



10/05/2018 – 3: Programmes Update

Board paper title		Paper 10/05/2018 – 3
LWARB Programmes Update		
Report by	Wayne Hubbard	
Job Title	Chief Operating Officer	
Date of decision	Board Meeting 10 May 2018	

Summary

This paper presents updates on the LWARB programmes.

Recommendations

- To note the updates presented.

Risk Management

Risk	Action to mitigate risk
N/A – no decisions being made.	

Implications**Legal**

N/A – no decisions being made.

Financial

N/A – no decisions being made.

Equalities

N/A – no decisions being made.

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PART A – Non-confidential items

Why the paper is being presented

The paper is presented to update the Board on activities in its current programmes.

Advance London

The focus of the investment team over the last 2 months has been on:

- securing a new property for LWARB, with flexible floorspace that will also allow us to enhance our profile by running events, workshops and seminar and provide capacity to host a pilot accelerator programme.
- Completing the transfer of LBWR services back to the partner Boroughs
- Finalising the recruitment of team members into the AL Advisory team.

Full details of all activities can be found in the confidential section of this paper.

Circular London

Communications

Ellen MacArthur Foundation (EMF) and C40

The EMF and the C40 recently announced that they are working together to accelerate progress towards a circular economy, recognising the crucial role that cities play in the transition. The collaboration will promote valuable joint programming and knowledge sharing on the circular economy, including the important role circular economy and cities can play in reducing greenhouse gas emissions.

LWARB is working closely with C40 to help able to shape the new work programmes that develop as a result of this partnership.

New Plastics Economy (NPEC)

NPEC is a three-year Ellen MacArthur Foundation initiative applying the principles of the circular economy, and bringing together key stakeholders to rethink and redesign the future of plastics, starting with packaging. A key stream of work is around developing a global plastics protocol that plastics producers, manufacturers, retailers and brands can sign up to. LWARB, as an NPEC partner, have been consulted on the early drafts of this document.

WRAP are developing a UK Plastics Pact which is explored more in the Resource London section of this update report.

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Circular Fibres Initiative (CFI)

CFI is a three-year Ellen MacArthur Foundation initiative bringing together industry leaders and other key stakeholders to collaborate and innovate towards a new textiles economy, based on the principles of a circular economy. It aims to deliver benefits to businesses, society and the environment by phasing out negative impacts negative impacts such as waste and pollution.

The CEO will be attending the launch event of the CFI on 16 May and taking part in a leadership assembly roundtable the day before alongside senior representatives from the EU, manufacturers and retailers. The Circular London team are working with the CFI team to develop relevant demonstrator projects in the city, with an initial focus on collections.

Virtual collaboration hub

There will be a soft launch of the virtual collaboration hub as part of our circular economy event on 18 June 2018, which Councillor Bassam Mahfouz will attend. The event will be hosted by Grosvenor. The hub will comprise a website that will showcase circular economy activity in London and offer opportunities for organisations to get involved in demonstration projects. There will also be a programme of physical events for organisations to attend. EMF are very supportive of this approach and will be helping to put the Circular London team in touch with relevant corporates.

The event on 18 June will celebrate circular economy progress and garner feedback on challenges and support required from partners. The event will form the start of a circular economy week in London, facilitated by LWARB, where we will encourage our partners to put on events to showcase their own activities.

Circular economy metrics

The work carried out by Cambridge Econometrics reported in the last board update will be available by the end of May. The work focusses on resource productivity, jobs and waste/recycling levels. Whilst the work identifies some areas that we can start to measure, it also confirms that capturing a true picture of circular economy at a city level, with existing data, is a significant challenge and further work is required to develop a more rounded picture. Often this is due to the use of traditional ways of collating information that do not take into account more modern ways of working, for example the Standard Industrial Classification codes for jobs.

Following discussions with other cities, including Paris and Amsterdam, through the Eurocities network and the Ellen MacArthur Foundation, it is clear that many cities are facing similar challenges in this area. The team are working with these networks, asking for leadership in this area and offering London as a key partner. The team will continue

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to build on the work carried out in London and continue to look for ways to capture the effects of circular economy in the city.

Policy and procurement

One of the key roles of the new partnership between EMF and the C40 is to define, quantify and develop a common understanding of the role of circular economy in reducing carbon emissions at a city level. LWARB and the GLA will be working closely with the partnership to share work to date and case studies in this area.

A LWARB response to the draft London Plan was submitted, as well as a response to the Economic Development Strategy. The team are currently putting together a response to the Governments call for evidence on single use plastics.

The team are procuring technical support (funded by the CircE project and the GLA) to develop guidance to support developers in completing a circular economy statement which is included in the draft London Plan. This work is being carried out with support and input from three Mayoral Design Advocates.

On the CircE project, we have worked with London stakeholders to assess key circular economy barriers, and produced a report on the CE Barriers questionnaires from all partners. We reviewed all partners opportunity reports and participated in an analysis of all cross regional opportunities to identify those that might be suitable for application in London.

We have disseminated the circular economy policy recommendations LWARB have been producing to illustrate best practice to the partners, and the Route Map is being held up as a key policy instrument that other partners wish to replicate as part of the project.

We are working with LEDNET to develop the role of boroughs in delivering circular economy. Amy Harris from the London Borough of Bromley attended the latest EMF workshop.

Demonstrators

Built environment

The UK Green Building Council are developing their first circular economy programme of works having surveyed their gold leaf members on their circular economy aspirations. We are working with them to understand the needs of their corporate partners and how we can support them.

We are working with the GLA infrastructure team who are developing a co-ordination

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unit approach to areas of high development in the city. We are working with them to build resource management and re-use into those plans.

We have applied and have been successful in gaining 50,000 euro for a pathfinder project on re-usable buildings and components, starting on 1 May and completing by the end of December. The project will bring together a group of built environment client who are interested in specifying circular economy outcomes in their new build projects.

We have also applied for H2020 funding, with City of Copenhagen as lead partner, to develop built environment demonstrators. We will hear if we've reached the next stage in the process over the summer. We bought BRE into the consortia with their in-depth knowledge through the Buildings as a materials bank (BAMB) project.

Details of our work with Clarion and Loop included in the confidential section of this paper.

Textiles

The business modelling work within the ECAP project and further developments are covered in the confidential section of this report.

Corporate contacts made at latest EMF acceleration workshop: ING Bank, Kingfisher, HP, Nike

Corporate contacts prioritised for contact: Nandos, Heathrow, Iceland, Pret

Resource London

Resource London Partnership Board

Met last on 26 February 2018. Next meeting scheduled for 31 May 2018.

Industry matters pertinent to Resource London

UK Plastics Pact www.wrap.org.uk/UKplasticspact

On Thursday 26 April the Secretary of State (SOS) for Environment, Food and Rural Affairs launched the UK Plastic Pact. The Pact developed by WRAP is a voluntary agreement (between UK governments, businesses (from across the entire plastics value chain) and NGOs) which aims to transform the plastic packaging system in the UK and keep plastic in the economy and out of the ocean.

At the launch it was announced that 42 businesses, including major food, drink and non-food brands, manufacturers and retailers right through to plastic reprocessors and packaging suppliers have made their commitment to the Pact. The pact commits signatories to a series of ambitious targets by 2025:

- Eliminate problematic or unnecessary single-use plastic packaging through redesign, innovation or alternative (re-use) delivery models.

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- 100% of plastic packaging to be reusable, recyclable or compostable
- 70% of plastic packaging effectively recycled or composted
- 30% average recycled content across all plastic packaging

The UK Plastics Pact will be replicated in other countries as part of the Ellen MacArthur Foundation's New Plastics Economy initiative. The immediate focus will be on identifying the priority projects that will deliver greatest impacts in the short and long term, such as overcoming barriers to increasing the amount of recycled content used in new packaging, developing reusable packaging and working with partners to overcome the issue of un-recyclable black plastic.

Chinese recycling import restrictions

In July 2017 the Chinese Government notified the World Trade Organisation that from the end of 2017, it will ban the import of 24 types of solid waste including mixed paper and plastics. Imports of unsorted paper and post-consumer plastics are banned from 1 January 2018. From March 2018, it will enforce a 0.5% contamination level on imported paper, cardboard and plastics. No mixed papers will be allowed.

To date concerns that waste would start to back up in the UK have not been realised (as alternative markets have been sourced). However, it is not yet known how quickly these markets will saturate. At present the majority of local authorities have been insulated from the implications (with the exception being those authorities responsible for selling their own recyclate) with the waste industry taking the strain. This highlights the need for Resource London's continued focus on tackling contamination in 2018-19. Officers will also continue to build on relationships it has developed during 2017-18 with the wider UK resource sector – those involved beyond the MRF.

Further more earlier this month China announced further import bans of 32 types of solid waste by the end of 2019, including waste plastics from industrial sources, which will come in two waves (31 December 2018 and 31 December 2019).

Resource London programme activity

Service Support

Resource London continues to provide a number bespoke service support projects with waste authorities planning or delivering service change or to boost the performance of their existing services.

Flats

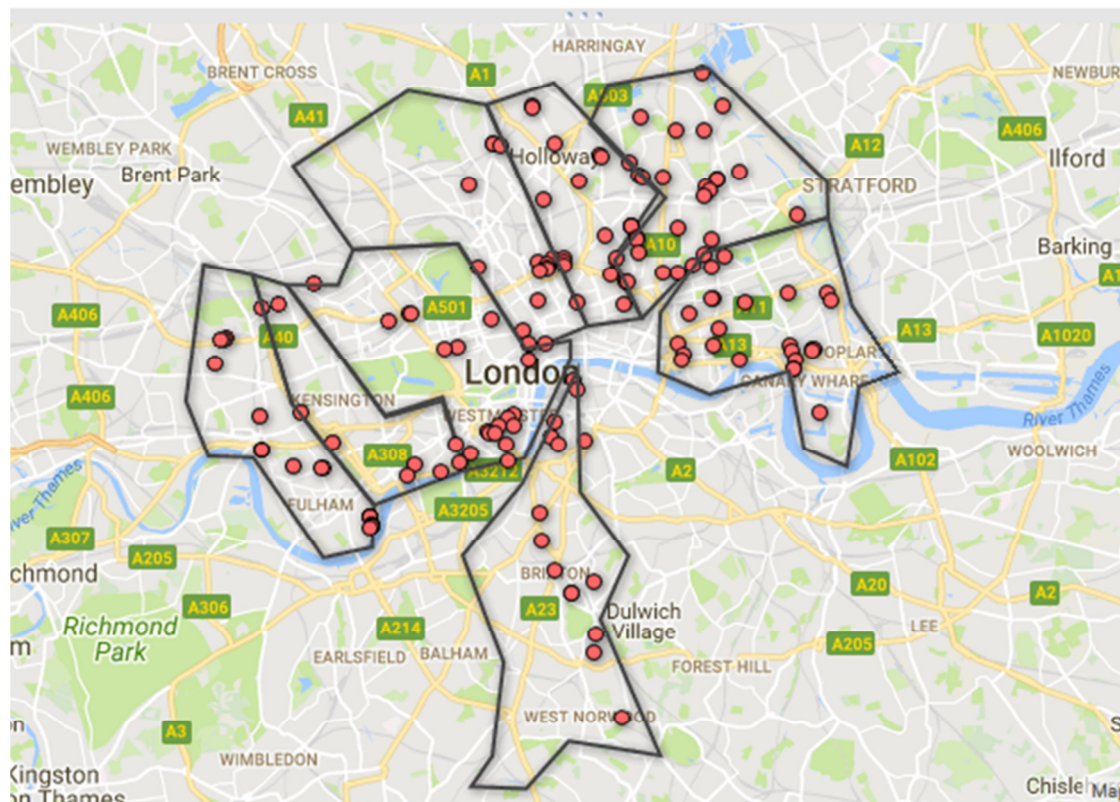
Resource London hosted an estate recycling visit in Lambeth for Minister Therese Coffey, Parliamentary Under Secretary of State for the Environment on 6th February. The Minister was taken to a Peabody and Lambeth Housing estate to see first hand the challenges faced in high density urban environments in trying to encourage higher levels of recycling.

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Resource London has partnered with the Peabody Housing Association and eight inner London boroughs¹ to explore solutions that will improve recycling in purpose-built flats.

Field work for the project started in December 2017 with ethnographic research with residents to build an understanding of the broader social context and barriers to recycling in flats. The research is now complete and a debrief presentation with stakeholders is scheduled for 23 May (the report can be made available to the Board on request).

Complementing the ethnographic research, during January/February 2018 detailed flats inventories were carried out on all Peabody estates in the eight boroughs with over 20 households. The map below shows the 141 inventory estates (red dots) within the 8 target boroughs.



The project will test recycling interventions across 10 Peabody estates (and two control estates) to establish replicable and cost effective mechanisms for driving up recycling. The 12 Case study estates have been chosen (with estates in 6 out of the 8 boroughs – 3 Islington, 3 Tower Hamlets, 3 Westminster, 1 Lambeth, 1 Islington and 1 Hackney). Estates chosen on the basis of appropriateness and effectiveness for monitoring and evaluation process and replicability. Considerations included; estate size, likelihood of external waste usage, estate redevelopment etc.

¹ Camden, Hackney, Hammersmith and Fulham, Islington, Royal Borough of Kensington and Chelsea, Lambeth, Tower Hamlets and City of Westminster

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Before any intervention can be rolled out baselines need to be established for the 12 case study estates. Reconnaissance visits will be conducted during w/c 30 April and 8 weeks of waste tonnage and compositional monitoring will start w/c.8 May.

Officers are also in the final phase of developing the recycling interventions. A stakeholder workshop was held 21 March to develop ideas and a shortlist is now being 'stress tested', against the research findings. Interventions rolled out is scheduled from July. 2nd flats steering group meeting is scheduled for 23 May.

Communications and Behaviour Change

Recycle for London campaign

Phase one of the Recycle for London 3-year campaign 'One bin is rubbish' (OBIR) (which went live on 6th November) ended on 20 March. The campaign focuses on tackling in-home systems as a barrier to effective recycling. The campaign is London-wide but is being focused in 16 boroughs with the highest percentages of the target audience, segments 1 and 6. London-wide media ran between November and mid-March, and between January and mid-March the campaign was localised in ten of the target boroughs.

The campaign is now in the evaluation and planning phase for 2018-19, with the impact, reach and channel effectiveness of the 2017-18 OBIR activity being evaluated. Initial signs are that the campaign is achieving high recall given the (relatively) small media budgets, and that those who actively recall having seen the campaign are changing their behaviours by either (a) getting a second bin or (b) recycling more than they did previously (or a combination of the two). Further detailed media evaluation is due to report back in early May and detailed analysis and re-planning will take place during the first two weeks of May.

Food waste recycling 'quarter'

Targeted campaign support is being planned in lower-performing boroughs to boost participation and volumes collected in separate food waste collections. Four boroughs who have good food service coverage to flats are being supported (with £15k of funding each) to roll out a proven package of behaviour change and service interventions. Activity starts at the end of May and will run through to August.

TRiFOCAL (Transforming City Food Habits for LIFE)

Commenced on 1 September 2016. Resource London is responsible for actions relating to householder engagement. Resource London is working with nine partner boroughs (Bexley, Croydon, Hackney, Hounslow, Islington, Lambeth, Merton, Sutton and Tower Hamlets). The first three month wave of activity in the first partner boroughs (Hackney, Merton and Lambeth) ended in December 2017. The borough campaign activity has now been evaluated and is being refined for the next wave with the second group of three boroughs (Bexley, Croydon and Tower Hamlets) going live from June 2018.

Additional planning is underway for London-wide activity to support each wave, with a

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fresh focus on creating and sharing digital content across the capital.

ECAP

LWARB's work package as part of the EU-funded ECAP project is underway, split into two work streams. Resource London is responsible for the Love Your Clothes (young London) activity: a campaign targeting 16-24 year olds, promoting clothes donation and second-hand shopping. The campaign is being delivered under the brand 'Love, Not Landfill' and includes PR and social media, influencer events, schools workshops and PSHE days, university collaborations, 'stunt' clothing bring banks to be placed in high footfall locations and a charity shop 'pop-up' in November.

Municipal Waste Programme

To meet the Mayor's 50 percent LACW recycling target, the Mayor is encouraging waste authorities to identify opportunities to improve their own commercial waste recycling services. For 2018-20, the Resource London programme has been boosted with £100,000 of additional funding from LWARB. Resource London will employ a new officer to work with London's waste authorities, commercial waste companies and business support organisations (such as business improvement districts) to increase commercial recycling rates. Officers are preparing a job description and the Audit Committee will be requested to approve this addition to the LWARB establishment at its meeting on 22nd May.