



Impact Report

2021 - 2022

TED^x Glasgow
x = independently
organized TED event

Content



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Thank you

- Our partners (& strategic partners)
- Our TEDxGlasgow community
- Our volunteers and TEDxGlasgow team



Background

- Background of TED & TEDx
- The story of TEDxGlasgow
- Our 2030 strategy

About **Make or Break**

“ 2021-22 was our year of ‘Make or Break’. Recognising the United Nations Secretary-General António Guterres’ statement that 2021 is a ‘make or break’ year to confront the global climate emergency, we knew that this year had the potential for impact, change and action. ”

Gurjit Singh Lalli
Curator & Founder
of TEDxGlasgow



Background of Make or Break

“This year saw the successful launch and implementation of our Climate Action Initiative, inspired by the globally-impactful COP26.

We built a proactive community of organisations, which met at virtual ‘Climate Action Initiative Monthly Meet Ups’ and held an in-person workshop in Glasgow ahead of October’s TEDxGlasgow annual conference.

Whilst we were still limited throughout some of the year with in-person meetings, in 2021-22, we reached people digitally through free live streams of our events. Our October conference reached 47K people online, and our January ‘Virtual Gathering’ reached 14K people, showing people’s growing appetite for learning how to make change happen.

A key mission this year was for our Partners to share their climate action work and knowledge; learning from one another and sharing their challenges and successes.

Crucially, we wanted to enable collaboration between partners, harnessing opportunities for working together across sectors to accelerate climate action. With COP26 illustrating how 2021 really was a Make or Break Year, our goal was to make tangible change that creates real impact.

As well as generating joint ventures and cross-working, we also reviewed Ideas, inspirations and actions generated by our TEDxGlasgow Conference. In tandem, we examined global change and current affairs, such as how the current energy crisis and recent geopolitical events affect climate action plans and commitments.


Several exciting joint ventures were born as a result, of which some are illustrated within this report.

2021-22 has been a year of significant action and real change, driven by our incredibly dedicated community of volunteers, speakers, participants and partners. As we look forward to the year ahead, we are excited and determined to effect more change that is both significant and authentic.”

“Thank you for being a part of TEDxGlasgow.”




Gurjit Singh Lalli
Curator & Founder of TEDxGlasgow

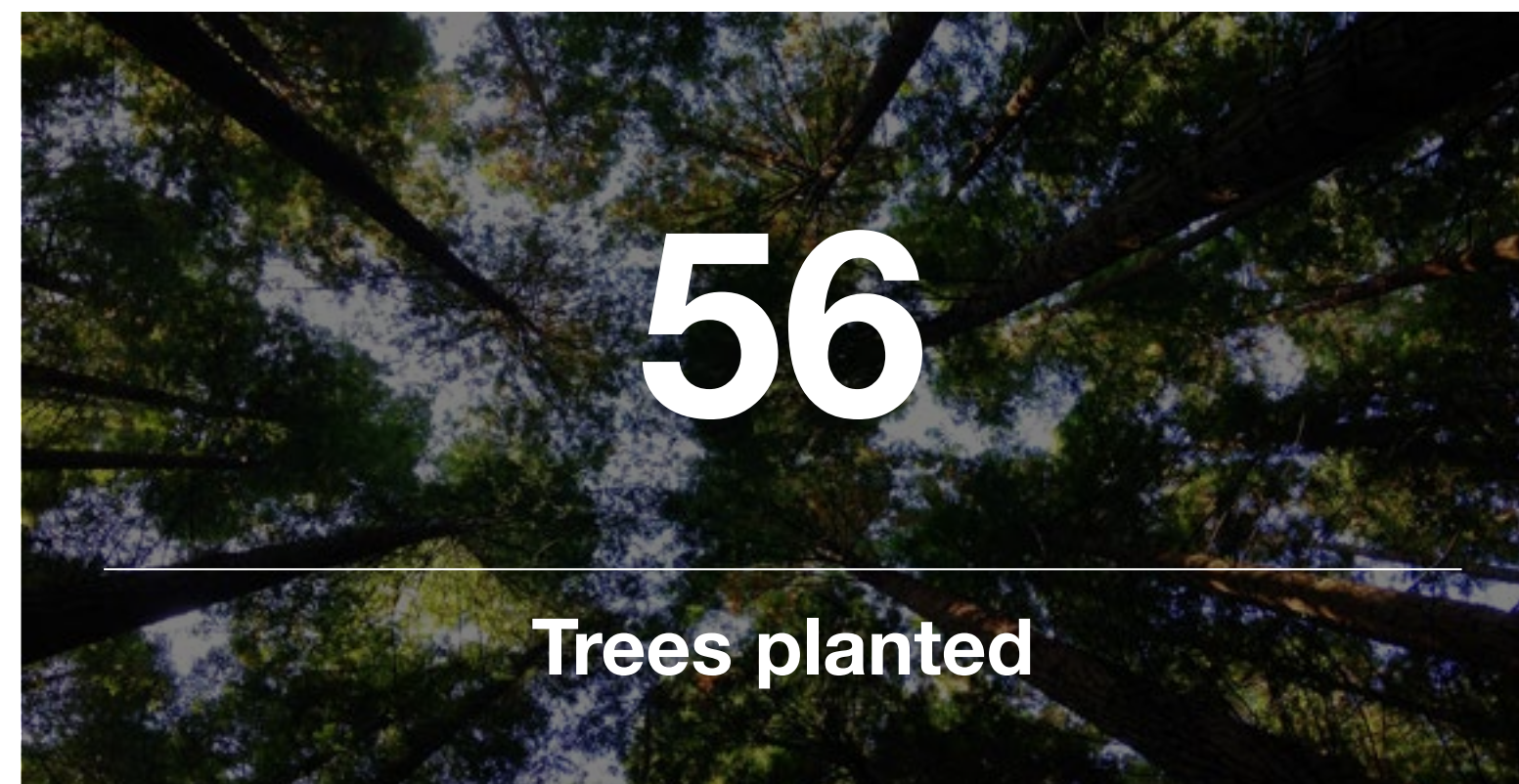
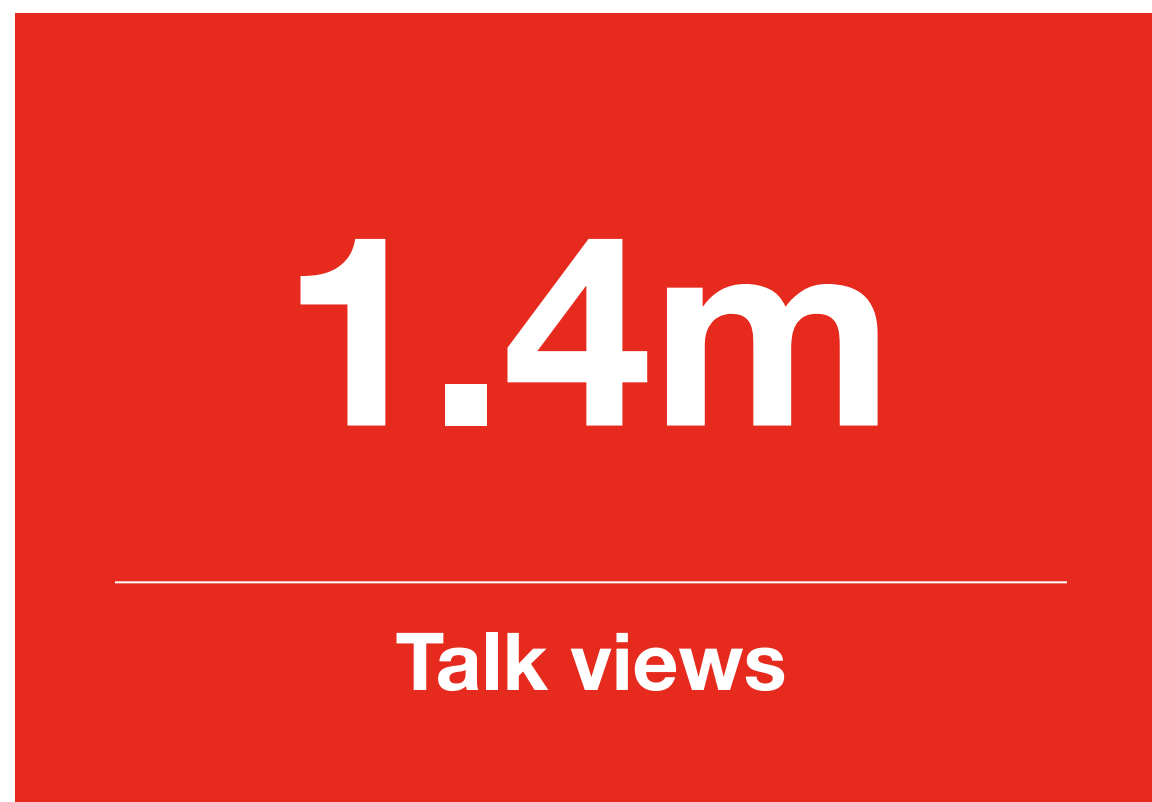
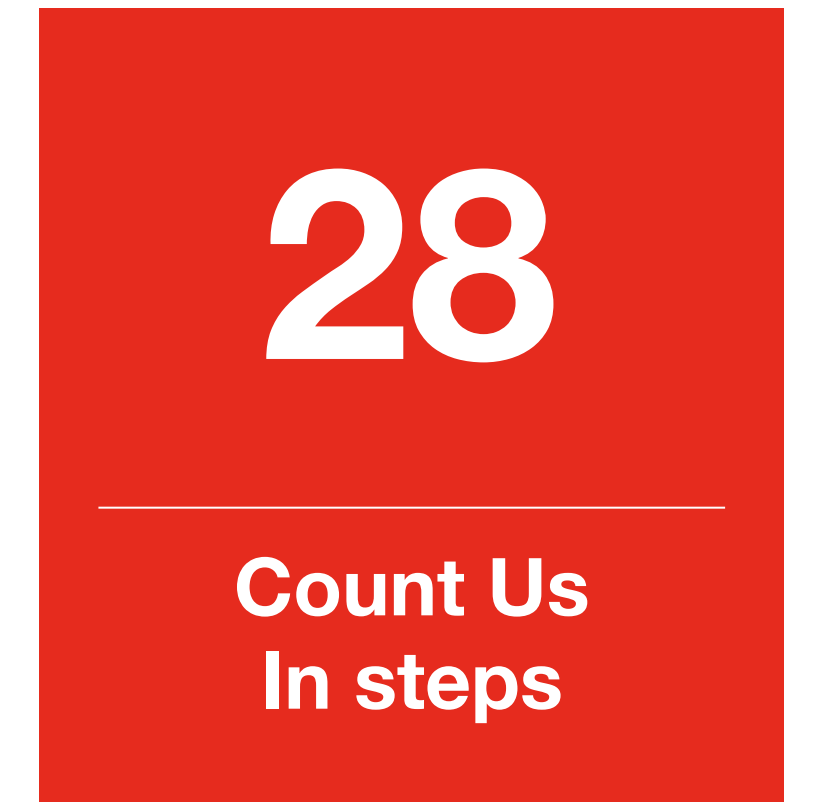
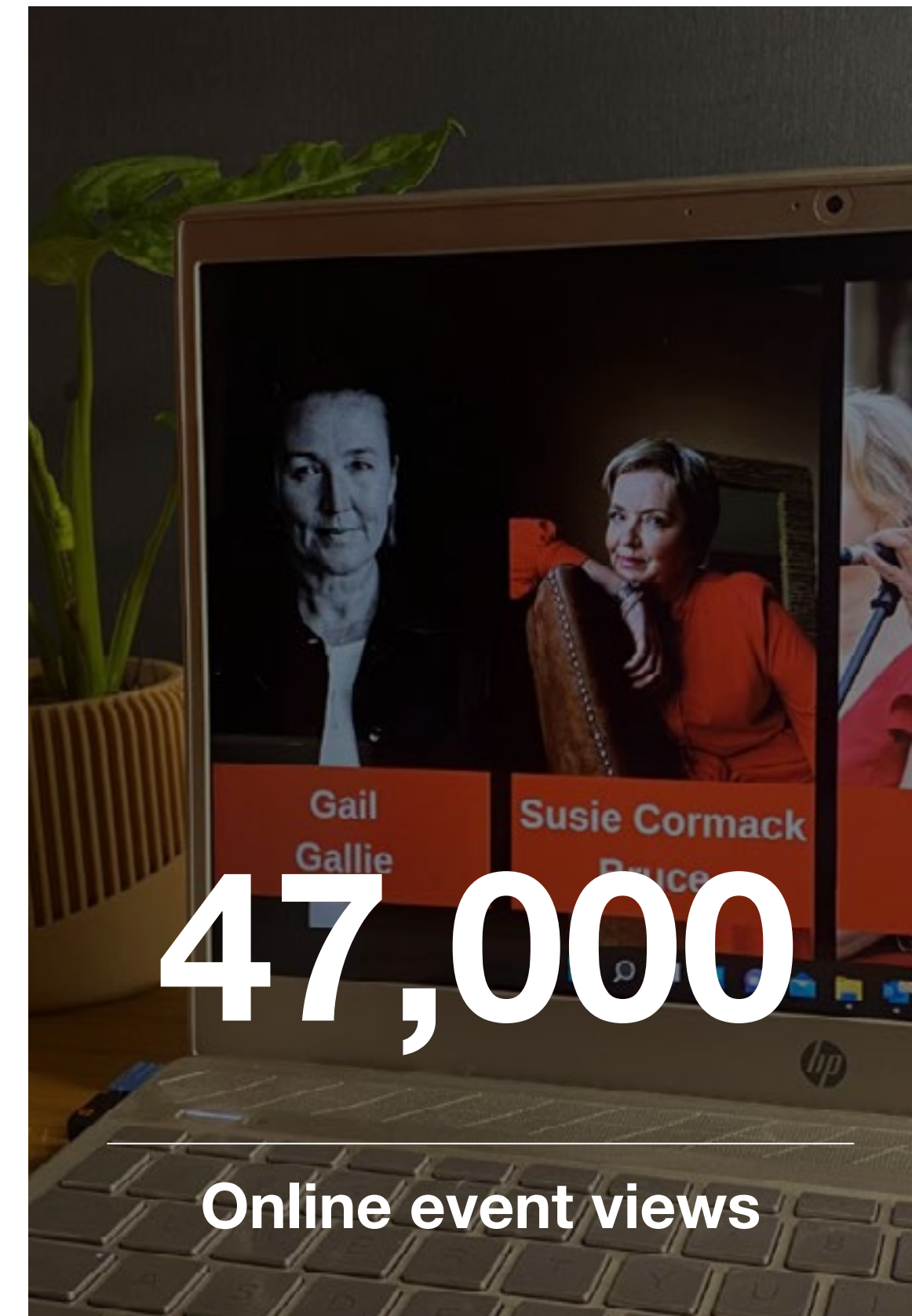
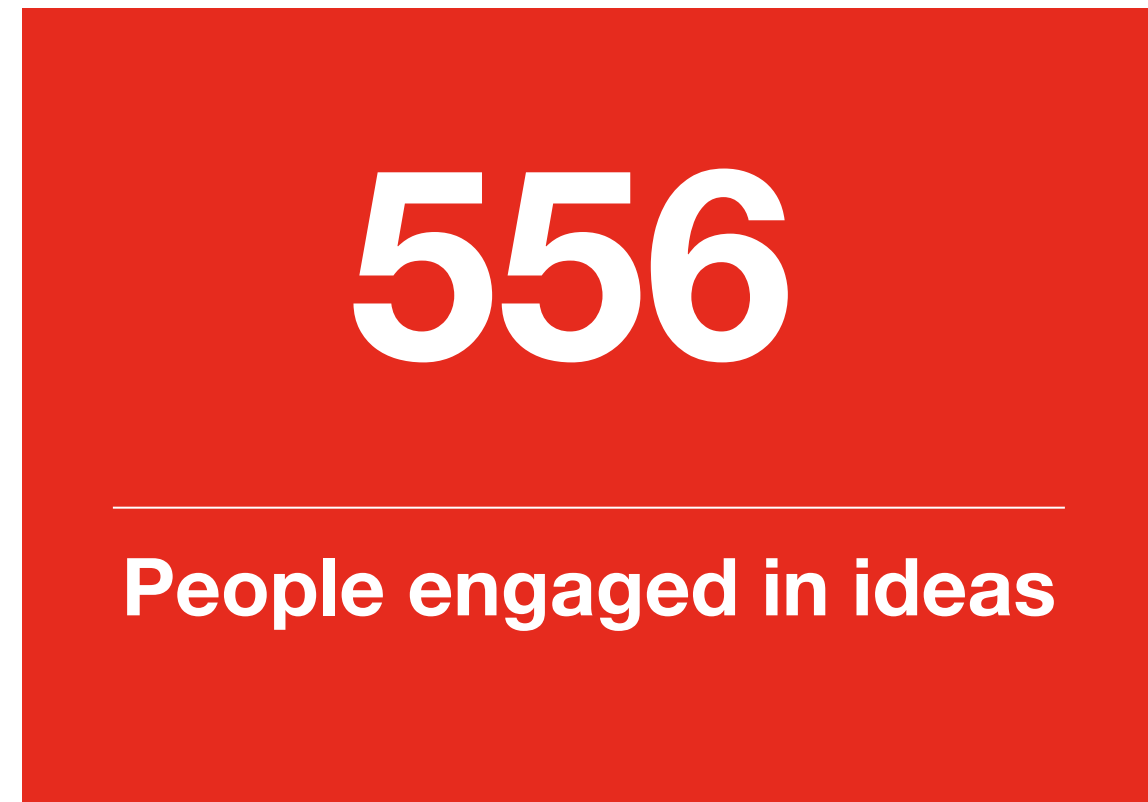


Make or Break Impact results for **2021 - 2022**

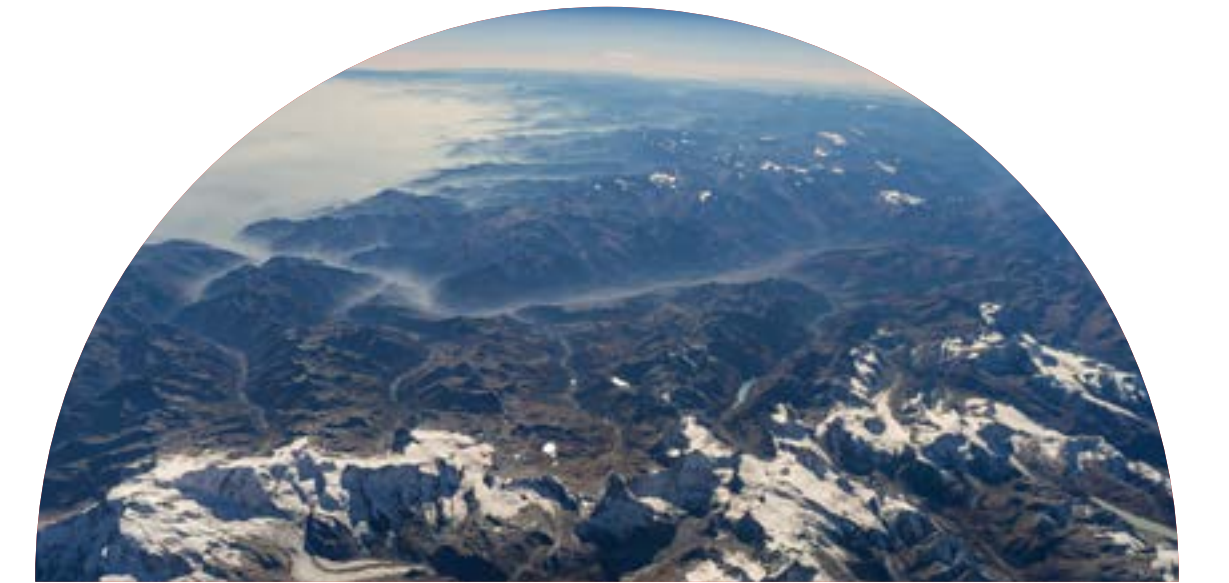
During 2021, we emerged from the pandemic enthusiastic to work hard to reach and engage with our TEDx audience. As part of Make or Break, we have connected ideas to minds through in-person and online events, blogs, and social media. Our impact has been both exciting and measurable, and drives the team to keep amplifying ideas that change the world.



Make or Break Impact results for 2021 - 2022



Make or Break Impact results for 2021 - 2022



Count Us In

'Count us In Climate' is a platform that offers steps to reduce your carbon footprint.

We invited our inspiring change-makers at our events to make a climate pledge with us.

tedxglasgow.com

Trees for Life

Trees For Life's mission is to rewild the Highlands by enabling the restoration of the globally unique Caledonian Forest, which once covered much of Scotland.

Many of its aims and objectives overlap with those of TEDxGlasgow, which has facilitated the planting of trees in 2021-22 using donations made by our event participants, reaching a total of 132 tree's in the TEDxGlasgow grove.

treesforlife.org.uk

Habits of Waste

We also partnered with Habits of Waste – an organisation whose ethos is to encourage small, everyday habits that have a big impact on our climate – driving change through creative campaigns to get people and businesses to think and act differently. habitsofwaste.org

We're really inspired by the great work Sheila and her team at HOW are making and want to bring her great campaigns to the UK.

Measuring our impact.

Over several years we have worked with recognised experts to understand how to both measure and deliver impact as part of the TEDxGlasgow experiences we offer.

Our calculation and 2030 strategy has been devised through the expertise of many including Scottish Enterprise, Brand Scotland & The Wellcome Trust.



10 years of **impact**

At TEDxGlasgow, we've delved into issues such as the climate crisis, global inequality, and an ageing population, health care and the new economy.

We've sparked national debates, such as restructuring the care system, boosting business and new start-ups, rallied volunteers for humanitarian causes, and influenced Government policy as evidenced in our impact case stories.

Through our platform, we're reaching more people than ever both in person and digitally.

Our community is active, and we've grown our social and economic impact with each event

We're passionate about a world that is equal, healthy and sustainable - positive impact is behind everything we do.

We're proud of the social and economic impact we've been able to make.

Our success is only possible thanks to our dedicated community of volunteers, speakers, partners, and participants, who share our ambition for action on ideas worth doing.

Thank you.



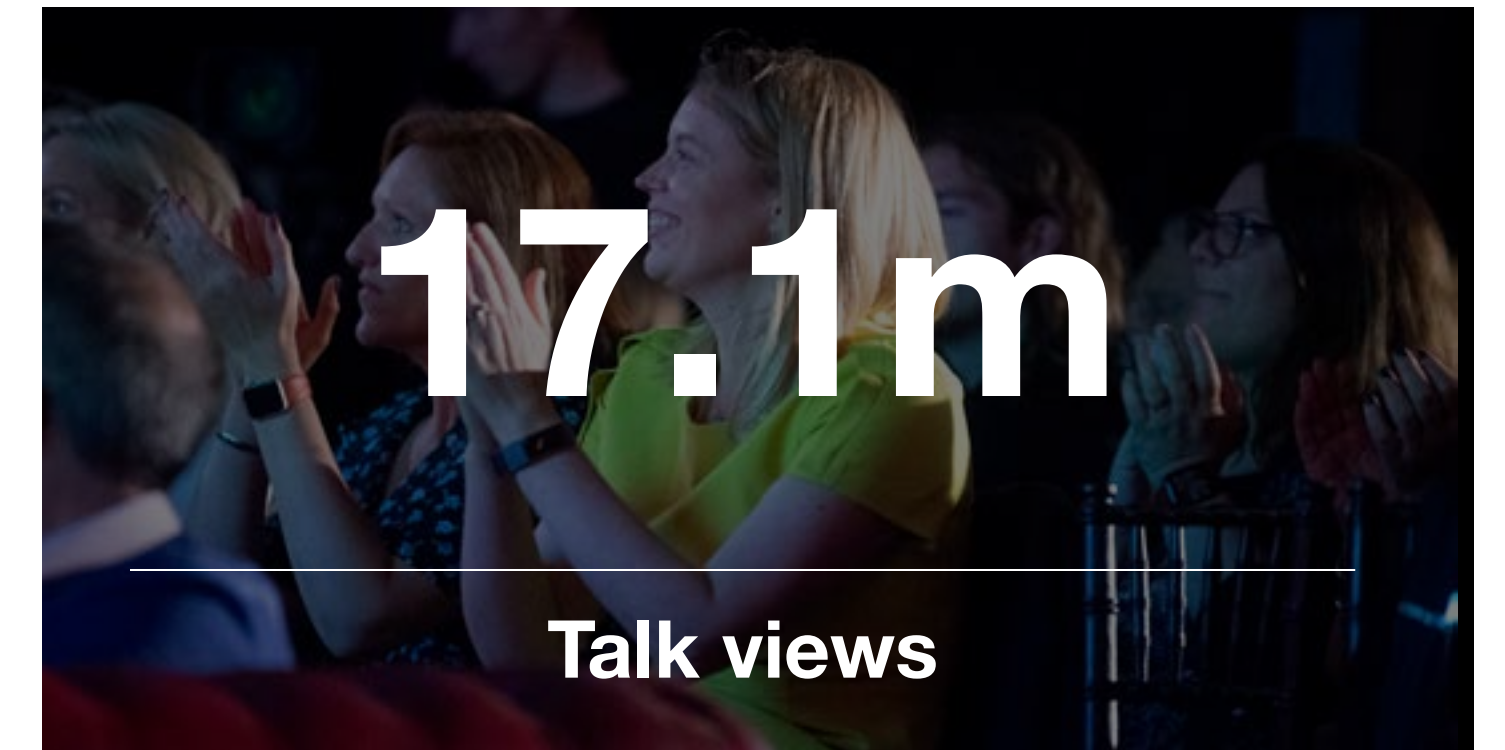
12.7k

People engaged
in ideas



£11.5m

Social and economic impact



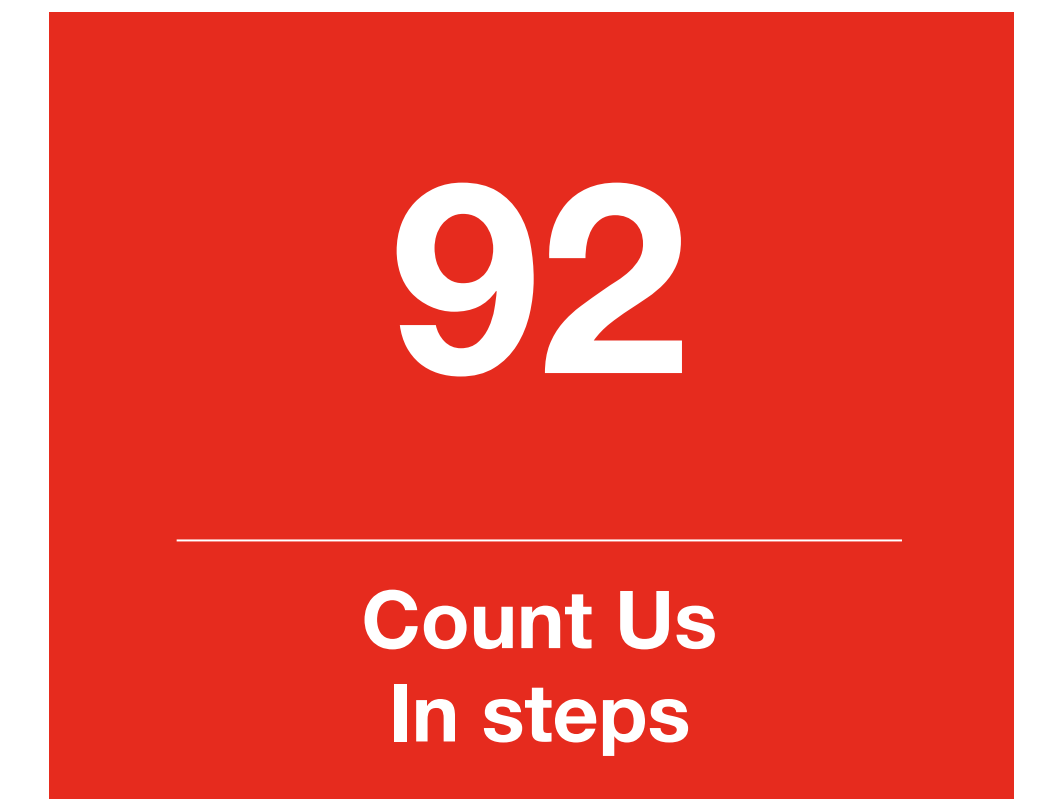
17.1m

Talk views



1,410

Volunteers trained
and developed



92

Count Us
In steps



Make or Break speakers & events



Make or Break speakers and events

Annual Conference

Ahead of COP26, in October, we invited six speakers to give profoundly personalised TEDx talks on the solutions that can help save our planet and how, together, we can create a legacy beyond COP26.

We had 250 people present, live streaming globally, and we encouraged people to take steps for 'Count Us In' towards positive climate action.

Our speakers were:



Jarvis Smith

Possibility Consciousness

TEDxGlasgow - [YouTube](#) ▶



John Elkington

Butterflies In The Boardroom

TEDxGlasgow - [YouTube](#) ▶



Charmian Love

**How To Be Both In
Business And An Activist**

TEDxGlasgow - [YouTube](#) ▶



Fiona Morgan

A Podium For The Planet

TEDxGlasgow - [YouTube](#) ▶



Mike Robinson

Climate change actions

TEDxGlasgow - [YouTube](#) ▶



Adam Dorr

**Climate Optimism : Building
Our Future With Better Tools**

TEDxGlasgow - [YouTube](#) ▶



Make or Break speakers and events

Virtual Gatherings

Our virtual gathering series called 'Conversations Worth Having', and live social moments were curated for our global TEDx community.

We're very fortunate to be connected to a diverse network of thought leaders and we continue to bring high-level discussions with industry experts covering a range of current topics, produced exclusively for our digital audience.

January 2022 Society Acts

In January, we welcomed an all-female line-up to discuss our theme – Society Acts – with a focus on how we can assess our lifestyles. From practical changes to make in our consumption, how we live on land and in water, and by speaking up can all positively impact our future planet.

Our line-up comprised broadcaster Susie Cormack Bruce as our host; Gail Gaillie, founder of Project 17; Risk and Behavioural Scientist Dr Sweta Chakraborty and Climate Justice advocate, Bhavini Patel.

Watch our virtual gathering for a debate with our expert panel members as we explore what role society can play,

TEDxGlasgow Virtual Gathering Conversations Worth Having : Society Acts



Bhavini Patel

Activist for Extinction Rebellion and BLM Communities

[TEDxGlasgow – More Info](#) ▶



Gail Gaillie

Co-Founder Project Everyone

[TEDxGlasgow – More Info](#) ▶



Dr Sweta Chakraborty

Risk & Behavioural Scientist

[TEDxGlasgow – More Info](#) ▶

Our Make or Break Interviews



Geoff McGrath

Company: CKDelta

[Data-driven design for sustainable competitive advantage](#) ▶



Michael Simmelsgaard

Company: Ramboll

[Becoming the global partner for sustainable change](#) ▶

Make or Break speakers and events



May Partner Salon

Our Salon event was an opportunity for our partners to meet in person, collaborate and celebrate our success over 12 months in 2021-2022, for our 'Make or Break' year.

The Climate Action Initiative brings together a diverse and growing group of regional, and global TEDxGlasgow partners to achieve, in unison, climate action faster.

We covered what we've achieved so far as part of the Climate action initiative, and shared ways to remain involved as we head towards COP27.

With special guests we put a spotlight on the best moments of the last 12 months of our Make or Break year, and enjoyed some live discussions with our special guests.



Make or Break speakers and events

COP26 Make or Break Leaders Interviews:

Interviews with some of the most influential business and organisational leaders during COP26, highlight the many issues facing consumers, businesses, organisations and the action they are taking on climate change.

Anders Rodenburg, CEO of Denominator, discusses his work with data to drive diversity and inclusion for long-term climate change solutions. [WATCH INTERVIEW ►](#)

Andre Hoffmann, Chairman of Roche, looks at resilience, long-term thinking about sustainability, and how Roche is aiming for zero pollution rather than simply offsetting pollution with a 'net zero' target. [WATCH INTERVIEW ►](#)

Bevis Watts, CEO of Triodos Bank UK, examines the real and urgent need to develop a net zero financial system with mandatory sustainability targets. He explains the power of consumer pressure, and how financial services must have accountability as well as bank accounts. [WATCH INTERVIEW ►](#)

David Boynton, CEO of the Body Shop, on how businesses are making change; making circularity possible to as many as possible, and how collaboration within his industry is growing. He also looks at how the transition to a new way of living must be just, and not leave people behind. [WATCH INTERVIEW ►](#)

Deeana Ahmed, Senior Director, Strategy & Government Relations for Our Next Energy discusses the adoption of new technologies; sustainable and conflict-free supply chains, and consumer safety in new products. Deeana also touches on how younger people have less cognitive dissonance about climate change, believing that as a society, we are beginning to recognise that change must happen – and fast. [WATCH INTERVIEW ►](#)

Ester Baiget CEO of Novozymes; member, The B Team, highlights how science and biology will bring a healthier planet and how there is a need to continue pushing for effective bio solutions. The power of people and citizens embracing collaboration is a long term solution for climate action. [WATCH INTERVIEW ►](#)



Make or Break speakers and events



Halla Tómasdóttir, CEO and Chief Change Catalyst of The B Team comments on her plans to unlock leadership in everyone that she meets. It's about radical action and how to be 10 times bolder! [WATCH INTERVIEW ▶](#)

Jesper Brodin CEO IKEA comments on climate positive action that is underway from renewable energy to circular solutions and engaging customers to be part of the solution. Boardrooms and leaders need to support their CEOs to change and consumption is the one area that everyone needs to be involved. [WATCH INTERVIEW ▶](#)

Mark Watts, Executive Director of C40 Cities discusses what a Mayor can do to ensure they are on track to halving emissions by 2030. There needs to be a devolution of power from government to cities to support their actions. [WATCH INTERVIEW ▶](#)

Sadiq Khan, Mayor of London comments on the climate and air pollution crisis, from flooding in London to fires in Greece. London is extending air quality monitors having reduced pollution in the city by 50% and calls for the public to pressure for more financial support. [WATCH INTERVIEW ▶](#)

Sharan Burrow CEO ITUC highlights that the time is now to make plans for jobs and to make a just transition. The ITUC will be fighting for people in communities in a race against time to protect the planet over the next 12 months. [WATCH INTERVIEW ▶](#)

Leo Johnson, Disruption Lead PwC and Co-Presenter of Radio 4 "FutureProofing" comments on how the lives of billions of people are at a turning point. Our way of doing business is too focused on profit. Do we create the next wave of growth that is socially inclusive and based around solving problems for all? [WATCH INTERVIEW ▶](#)





Make or Break projects and case studies

Our various projects and collaborations from the Climate Action Initiative have been told in the words of the participants themselves through our case studies.

We're delighted to hear what their TEDxGlasgow experiences have offered them, their organisations and ideas that have developed since.

Make or Break projects and case studies

Projects

All Partners

Climate Action Initiative



Digital Health & Care
Innovation Centre

**DHI “Get Moving”
Campaign**

Case studies



GCU Partner Experience



APP GCU Collab



APP Partner Experience



Project:

Climate Action Initiative

Our Climate Action Initiative was launched in June 2021.

We built a proactive community of organisations that met at virtual 'Climate Action Initiative Monthly Meet Ups' and also held an in-person workshop in Glasgow before October's TEDx conference.

Our mission was for our partners to share their climate action work and knowledge; learning from one another and sharing challenges and successes. Crucially, we wanted to enable collaboration between partners, harnessing opportunities for working together across sectors to accelerate climate action.



Project:

Climate Action Initiative

To foster collaboration, we ran a variety of activities, including 'Headline Creation' - inventing headlines to spark debate about how successful climate action would look, for example, 'Glasgow leads the way to Net Zero ahead of national target'.

We held 'Speed Dating' discussions between partners, on climate themes, such as Biodiversity Matters.

Importantly, we encouraged Climate Action Joint Ventures, where partners were invited to collaborate, exploring what they could do together. Similarly, our Partner Spotlights were a space to share opportunities for work that other partners could be involved with.

We facilitated Knowledge Transfer - encouraging cross-sector learning and creating space for partners to take ideas or solutions (with permission and attribution) from other organisations and apply them themselves.

But as debate is also vital, we covered many discussion topics, such as 'What does Make or Break mean to you?' Our sessions also covered Climate actions that worked well for partners as well as actions they needed support with.

'Get Net Zero Right' examined which questions are most urgent for organisations - Is Net Zero about now? Is there a plan? Is it fast enough? Is it just offsetting?

We also reviewed ideas, inspirations and actions generated by the TEDxGlasgow Conference. In tandem, we examined Global change and current affairs: How are the current energy crisis and recent geopolitical events affecting your climate action plans and commitments?

We hosted inspiring and thought-provoking speakers working in climate action, such as Geoff Kendall, co-founder of Future Fit Business: a charity that translates systems science into practical tools, and James Airbnb, co-founder of RethinkX: an independent thinktank.



Project:

Climate Action Initiative



As well as group sessions, TEDxGlasgow representatives also regularly liaised with partners between meetups, holding 1 to 1 meetings to facilitate connections and understand the progress of collaborations.

We've had many collaborations explored during our monthly sessions. Dr Liz Wilks, European Director of Asia Pulp and Paper (APP), the largest forestry company in the world, and Dr Karin Helwig, Lecturer Environmental Assessment at Glasgow Caledonian University (GCU), came together to share their 'make or break' collaboration experiences.

Enabled by the Climate Action Initiative and TEDxGlasgow, APP has begun to collaborate with Glasgow Caledonian University's (GCU) on its first Climate Justice Programme Advisory Group that feeds into the Masters in Climate Justice, therefore supporting the development of employment and career opportunities in climate justice.

As programme leader for the Masters in Climate Justice for two years, Dr Karin Helwig has recently set up a programme advisory group that will see collaborations with TEDxGlasgow partners, Nestle and APP. Dr Karin Helwig said:

“I hope that the advisory group will keep us right and make sure that we are fully cognizant of all recent developments.

I also hope that it will enhance students' employability by having a better understanding of the business side of climate action, which is where a lot of the employment opportunities are going to be. It's been great to link up with some other organisations that are now members of our pro advisory group.”

Looking to the future, Asia Pulp and Paper has signed up to the 2022 Climate Action Initiative with TEDxGlasgow. Dr Liz Wilks of APP said:

“I think it's important to note that we started in the first year, but this collaboration is more than one year's commitment.

I think it's important that you kick things off and start with that but it's also important that you continue that further, which means that more time is required to do that.

If we are going to have systemic change both in thinking and on the ground then a vehicle like TEDxGlasgow is really critical for that in terms of telling the world about that.”

We're excited about what the future of our Climate Action Initiative could bring. As part of the 2030 strategy we've got more planned for the initiative next year, and will keep embracing opportunities to connect our partners on ideas and routes to accelerated action.

Climate Action Initiative

Inspiring Stories

Stories from our Climate Action Initiative partners demonstrate their actions towards fighting climate change.

By pushing these stories through our communities we are motivating, inspiring and starting conversations.

- **Aggreko: Striving for sustainable events**
[More Info](#) ▶
- **APP: Helping Communities Thrive: Inspiring Partner Stories:**
[More Info](#) ▶
- **PwC: The true test of climate resilience**
[More Info](#) ▶
- **Federated Hernes: Skypark - Sparking Community Action**
[More Info](#) ▶
- **University of Strathclyde: Glasgow City Innovation District - Creating a carbon neutral innovation district**
[More Info](#) ▶



Case study:

APP GCU Collab



Dr Karin Helwig
Senior Lecturer and
Programme Leader
MSc Climate Justice
Glasgow Caledonian
University (GCU)

Dr Liz Wilks
European Director
Asia Pulp and Paper
(APP)



Our first ever Climate Action Initiative (CAI), which ran from June 2021-May 2022, brought together a diverse group of 18 local, regional, and global TEDxGlasgow partners to accelerate climate change in unison.

The United Nations Secretary-General António Guterres called 2021 “a make-or-break year” for climate change. A year when Glasgow hosted the most pivotal ‘make-or-break’ event for humankind and our planet, COP26.

Our Climate Action Initiative partners are organisations that perhaps otherwise may never have talked, shared knowledge or worked together.

Facilitated by the TEDxGlasgow team, the CAI platform offered a collaborative space for people to connect from businesses covering private and public organisations, global brands and local partnerships from diverse sectors, including communications, transport, food and drink, power generation, consultancy, local and national government.

As we get ready to launch our 2022 theme and our next Climate Action Initiative, our partners, Dr Liz Wilks, European Director of Asia Pulp and Paper (APP), the largest forestry company in the world, and Dr Karin Helwig, Programme Leader of the MSc Climate Justice at Glasgow Caledonian University (GCU), came together to share their ‘make-or-break’ collaboration experience. Enabled by the Climate Action Initiative and TEDxGlasgow, APP will collaborate with Glasgow Caledonian University’s (GCU) on the newly established Programme Advisory Group for its Masters in Climate Justice, therefore supporting the development of employment and career opportunities in climate justice.



Case study:

APP GCU Collab



Glasgow Caledonian University is committed to its social mission to promote the common good. The MSc in Climate Justice aims to achieve meaningful societal change, where staff and students share common values in the fight for human rights.

As programme leader for the Masters in Climate Justice for the last two years, Dr Karin Helwig has recently set up a programme advisory group in which TEDxGlasgow partners, Nestle, APP and Ramboll, are represented. Dr Karin Helwig said:

“Through the advisory group, we will make sure that we are fully cognizant of all recent developments and continue to meet the needs of the professional field. I also hope that it will enhance students’ employability by giving them a better understanding of the business side of climate action, which is where a lot of the employment opportunities are going to be. It’s been great to link up with some other organisations that are now members of our programme advisory group.”

Through collaboration, our graduates will have input from the partners of the Climate Action Initiative and TEDxGlasgow. We aim to produce graduates that understand business better, who are ready to play their part, but maintain the critical perspective that we try so hard to teach them on the MSc in Climate Justice.”

We offer a really unique blend of critical thinking skills, public policy awareness, vulnerabilities understanding, and appreciation of how concepts such as vulnerabilities and adaptive capacity are constructed.

But we also want students to be familiar with some of the more classic environmental management tools and the procedural systems that can support positive change and have an understanding of the natural environment itself.

“We have a module dedicated to water management for example, which is important in the context of climate change as many climate impacts will be experienced by people through water.”

We also have a module on climate finance and climate litigation, and these are aspects which I think also really relevant to the business community. So again, we’re aiming to equip our students with the skills that they need to actually change things,” Dr Karin Helwig finished.

APP is the largest forestry company in the world. It makes products to meet the growing global demand for tissue, packaging and paper in more than 150 countries across six continents.

Case study:

APP GCU Collab

Commenting on the collaboration outcomes and plans from the Climate Action Initiative with TEDxGlasgow, Dr Liz Wilks of APP said:

“We have been inspired by the TEDxGlasgow and begun working with Glasgow Caledonian University on the MSc in Climate Justice, together with other brands and partners of TEDxGlasgow such as Nestlé.

It is our intention to be on the advisory board for the MSc in Climate Justice, and to review two landscapes; quite different ones in Scotland and Indonesia and look at those KPIs and priorities in relation to climate justice.

We are also very keen to begin to work with brands to create further recognition to the consumer, looking at how we do this at a global level. It is important for us to have long-term goals, broken down into annual goals, to show that we are making progress.”

Looking to the future, Asia Pulp and Paper has signed up to the 2022 Climate Action Initiative with TEDxGlasgow. Dr Liz Wilks finished:

“I think it’s important to note that we started in the first year, but this collaboration is more than one year’s commitment.

It’s important to make a start and to continue, which means that more time is required. If we are going to have systemic change both in thinking and on the ground, then a vehicle like TEDxGlasgow is really critical for that in terms of telling the world.”

As we take stock and look towards COP27, the Climate Action Initiative and TEDxGlasgow has enabled APP to collaborate in GCU’s Climate Justice Programme Advisory Group that feeds into GCU’s Masters in Climate Justice. This is just the beginning. In unison, we have discovered a serious drive to make the changes needed to push the vital social and humanitarian aspects of climate change forwards. The choice is yours...

Find out more on becoming a [TEDxGlasgow partner](#).

Further info about the MSc Climate Justice, which can be studied in full-time, part-time or distance learning mode, here: https://www.gcu.ac.uk/study/courses/details/index.php/P02846/Climate_Justice/



Case study:

GCU Partner Experience



Dr Karin Helwig
Senior Lecturer and
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Facilitated by the TEDxGlasgow team, the CAI platform offered a collaborative space for people to connect from businesses covering private and public organisations, global brands and local partnerships from diverse sectors, including communications, transport, food and drink, power generation, consultancy, local and national government.

Significantly, the Climate Action Initiative and TEDxGlasgow enabled GCU’s Climate Justice Programme Advisory Group, which feeds into GCU’s Masters in Climate Justice. This groundbreaking Group will dovetail academia and business, driving the direction of graduate careers and employment opportunities and increasing focus on the vital social and humanitarian aspects of climate change.

As we get ready to launch our 2022 theme and the next Climate Action Initiative, we caught up with Dr Karin Helwig, Senior Lecturer and Programme Leader, Msc Climate Justice at Glasgow Caledonian University (GCU) on the humanitarian issues and outcomes of 2021 and how GCU and TEDxGlasgow partners plan to

enable the next generation to act on climate change and climate justice for people from all communities.

Commenting on the Climate Action Initiative facilitated by TEDxGlasgow, Dr Karin Helwig said:



“During my first session, I was impressed by the pace and size of the businesses involved. These meetings resulted in people talking to each other and having the conversations they needed to have in order to drive things forward and to share good practice.”

“As the programme leader, it’s been a great way to get people to join our programme advisory group. We hope that it’s a way into business careers in climate justice and sustainability for our graduates.”

Case study:

GCU Partner Experience

Continuing on outcomes and opportunities for the Climate Justice Advisory Group, Karin said:



“We need to understand the research questions that are coming from businesses and the partners that are working on the ground, in some of the areas most affected by the climate and biodiversity crises, and what the response should be. Climate justice has various groups involved. It’s got an activism side, it’s got an academic side, it’s also got a global policy side and what we’re now seeing is a business side. That is a very interesting and contentious perspective to explore.”

I am optimistic as there is a lot more attention being paid to the social and social justice sides than there used to be. The main positive for me is the fact that the social agenda is rising to the top much more than it had been previously.

For example, forest conservation is important, and it is also necessary to look at indigenous communities there and try to learn from them, using indigenous methods that have proven to be very sustainable and can be adopted elsewhere. So it is about starting at the grassroots level and considering what needs to happen.”

Karin added:



“From my perspective, the outcomes from the Climate Action Initiative in partnership with TEDxGlasgow that I would like to focus on are the research questions coming from the businesses that are working towards ‘net zero’ and addressing the climate crisis. It’s always good to get real questions because that means that if we can answer them through research then we can instigate real change.”

As we take stock and look towards COP27, the Climate Action Initiative and TEDxGlasgow has enabled APP to collaborate in GCU’s Climate Justice Programme Advisory Group that feeds into GCU’s Masters in Climate Justice. This is just the beginning.

In unison, we have discovered a serious drive to make the changes needed to push the vital social and humanitarian aspects of climate change forwards. The choice is yours...

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Case study:

APP Partner Experience



Dr Liz Wilks
European Director
Asia Pulp and Paper (APP)



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Our CAI partners are organisations that otherwise may never have talked, shared knowledge or worked together. Facilitated by the TEDxGlasgow team, the CAI platform created a collaborative space for people to connect, from businesses and public organisations, covering global brands and local partnerships across diverse sectors, including communications, transport, food and drink, power generation, consultancy, local and national governments.

As we launch our 2022 theme and next CAI, Dr Liz Wilks, European Director at Asia Pulp and Paper (APP) Sinar Mas, our CAI corporate partner and one of the largest pulp, paper, and packaging companies in the world, highlights how CAI and TEDxGlasgow partners created a platform to share best practices, discuss and act on the missing part of the equation: a ground up effort to enable the next generation to act on climate change.

Enabled by the CAI and TEDxGlasgow, APP will collaborate with Glasgow Caledonian University’s (GCU) on its Climate Justice Programme Advisory Group that feeds into the Masters in Climate Justice, creating employment and career opportunities in climate justice.

Commenting on the CAI facilitated by TEDxGlasgow, Dr Liz Wilks said,



“What I have enjoyed about the CAI is the ability to share similar opportunities, challenges, and perspectives across different sectors. What is required for us on a landscape level on the ground in Indonesia, cuts across lots of other sectors and it’s been great to have the opportunity to explore this. Working with TEDxGlasgow has been helpful for us to raise awareness, certainly of what we do in terms of climate resilience and adaptation to a wider audience.”

Case study:

APP Partner Experience



“In the breakout sessions and working with TEDxGlasgow partners, it has enabled APP to share that there is more to landscape management initiatives than simply forestry management. It goes way beyond zero deforestation or ‘deforestation free’. To achieve any of this, communities need to be involved as they are central to any solution. Empowering them and working with them within the landscape is crucial to achieve this and I think this has been a key message.

Commenting on what our 2021 theme “Make or Break” means to APP, Dr Wilks added, “We are keen to be partners with TEDxGlasgow and organisations such as GCU because we’re only one actor in a huge stage in Indonesia and globally. We cannot do this on our own. We discovered very early on that it’s one thing to manage our own areas and supply chain but to create greater impact, we needed to operate on a landscape level with different actors within it, and often times outside of it too.

“I think the importance of having brand involvement in the supply chain vertically, is quite critical because that does raise awareness. It’s important to find solutions together both on the ground and across the supply chain, and not to do so is in my opinion not an option. We need to find adaptive and resilient climate change solutions for both business community and planetary needs all together.”

Looking to the future, APP has signed up to the 2022 CAI with TEDxGlasgow. Dr Wilks elaborated on this:

“I think it’s important to note that we started in the first year, but this collaboration is more than just a one-off one-year commitment. It’s important to connect with different industries regularly if we are going to have systemic change both in thinking and on the ground. A platform like TEDxGlasgow is critical for that in terms of telling and engaging the world, driving action, and creating impact.”

As we take stock and look towards COP27, the CAI and TEDxGlasgow has enabled APP to collaborate in GCU’s Masters in Climate Justice. This is just the beginning. In unison, we have discovered a serious drive to make the changes needed to push the vital social and humanitarian aspects of climate change forward.

Climate mitigation and adaptation is in our hands. We need to act fast and together, to scale up initiatives to stop the world from heating up. Find out more on becoming a [TEDxGlasgow partner](#).



Project:

DHI “Get Moving” Campaign



**Digital Health & Care
Innovation Centre**

The Digital Health & Care Innovation Centre (DHI) supported TEDxGlasgow’s Climate Action Initiative by challenging our colleagues to help walk or cycle the distance to Expo 2020 Dubai.

The Climate Action Initiative brings together a diverse and growing group of 18 local, regional, and global TEDxGlasgow partners to achieve, in unison, climate action faster.

As one of Scotland’s seven Innovation Centre, funded by Scottish Government and the Scottish Funding Council, DHI, is keen to help promote and develop initiatives that will help us to make a positive impact on climate action, faster.

This challenge was initiated during the more relaxed lockdown period to motivate DHI staff to stay active and maintain or improve their physical and/ or mental wellbeing.

It also encouraged them to walk or cycle more, instead of taking their cars, in an attempt to reduce our individual and organisational carbon footprint.



4318 mi.
total distance

Project:

DHI “Get Moving” Campaign

The challenge coincided with DHI’s proposed attendance to support Scotland’s contribution to Expo 2020 Dubai, in association with Scottish Development International, where we would have been showcasing Scottish digital health and care innovations and opportunities to a global audience.

Unfortunately, the New Year Covid spike saw the event and DHI’s attendance being cancelled in-person but instead being delivered virtually.

The total distance was 4318 miles and saw DHI colleagues contribute a minimum of 135 miles per person towards the team goal. In total we had 10 colleagues contribute over 2845 miles towards the challenge which equates to saving 1.24 tonnes of CO₂e from using our cars.

Although we may not have completed our end goal, we motivated many colleagues to get active (in a number of different ways) and continue to be active after the challenge ended, while also reducing our carbon footprint!

1.24 Tonnes of CO₂e
saved from not using our cars



Thank you to our **partners**

TEDX Glasgow is only able to do what we do, making an impact with ideas worth doing, thanks to the support of our inspiring and dedicated partner organisations.

Our partners are a valuable source of support, ideas and networks. Each partner is different, but what we share is a vision for a more equitable, sustainable and diverse country.

In 2021-22, we had a goal to enable our partners to connect and drive forward joint ventures that propelled us towards our mutual aims. These joint ventures have resulted in some truly innovative and exciting outcomes, which we will follow and report back on.

Without our partners, TEDxGlasgow would not be possible - thank you.





Thank you to our **TEDx** community

None of what we do would happen without our enthusiastic and engaged community of TEDx participants.

Whether you've come along to events, tuned into live streams or followed our social media, you've helped amplify what we do, spreading the word and creating real change.

As ideas become action, real transformation occurs and in 2021-22, you supported us as we had to move from in-person to virtual gatherings. Despite the move to online, the spirit of TEDx was not dampened and we move into our next year more determined than ever. We would like to thank you - to TEDxGlasgow, our community is everything.



Thank you to our **TEDx** community

Without the TEDxGlasgow Leadership Team and our dedicated and passionate community of volunteers, TEDxGlasgow simply couldn't happen.

Collectively, we have a shared vision of contributing to a Scotland where our ideas are amplified globally, and where we take the best and most inspiring ideas and stories from around the world, and learn and grow from them.

Curating and creating events content takes time, thought and enthusiasm, and we couldn't be prouder of what we've achieved. As we look forward to an exciting year ahead, we'd like to thank our leadership team; our volunteers, our partners, and our participants.

The Team:

Gurjit Singh Lalli
Curator & Founder

Josh Bain
Head of Impact

Hannah Wright
Head of Partnerships

Nikki Berry
Head of Communications
& Marketing

Zebunisa Ahmed
Head of Strategy

Pauline Gregory
Head of Operations

Jessica Parish
Operations Team

Eleni Sakkoula
Impact Team

Becca Halpin
Speakers Team

Iffat Jabeen
Comms & Marketing Team

Brendan Faulds
Events Team

Jack Proctor
Comms & Marketing Team

Hannah Bialic
Events Team





Closing Comment

As we move into the year ahead, we take with us the learnings, joint ventures and many exciting outcomes and actions from 2021-22.

Our next year will be pivotal as we watch the steps we took last year bear fruit, and look ahead at how we drive yet more change and create more impact.

We hope that you will continue with us on our journey - we will soon be announcing our next year's theme as well as a calendar of engaging, interesting and thought-provoking events.

We hope that you will 'watch this space' and join us for more future thinking and great ideas very soon.



Background of **TED** & **TEDx**

About **TEDx**

x = independently organised event

In the spirit of ideas worth spreading, TED has created a programme called TEDx: local, self-organised events that bring people together to share a TED-like experience.

Our event is called TEDxGlasgow, where x = independently organised TED events. At our TEDxGlasgow events, live speakers come together to spark deep discussions and connect. The TED Conference provides general guidance for the TEDx programme, but individual TEDx events, including ours, are self-organised.

About **TED**

TED is a non-profit organisation devoted to 'Ideas Worth Spreading'.

Started as a four-day conference in California 30 years ago, TED has grown to support its mission with multiple initiatives. The two annual TED Conferences invite the world's leading thinkers and doers to speak for 18 minutes or less. Many of these talks are then made available, for free, at TED.com.

The annual TED Conference takes place each Spring in Vancouver, British Columbia. TED's media initiatives include TED.com, where new TED Talks are posted daily; the Open Translation Project, which provides subtitles and interactive transcripts as well as translations from volunteers worldwide; the educational initiative TED-Ed.

TED has established TEDx, which supports individuals or groups in hosting local, self-organised TED-style events around the world, and the TED Fellows programme, helping world-changing innovators from around the globe to amplify the impact of their remarkable projects and activities.



The story of **TEDx**Glasgow

Our passion for action on ‘ideas worth doing’ is driven by our vision and mission - to build a more prosperous, sustainable, creative, fairer and healthier future.

Our events engage people into ideas worth doing, and aim to educate, inspire and activate actions with our audience through our content. Our goal is to achieve impact globally by taking actions towards the UN Sustainable Development Goals, (SDG), and locally by supporting Scotland’s National Performance Framework.

Our objective is to help scale initiatives that offer solutions for global challenges, activated by thematic events and campaigns. This, in turn means that everything we do is geared towards making an impact. Over the next decade, we’ll endeavour to work towards a wellbeing economy, reduce inequalities, strengthen public ownership to act, and unveil solutions that offer a transition into a future that is resilient and leaves no one behind.



Our 2030 strategy

Our 2030 strategy commenced in 2021, and since then, our events, content and focus has been to act in support of our nation's net-zero ambitions.

We achieve this by engaging like-minded partners and establishing strategic partnerships to build a climate action legacy. In the years that follow, we will broaden ideas for action over our 10 SDGs in focus.



SDG3 - Ensure healthy lives and promote well-being for all, at all ages

We focus on our speakers and workshops sharing a variety of information, helping to build on areas for a healthy lifestyle with talks ranging from illness recovery, active lifestyle challenges, talking openly about mental health and disabilities, and looking into the future of healthcare.



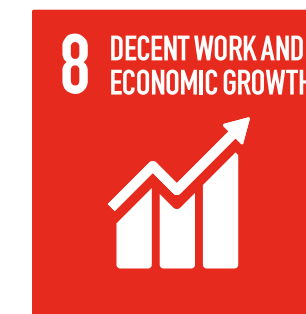
SDG4 - Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

Our volunteer programmes and partnerships provide hands-on learning for all ages to gain skills in topics that will support future job opportunities and entrepreneurship.



SDG5 - Achieve gender equality and empower all women and girls

Our leadership and volunteer team is reflective of the demographics they serve with a regular 50:50 gender distribution. We are committed to encouraging and fostering a diverse and inclusive community.



SDG8 - Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

We've grown the rate and amount of impact delivered over years, creating more opportunities for challenged sectors such as arts and creative industries, and developed talent to showcase new skills into entrepreneurship and career changes.



SDG 10 - Reduce inequality within and among countries

Our fully open event platform is accessible to all backgrounds and sectors with free and reduced access for youth, those with disabilities and low incomes and a livestream accessible to remote regions.



SDG11 - Make cities and human settlements inclusive, safe, resilient and sustainable

Our TED licensed platform provides community stakeholders in towns and cities around the world to fully access information that they can use to make informed lifestyle choices and influence local policy and legislation.

Our 2030 strategy



SDG12 - Ensure sustainable consumption and production patterns

Every event we organise or support, looks to source local talent and products and showcase best practice of effective use. Careful planning, recycling and re-use is part of our operation, and we encourage our partners to reflect this approach with us through their sustainability tracking where possible.



SDG13 - Take urgent action to combat climate change and its impacts

TEDxGlasgow contributes towards building a network of forests to represent our attendees as part of every event held, and have talks that cover topics of sustainability, plastics and climate action.



SDG15 - Protect, promote and restore sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and biodiversity loss

We are committed to helping people better understand their environment which is interconnected with the ecosystems we share with other living organisms and non-living objects, delivering on this through our event experience and talk subjects.



SDG17 - Strengthen the means of implementation and revitalise the goal partnership for sustainable development

We proudly work with partners and groups across the public, private and social spectrums, with a focus on taking positive action through the dissemination and sharing of information, knowledge, expertise, and technology through open TEDx standards.



Our passion for TEDx and TEDxGlasgow remains our focus as part of the 2030 strategy to support the SDGs:

We want to inspire and educate a diverse group of people to take action on critical societal problems and the UN SDGs.

We create TEDx experiences where ideas are explored, minds are opened, and perspectives are shared.

We strive to provide an engaging platform that enables all of society to collaborate with meaning, purpose and impact.

We're passionate about closing the gap on actions by connecting people to explore fresh ideas ready for action.

We achieve a positive social and economic impact from the inspired community and projects we activate.



MAKE OR BREAK

TED^x Glasgow
x = independently
organized TED event

#MakeorBreak | #TEDxGlasgow