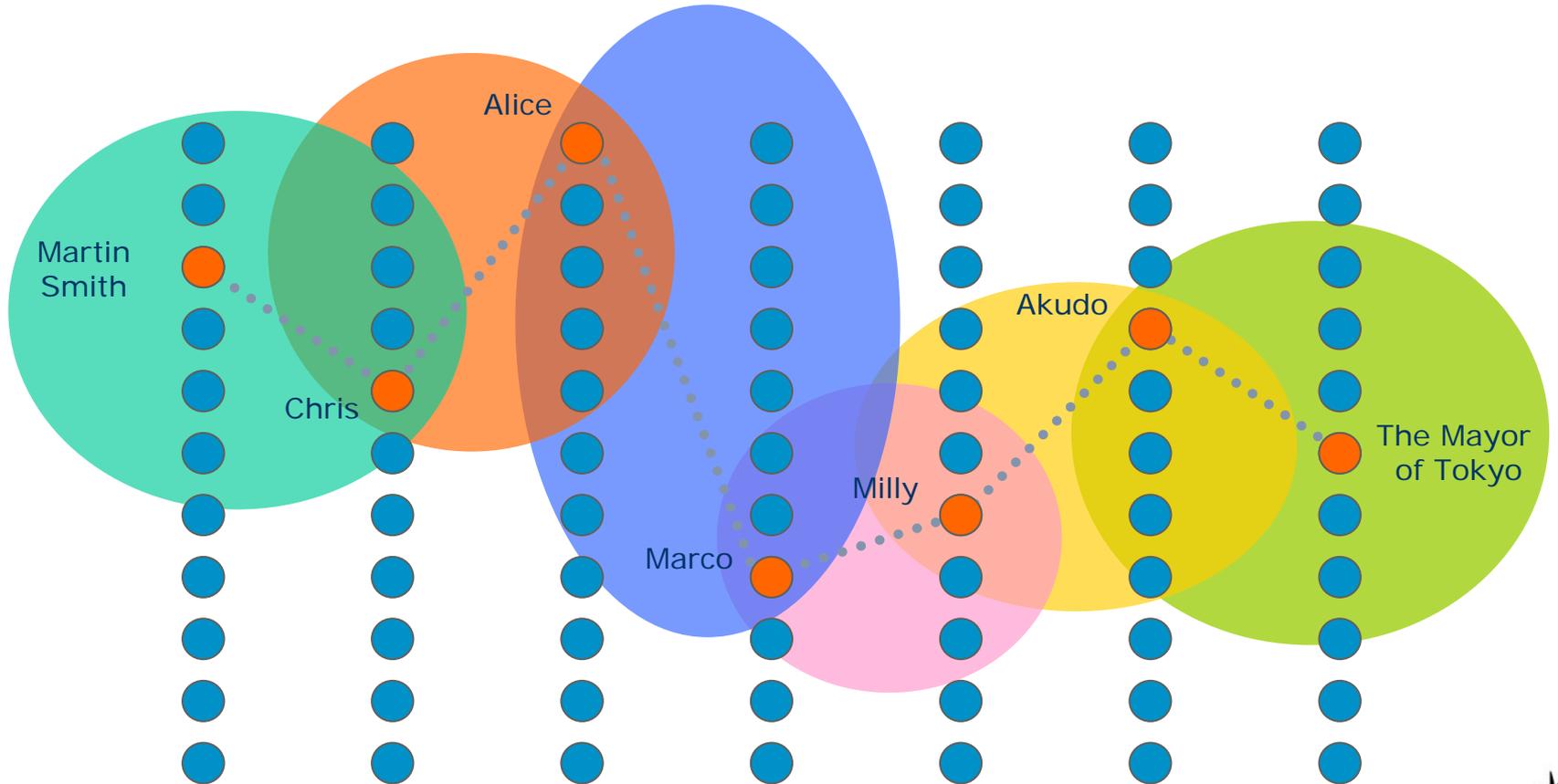


# Some outside London



# Network background

If connected, anyone can find anyone in “6 Degrees”, even the mayor of Tokyo...



# Network Data

Analysis of data on 15,335 participants shows most of the workless local population have only a very small number of connections.

Of the 7,943 links within the data set, the majority of the links go between job seekers and the 68 nodes with multiple roles.

Of these, 6,742 links connect to just three nodes. The workless population generally have tiny networks to aid them find a route into employment.



# Network model

**Volterra designed a model which simulates the take up of jobs in the Green Maniac jobseeker community, and shows the importance of increasing the connectivity between individuals.**

## **The model follows these rules:**

Start off with the number of workless people given in the data and the network between them (84 links)

Each period offer a job to one person at random. They get the job with probability=0.1. If they don't get the job they have the option to pass on the job with probability 0.5 to each of their contacts

Each person who is offered a job also gets the jobs with probability 0.1 and passes it on to each of their contacts (who hasn't already seen it) with probability 0.5.

Note down if someone is employed

Repeat this process for 100 jobs, and then repeat the whole process 50 times.

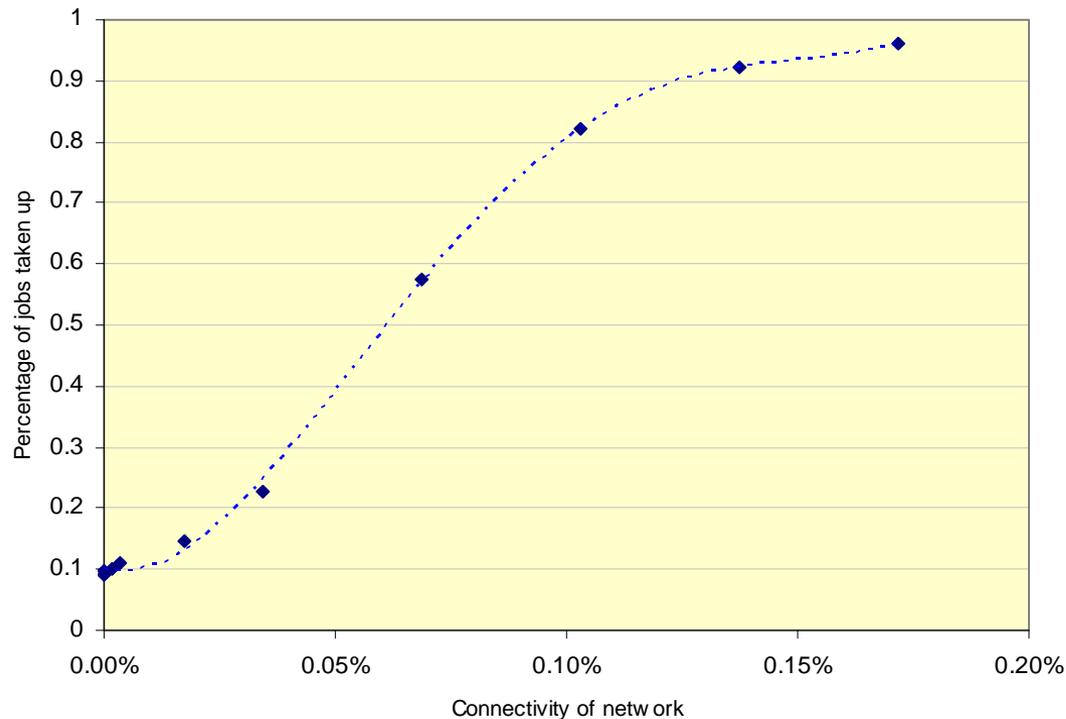
The model can then be run with increased numbers of links between the workless people.

Choose how many additional links to add, add them at random between any pair of workless who are not already connected.

For each of the 50 repeats create a new network, adding the links at random to the base observed network.

# Network analysis

- Key result is the percentage of jobs eventually taken by someone in the job seeker network, for different levels of connectivity in the network.
- Connectivity is the per cent of possible links which are actually formed.
  - If connectivity = 100% every possible link exists, for connectivity = 0% no links exist.
- As the network increases, jobs taken up increases



Source: Volterra model using 15,335 people surveyed

# Network model

For low numbers of connections – the starting point for the analysis – jobs are only found out about by one jobseeker. - If they don't take it up then knowledge of the job is missed by all other agents.

As the number of connections increases, jobseekers are able to pass on information to other members of the network who might also be interested in the job, or who could also pass on the job to someone else.

By the time the network becomes very highly connected almost all jobs are taken up by someone in the network.

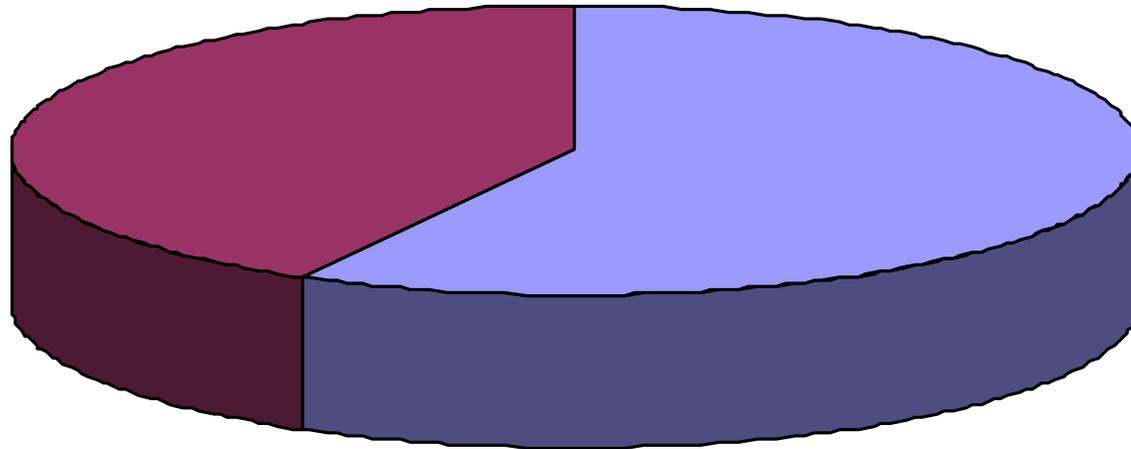
Within this size of network, low levels of connectivity can actually still represent a large number of links. For example, 0.2% connectivity reflects 50,000 new links in the network.

# We surveyed 148 businesses...

Environmental Questionnaires -	Out of 148	%
Does your company have an environmental policy...		
If not, are you interested in developing one...		
Have you identified your main environmental impacts...		
What is your waste volume? (1 Skip/Week)		
Has the company identified the types of waste it produces?		
Does your company purchase 'green electricity'?		
Does your company monitor energy use?		
Does your company have any energy efficiency measures in place?		
Does the company purchase any products made from recycled materials?		

# Selected business responses

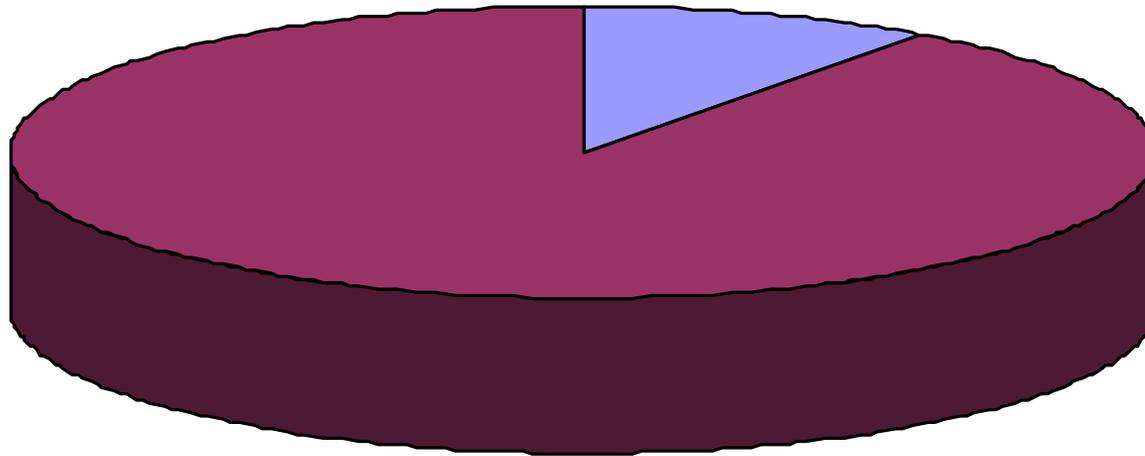
Does your company have an Environmental policy?



■ Yes 58%  
■ No 42%

# Selected business responses

Is the company interested in signing up to the Mayor's Green Procurement Code?



■ Yes 10%  
■ No 90%

# Benefit of Being Green

Jobs Created	76
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Companies	Nr	Expected jobs created	Actual Jobs created	ratio
Non 'Green'	116	60	56	0.48
Green	32	16	20	0.63

At a rough and ready level, you are more likely to find a job with a 'green' company, so there is an additional benefit in a green network.

# Events and activities

**The green maniac programme is actively engaging workless people with environmental issues**

e.g. street cleaning, Graffiti removal, re-planting park land...



# Green Maniac Interventions

Two core interventions were selected (a wide range of opportunities was investigated)...

- Camden Green Fair
  - Green Maniac leads the volunteers campaign at the Camden Green Fair and will directly train and monitor 100 people through this programme.
  - .
- Hackbridge Week
  - Series of events based on Local Business Involvement e.g. workshop designed for local businesses to provide local jobs to help local community and employers to create networks within their immediate peer groups.

# Intervention

**Green Maniac recruiting 200 volunteers to take part in a 6 month experiment, to establish the direct effects of Green Networks on employment.**

**100 workless people will be assisted using the Green Maniac network to network them to opportunities in Camden and Sutton and will be closely monitored.**

**A further 100 workless people will form a control, and will not benefit from the network and will also be closely tracked.**

**This will allow comparison of the level of employment of those aided by a Green Network and those who are not**

# Interim conclusions

**Socially excluded people have poor networks. Plenty of research indicates this decreases opportunities to find employment.**

**By linking people into well-established existing networks we can enhance their opportunities for employment.**

**Green networks offer a range of benefits:**

The networks are well-established and unusually dense in connection

The networks cut across class and income divides

Companies engaged in green activities appear to have more opportunities for employment than companies that are not

# Next steps

**Outcomes appear promising, but we need to look further at the results data.**

**We would be interested in working with interested parties and replicating this process elsewhere**

**Highly innovative approach, but designed to demonstrate practical value for money**

**We will report on next stage findings...**

# Please contact

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