



04/10/18 – 4: Programmes Update

Board paper title		Paper 04/10/18 – 4
LWARB Programmes Update		
Report by	Wayne Hubbard	
Job Title	Chief Operating Officer	
Date of decision	Board Meeting 04 October 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.

Originating Officer

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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

Over the last quarter, the Investment Team has been focused on four principal tasks:

Office Move

The impending move to Wilson Street has been the principal activity of the team – this has been a big undertaking moving to an environment where all services must now be procured and managed by LWARB. We have been working on an overarching aim that we should fit-out and supply the office on circular principles. This will be discussed in more detail at the Board meeting. We will produce a report that will provide information on the challenges we have faced (for example around communications and technology choices) but also the cost saving opportunities (for example the ability to procure high quality desk and operator chairs at significantly reduced cost).

Circular Economy Accelerator

We have progressed all of the design aspects with our delivery partners Carbon Trust and Whole Earth Futures. We are anticipating housing up to 10 startups in LWARB's new office and providing bespoke support to help them commercialise their circular economy innovation, over a 6-month period. The initial cohort focus will be on the Built Environment. Marketing material is being finalised with an expected launch to potential participating start-ups targeted for the end of the October, in anticipation of the programme commencing in early January 2019.

We have made good progress in securing corporate partners to help support the programme, through mentoring and validation of new technologies. Further details are contained in the Confidential section.

Venture Capital Fund

Approval was received from the Board in July 2018 to commit £7m into a new circular economy fund, as part of the Mayor's wider £100m SME funding commitment. The launch has been delayed by a couple of months due to one of our funding partners (see confidential section for further details) but the team has already engaged extensively with MMC Ventures (as selected fund manager) to help develop their pipeline and circular economy framework.

Business Support

A very strong pipeline of businesses has now been established, with over 100 SMEs now engaged. Team resource is focused on delivering intensive support to those SMEs looking to put circular economy business model pilots in place, with a lighter touch

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approach being taken with those SMEs looking for more generalist support.

More details on the Advisory Support programme and investment portfolio can be found in the Confidential section of the paper.

Circular London

Develop London's profile as a leader in circular economy by developing relationships with key national and international organisations

LWARB was invited to submit an application to the P4GAward for Excellence in relation to partnerships delivering circular economy action.

P4G (Partnering for green growth and the global goals 2030) is a network of world leaders seeking breakthroughs in green economic growth. The work of P4G is supported by C40, World Resources Institute and the World Economic Forum. The CEO has been invited to present LWARB's partnerships, programmes and achievements to the judges on 19/20 October – winners will be announced at the event, which is being held in Copenhagen.

LWARB continues to be approached to share experience to date on circular economy both from cities and counties in the UK and further afield. In the UK we have recently been in touch with the Liverpool Circular Economy Club, Manchester Combined Authority and Oxfordshire County Council. LWARB have hosted delegations from Korea and Taiwan governments, keen to learn about the circular economy work being undertaken in London and have presented to the conference of the Recycling Council for Alberta in Canada.

Deliver action against, and review, London's circular economy route map

Some highlights on route map progress are set out below. The Circular Economy team anticipate undertaking a full review of the route map with stakeholders by June 2019.

Built environment

Re-usable buildings project

This short pathfinder project works with built environment clients to explore and test a vision for a re-usable buildings and components market in London. The project will develop and test robust business cases for client adoption. The project is lead by LWARB, funded by Climate KIC and will complete in December 2018. The final output of the project will be an action plan to move from a pathfinder to an implementation project, backed by a network of clients who are interested in construction with more circular

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principles.

Circular Construction In Regenerative Cities (CiRCUIT)

LWARB is a key partner in an EU Horizon 2020 stage 2 bid that will focus on circular economy built environment demonstrator projects. The bid is being led by the City of Copenhagen. A decision on funding will be made in January 2019. If successful, the London consortia would receive around two million euro, with around one million euro to cover LWARB staff time and to facilitate demonstrator projects. If successful, the project will be 100% funded by the EU.

Textiles

European Clothing Action Plan (ECAP) - business models

LWARB and QSA Partners continue to work with ASOS to pilot a circular economy business model as part of our commitment under the ECAP project.

C&A Foundation project

LWARB signed a partnership agreement with the C&A Foundation in July 2018 that sets out how we will deliver our 'Creating circular economy business models in major EU fashion markets' project. The project aims to pilot circular business models with three international retailers and to influence the set up of a further ten models.

Making Fashion Circular (MFC)

MFC 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 such as waste and pollution. LWARB has signed up to the initiative and have joined a working group on business models which joins up well with our work on ECAP and the C&A Foundation project.

Plastics

New Plastics Economy (NPEC) Global Commitment, Ellen MacArthur Foundation

LWARB signed up to the NPEC two years ago and has been participating in workshops and relevant working groups. One of the key outcomes of the initiative is the New Plastics Economy Global Commitment which presents a unique opportunity for businesses and governments to step forward as global leaders working on solutions that address the root causes of plastic waste and pollution. It aims to act as a lighthouse, enabling front running businesses and governments to inspire others by leading by example. EMF will launch the 'Global Commitment' in collaboration with UN Environment, at the Our Ocean conference in Bali on 29 October. A verbal update will be given at the Board meeting.

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Develop the circular economy community in London to disseminate circular economy thinking via the Circular London website and an annual programme of events

Circular London held a soft launch of a circular economy community for London on 18 June 2018. The event was hosted by Grosvenor and celebrated circular economy progress in the city, collaborations and circular SMEs whilst gathering feedback on challenges and support required from partners.

There were over 100 attendees and feedback was very positive, including on the range of attendees and content. Panel discussions included individuals from Costa and John Lewis, with Councillor Bassam Mahfouz kindly chairing one session. Other attendees included Crown Estate, JLL, Heathrow, TfL, ASOS, Stella McCartney, IKEA, M&S, PwC and Barclays. This has led to a number of follow-up discussions and potential opportunities that are recorded in the demonstrator spreadsheet at confidential Appendix 1.

The community comprises a website that showcases circular economy activity in London and offers opportunities for organisations to get involved in demonstration projects. The website link is www.circularlondon.org. Currently 107 organisations are signed up. The website includes 12 business case studies, four blogs and multiple news articles to date, with more content planned.

The community will also be formed of a programme of physical events, starting with a networking event for community members at LWARB's new offices in late October. These events will be focussed around different cross cutting themes and sectors relevant to circular economy. We are looking for these events and the website, to create a community engaged in practical demonstration of circular economy in London, bring together innovators and SMEs (from Advance London), large corporates, academics and public sector organisations.

Our event on 18 June was the start of London's first circular economy week LWARB, where we encouraged our partners to put on events to showcase their own activities. The week brought together ten events in total, including two workshops by Advance London. @circularlondon twitter feed increased from 50 to 250 followers and during the week had a significant reach with the #CEweekLDN being used by the likes of Costa.

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Extend work on circular economy metrics to more fully capture progress towards London becoming a more circular city

LWARB is engaged with the EU Urban Agenda Partnership working group on circular economy metrics which is committed to delivering a set of metrics suitable for measuring circular economy at the city level. The Circular Economy Manager attended an Urban Agenda workshop in September and presented the work carried out to date on this topic in London by Cambridge Econometrics focusses on resource productivity, jobs and waste/recycling levels. The report was well received and will inform the work of the group.

Other cities and regions in attendance are finding the same issues as we have in London around 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. The group was in agreement that city wide high level metrics must be supplemented by more enabling metrics (number of initiatives, investments, support offers) as well as narrative case studies.

The Circular Economy Manager will draft a metrics framework that builds on the Cambridge Econometrics report.

Work with C40 and EMF to define and quantify the circular economy contribution to a low carbon economy

C40's released new research in March 2018 on 'Consumption based GHG emissions of C40 cities'. The research shows that the carbon emissions associated with consumption in the majority of C40 cities, mainly those in the global north, are much higher than those associated with so called 'in boundary' or scope 1 and 2 emissions (mostly energy and transport from within a city boundary) emissions.

Develop policy interventions to support the Mayor's policies including the Environment Strategy, London Plan and economic development strategy (including the delivery of the CircE project)

Policy consultations

Since the last Board meeting the Circular London team has co-ordinated and submitted comments to: the Government's call for evidence on single use plastics; the London Food strategy; and the Environmental Audit Committee's call for evidence on sustainability of the fashion industry for LWARB.

Circular economy statement guidance

The draft London plan includes a policy for planning applications that, because of their scale and/or importance, are required to be referred to the Mayor to complete a circular

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economy statement. Consultants Useful Simple Projects have been engaged to develop guidance for developers on completing these statements, funded by the GLA and LWARB. To date, four sounding board meetings with Mayoral Design Advocates and industry experts have been held. Further focus groups and one to one meetings with industry stakeholders (including UKGBC, Clarion and Berkeley Homes) have been held to ensure the suggested process works for businesses. LWARB and Useful Simple Projects will assist the GLA in answering the questions that have been posed by the London Plan external inspectors in preparation for the examination in public later this year.

CircE

A briefing on how LWARB has influenced the new London Environment Strategy, draft London Plan and other strategies has been provided to CircE partners and the EU joint secretariat. The project has looked at a prioritisation of circular economy opportunities identified by engagement with the London steering group members and through the use of a ranking tool created for the project. These opportunities will now be developed and used to create an action plan that will guide the second phase of the project.

LWARB will be hosting CircE project partners and stakeholders from across Europe in late November to learn about circular economy in the built environment.

Engage London boroughs with the circular economy agenda and benefits through the development of the circular economy champions programme

A new Borough Champions offer has been drafted and will shortly be open to Local Authorities for nominations following initial work with Sutton, Merton and Islington. Up to three boroughs will be able to benefit from support to increase borough activity in relation to the circular economy.

Develop a pipeline of collaboration opportunities that results in relationships with 3 corporates to deliver circular economy demonstrator projects (including the delivery of ECAP and C+A projects and contributing to the stage 2 H2020 bid)

Please see demonstrator spreadsheet at the confidential Appendix 1.

Contribute to LWARB's post 2020 strategy/business development

Funding secured from the C+A Foundation will contribute to LWARB's finances post 2020. If successful, the H2020 bid will contribute significantly.

Resource London

Resource London Partnership Board

Met last on 31 May 2018. A meeting was scheduled for 27 September 2018 – but this is

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being rescheduled.

Industry matters pertinent to Resource London

National Resources and Waste Strategy and Extended Producer Responsibility

Officers understand from Defra colleagues that the draft strategy was submitted for ministerial approval in late July, targeting a November publication. In tandem with the development of the Resource and Waste Strategy, Defra has also been consulting with stakeholders on Extended Producer Responsibility (EPR), Deposit Return Schemes (DRS) and Packaging regulations reform, as well as continuing the conversation on national consistency. Defra has confirmed that shortly after the publication of the Resource and Waste Strategy it will be issuing three national consultations on: EPR, DRS and Consistency.

Resource London programme activity

Reduction and Recycling Plans

The London Environment Strategy includes a requirement for all London boroughs to develop reduction and recycling (RRP) plans by 2020. Officers have been supporting GLA colleagues to develop the RRP template. The final draft of the RRP template and guidance is currently awaiting approval at the GLA.

The Mayor has now written to all London boroughs detailing the key waste policies from the London Environment Strategy and setting out the requirement to develop a RRP and confirming that support to do so is available from Resource London (Appendix 2). Resource London is coordinating with GLA colleagues to reiterate to boroughs the offer of support.

In addition to the London Environment Strategy requirements to develop RRP, the Board identified an opportunity for local authority Board members to have greater contact with their boroughs counterparts and start the conversation on how capital improve its recycling performance. Officers have been setting up meetings for LWARB board members and boroughs. To date meetings have been held with LB Richmond and Royal Borough of Greenwich.

Borough 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. Included targeted grant support to four boroughs – Hackney, Islington, Merton and Bromley – to boost participation and volumes collected in their separate food waste collections.

Flats

A detailed update on the Peabody recycling project will be provided at the board meeting.

Resource London has partnered with the Peabody Housing Association and six inner

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London boroughs to explore solutions that will improve recycling in purpose-built flats. 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 ethnographic (and other existing) research, inventories and significant stakeholder consultation was used to develop a set of minimum service standards for all 12 estates and a combination of five interventions on top of the minimum standard on 10 estates. The intervention combination approach means that on completion of the project we will be able to separate out which intervention(s) have the greatest impact.

The interventions are:

- In home storage solution;
- Emotive messaging on or around residual bins;
- Feedback mechanism on performance to residents;
- Tenant recycling pack from housing provider; and
- More convenient recycling bin provision (smaller bins in more locations).

Roll out of the minimum service and interventions began on 24 September and will last for 4-5 weeks.

Pre roll out monitoring was completed during May and June 2018. This consisted of eight weeks of waste tonnage monitoring including one week of compositional analysis. One week of interim compositional analysis will be undertaken in December, with post monitoring completed during the exact same 8 weeks in May and June 2019. A final report on the project will be produced in Summer 2019.

Communications and Behaviour Change

One bin is rubbish:

The campaign is now in the second year and will include:

- A re-launch of the campaign in the second week of October, re-using last year's **bus-side adverts**. There will be three bursts of bus-side advertising, one in October, one in November and one in January;
- A **plastics push** in the third week of October, focusing on what plastic items can and cannot be recycled easily from home. This will be digital advertising supported by a PR campaign;
- An online **content partnership** – the partner is yet to be confirmed – to create videos and posts by a 'trusted third party', with a wide reach to younger people across London;
- A **digital campaign** running in bursts from October through to February, using a mixture of last year's assets and some new ones in the same style;
- An **influencers** campaign, harnessing the reach of influencers who have a strong following amongst the 'London recycles' target audience; and
- A **borough toolkit**, produced in quarter four, containing all the updated digital assets as well as a 'service at a glance' animation or infographic designed for use on social media and digital platforms, for the targeted 16 boroughs.

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Recycle Week 2018:

Resource London is boosting a campaign created by WRAP's national Recycle Now campaign which has been adapted for London use, using digital (Facebook and Instagram) and out-of-home (OOH) advertising. The OOH is using digital escalator panels in five central London Tube stations: Oxford Circus, Waterloo, Leicester Square, London Bridge and Bank. The campaign uses inspirational and normative messaging, and features a large silver sculptural installation saying 'WE DO', set in recognisable London locations (Tower Bridge, Leadenhall Market, the view from Primrose Hill and a mews in Notting Hill).

TRIFOCAL:

The second three month wave of TRiFOCAL's householder campaign activity, under the campaign name 'Small Change, Big Difference', was completed in Bexley at the end of August. Tower Hamlets has continued its activity into early September. The first meeting with Sutton to start planning wave 3 is on 13th September; Islington and Hounslow will follow shortly after. It has also been decided to add a fourth wave onto the campaign, in summer 2019, which will last just for a week. Smaller amounts of funding will be given to a higher number of boroughs to use the final assets locally, in a concentrated burst.

London-wide PR and digital activity has been successful at increasing the reach and impact of the 'Small change, big difference' campaign. All content can be seen at: www.instagram.com/smallchangebigdifference/

Love Not Landfill (ECAP)

Our textiles campaign targeting 16-24 year olds, promoting clothes donation and second-hand shopping, is well underway.

On 13th September a series of bring banks hand-painted by street artist, Bambi, went live in five key locations:

- Topshop, Oxford Street
- Beyond Retro, Soho
- Ealing Broadway Shopping Centre
- Westfield London, Shepherds Bush (from later in September)
- Westfield Stratford (also from later in September)

An additional 15 brightly coloured branded bring banks (our 'standard banks') will appear in other locations around London over the coming weeks. The roll-out of the banks was supported by PR leading to pieces on ITV London news, London Live, LBC, and BBC Radio London a full list of the media coverage (both traditional and digital) is attached at Appendix 3.

The next major activity for the campaign will be the pop-up shop, which will take place in Truman Brewery, Brick Lane, from 7th to 12th November. Four charities and an online second-hand clothes platform (Depop) are confirmed concessions in the space; each charity has been paired with a fashion influencer who will curate a collection for sale with their charity. The charities and their partner influencers are:

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- Oxfam – Paloma in Disguise
- Barnardos – Confetti Crowd
- TRAIID – Lizzie Loves
- Trinity Hospice – Jasmine Hemsley

Municipal Waste Programme

Sarah Craddock (Project Development Manager – Commercial Recycling) started in the Resource London team on 28th August. The initial phase of works for this role consists of conducting conversations with each Local Authority to establish what commercial waste and recycling services are currently provided as well as the London Business Improvement Districts (BID) to identify what commercial waste consolidation schemes, if any, are in place. These conversations have started to take place and are currently scheduled up to and including the first week of October. Following this a steering group will be established to prioritise Local Authorities and Business Improvements to work with, and in what capacity this work will be done.

MAYOR OF LONDON

Borough Leader Name

Borough

Address 1

Address 2

Postcode

****To be mailmerged once cleared.*

Date: 31 AUG 2018

On 31 May 2018 I published my London Environment Strategy ("Strategy") which sets out my policies across a range of environmental areas including air quality, green infrastructure, climate change adaptation, ambient noise, climate change mitigation and energy, municipal waste and water. The Strategy, the first of its kind for London, seeks to integrate and add value across this broad range of environment issues. Many of these policy areas are ones where boroughs are critical delivery partners and I urge both members and officers to become familiar with the Strategy and its policies and proposals.

Specifically, I am writing to clarify its requirements for waste authorities. Waste management and recycling is a critical part of the Strategy and one where responsibilities are shared between the Mayor and London's waste authorities. Whether as waste collection authorities, waste disposal or unitary waste authorities, it is through London's planning and delivery of these critical services to the capital that we will achieve the waste targets in my Strategy.

As partners in delivering the step change London requires, there are three key objectives which we must focus on: driving resource efficiency to reduce waste; maximising recycling rates and reducing the environmental impact of waste activities in London. The waste policies and proposals in the Strategy aim to make a London a zero-waste city, achieving a 65 per cent recycling rate by 2030, and accelerate London's transition to a circular economy.

Towards that end, the Strategy introduces some new requirements for boroughs to help translate the strategic level ambition into on-the-ground local delivery. The two most important of these are highlighted below.

Targets for Local Authority Collected waste and minimum level of household recycling service provision (LES Proposal 7.2.1 a)

The Strategy sets out London wide targets to be delivered collectively by local authorities of:

- An overall Municipal Waste Recycling Rate of 65 per cent by 2030, and towards that;
- Boroughs to collectively achieve a 50 per cent recycling target for local authority controlled waste by 2025, with boroughs aspiring to:
 - A 45 per cent household recycling rate by 2025,
 - A 50 per cent household recycling rate by 2030,

MAYOR OF LONDON

These are ambitious but achievable targets for London. Following the public consultation on the Strategy, we set the target date for 45 per cent recycling to 2025 rather than 2020, recognising the significant challenges London faces in laying the foundations for high recycling.

To achieve these targets, the Strategy also sets a minimum level of recycling service provision where, by 2020 at the latest, local authorities must provide for:

- All properties with kerbside collection of recyclables to receive a separate weekly food waste collection;
- All properties to receive a collection of, at a minimum, the six core dry recyclable materials (glass, cans, paper/card, plastic bottles and mixed rigid plastics)

In addition, authorities should look to extend food waste collection to flats where this is feasible.

Reduction and Recycling Plans (LES Proposal 7.2.1.b)

Local authorities¹ are expected to develop an action plan, setting out how they will reduce waste and increase recycling performance making an effective contribution to my waste targets.

These action plans build on your existing waste plans and are designed to be light touch mechanisms to create some consistency in the information, data and service planning that I know you already hold and undertake. Through this consistency of approach, we can collectively understand how London as a whole is performing in relation to our shared ambition and targets.

Recognising the importance of this action-planning exercise in framing and driving local recycling performance, the London Waste and Recycling Board (LWARB) have made support available to boroughs through Resource London. More details, including guidance for local authorities, will follow from the Greater London Authority (GLA) shortly.

Roles and responsibilities

Waste (collection and disposal) authorities have legal responsibilities for developing and delivering their waste and recycling functions in general conformity with the municipal waste provisions of the Strategy (see section 355(1) of the Greater London Authority Act 1999). This duty applies when letting new waste contracts. It also applies where waste functions are performed in-house (e.g. through a Direct Service or Labour Organisation, subsidiary company or otherwise), rather than through a contracted party, where existing performance must now be in general conformity with the Strategy as published on 31 May 2018.

The Strategy sets out in some detail how waste authorities can demonstrate they are in general conformity. I have provided information in an annex to this letter on the statutory requirements to consult me, including timelines, before entering into the waste contracting process.

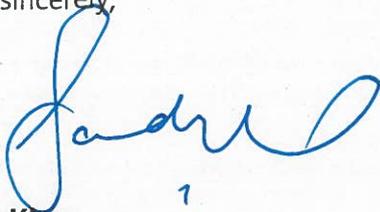
The annex also sets out information on my power of direction. While I possess this backstop ability to direct authorities if I believe their actions to be detrimental to the delivery of my Strategy, I believe that collaboration and joint problem solving is the best way to proceed.

¹ This refers to every borough and the City of London Corporation but does not include waste disposal authorities

MAYOR OF LONDON

Waste authorities play an essential and necessary role in providing highly effective front-line waste and recycling collection services and managing waste collected in an effective and efficient way. I look forward to working with you in delivering our shared ambition to ensure London is doing all it can to help its residents and local businesses to cut waste and actively participate in local reuse and recycling services.

Yours sincerely,



Sadiq Khan
Mayor of London

Annex.

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Annex 1: Waste Authority duties under the GLA Act 1999

Notification of intended waste authority waste contracts

Section 358 of the GLA Act 1999 concerns the procedures that apply around the provision of information to the Mayor about new "waste contracts" before award. They are defined as a contract which includes (or is to include) provision relating to municipal waste and is (or is to be) made by a waste authority in the performance of its functions under Part II of the Environmental Protection Act 1990.

The Mayor must be notified in advance and the waste authority is legally barred from proceeding with the procurement process and/or awarding the contract without having done so. This includes where the work is awarded in-house (e.g. to a Direct Service or Labour Organisation, subsidiary company or otherwise) without engaging European Union (OJEU) public procurement procedures. This is to allow the Mayor the opportunity to gauge compliance with his London Environment Strategy's municipal waste provisions and to influence the procurement. The Mayor has reserve powers under s 358(3) to direct that information is provided if necessary.

OJEU procurement and award

Waste authorities are required to give to the Mayor of London advance notification in writing of their intention to commence EU (OJEU) public procurement procedures.

- They must notify the Mayor in writing
- They must allow at least **56 days** to elapse after notification before sending to the OJEU or publishing on their buyer's profile any Prior Indicative Notice, Periodic Indicative Notice or Qualification System Notice: s 358(1ZA)(1A).
- If they publish only a Contract Notice or a Concession Notice they must allow **108 days** to elapse after notification before sending the notice to the OJEU: s 358(1BA)(1C).

Non-OJEU award

If in the awarding of a waste contract a waste authority is not required to comply with public procurement regulations² then the authority is barred from awarding the contract or work unless and until:

- It has notified the Mayor that it proposes to enter into such a contract and
- A period of at least **108 days** beginning on the date of notification has elapsed: s 358(2).

This covers situations where the work is awarded in-house (as above) or the contract is otherwise exempt from EU procurement rules.

Notification triggers a statutory consultation process where the Mayor will immediately request the draft waste contract documents to determine alignment with the municipal waste management plans and policies as set out in the Strategy. Details on how this process works and what the Mayor would expect to see in draft contract documents will be provided immediately after notification. This provides a period within which he can, if necessary, formally direct that further information is supplied about the waste contact.

The Mayor is keen that boroughs comply with these statutory requirements so that we can work together more efficiently and effectively. More information on his statutory powers and expectations for waste authorities can be found in the Strategy and supporting Appendices. Information on waste authority duties are set out in Sections 355 and 358 of the Act.

² Public Contracts Regulations 2015 or Utilities Contracts 2016 or Concession Contracts Regulations 2016 as relevant

MAYOR OF LONDON

These requirements allow the Mayor to determine whether the general conformity duty is being complied with, and sit alongside his formal powers of direction over waste activities generally and the awarding of waste contracts.

The Mayor has the power under s 356 to direct a waste authority to take specified action if he considers it necessary to do so because its activities or proposals are or will be detrimental to the implementation of the municipal waste provisions of his Strategy. That power of direction extends to the awarding of new waste contracts, including where the work is awarded in-house.

Confirmed Broadcast

- **ITV London, newspiece on lunchtime and evening bulletins**
- **London Live, newspiece**
- **LBC– pre-recorded interview with Hannah**
- **BBC Radio London – interview with TRAIID spokesperson (listen back from 2:23 <https://www.bbc.co.uk/radio/play/p06hpznx>)**

Confirmed Online

Huffington Post

https://www.huffingtonpost.co.uk/entry/do-you-recycle-your-old-clothes-heres-why-and-how-you-should_uk_5b9a43e8e4b041978dc054f3

London Live

<http://www.londonlive.co.uk/news/2018-09-13/new-clothes-banks-across-london>

Fashion United

<https://fashionunited.uk/news/fashion/lovenotlandfill-launches-bambi-designed-clothes-banks/2018091338873>

Fashion Capital

<https://www.fashioncapital.co.uk/ethical/fashion-lovenotlandfill/>

Pebble Magazine , weekly newspiece

<https://pebblemag.com/news/recycle-clothes-love-not-landfill>

Pear and Pearl – Inspirational Events Website

<https://pearlandpear.co.uk/industry-news/youre-dumped-lovenotlandfill/>

Climate Action

<http://www.climateactionprogramme.org/news/new-clothes-recycling-scheme-launches-in-london>

Social Highlights**Twitter**

#lovenotlandfill featured in 534 tweets from 301 contributors, generating 1.5 million timeline deliveries and reach of 897k

13k views on Twitter

Lily Cole, model and eco-fashion advocate

<https://twitter.com/lilycole/status/1042334988023287808>

Stacey Dooley, retweet with supporting comment so this is in addition to hashtracking figures above

<https://twitter.com/RhiScott73/status/1040161767492595712>

Liz Dooley retweets Stacey's tweet

<https://twitter.com/RhiScott73/status/1040161767492595712>

Eco Fashion Campaigner, Alice Wilby of Novel Beings

<https://twitter.com/AliceWilby/status/1040882586598494209>

Bel Jacobs, Fashion Writer for Metro and sustainable advocate

https://twitter.com/bel_jacobs/status/1040236819655393281

Pebble Magazine, Sustainable lifestyle magazine

<https://twitter.com/PebbleMagazine>

Brenda Ramsey, campaigner

<https://twitter.com/RhiScott73/status/1042359040175747072>

Instagram

#lovenotlandfill featured in 238 posts from 69 contributors, generating 787 comments, 12k likes, 427k impressions and reach of 249k

4k views of video

Posts include Reveal Magazine and Pebble Magazine

YouTube

14k views of video

In Progress

Broadcast TBC

BBC Online

Possible interview with environmental section

Radio 5 Live

Interested in covering the wider campaign. Would like a heads up/preview on all new campaign stats etc, offering spokespeople

Print/Online TBC

Fabulous Magazine, Sun Online
Possible Graph of Greatness

The Mirror

Environmental desk interested in story around landfill. Still looking to go to a landfill site.

Refinery29

Want to write a feature about LNL. Was going to cover Bambi Banks but as Huffington Post covered it would be good to give them something new/different for their planned feature. Plan to approach with news of the pop ups and discuss a feature around these and wider issue of fashion recycling to come out on day of launch

Beauty and the Dirt

newspiece out this week

Guardian Fashion

Been busy with fashion weeks but considering

London College of Fashion

Sharing online and social platforms

Lizzie Loves

Interested in de-haul

Novel Beings, Alice Wilby

Interested in de-haul

Felix Magazine and Online, Imperial College

Possible competition

Advance London SME Case studies: Unpackaged

Helping a 'zero waste' retailer to transform the market through consultancy

- *Reducing food packaging waste*
- *Sharing of best practice and expertise across the sector*
- *Creating new opportunities for independent food retailers*

Catherine Conway, founder of Unpackaged, pioneered the concept of the modern 'zero waste' grocery store in the early 2000s. Her business now runs concessions in stores across London for the leading organic food retailer Planet Organic, allowing customers to buy a wide range of unpackaged bulk grocery goods such as nuts, pulses, grains and dried fruit.

Meeting the challenge

Unpackaged spotted a gap in the market for consultancy and support services that could help other independent retailers to capitalise on the growing demand for reduced packaging in the food sector. Unsure of how best to position the offering she approached Advance London for help.

Advance London:

- Researched competitors and potential clients and carried out a feasibility study for delivering 'unpackaged visual merchandising' consultancy and support to small independent retailers.
- Developed a business model and pricing for the new service.
- Provided bespoke support, including advice on marketing of the business and developing and pitching client proposals.

Business impact

In spring 2018, the business launched 'Unpackaged At', a bespoke service for established independent food retailers wanting to offer packaging-free groceries to their customers, including set-up and servicing of visually appealing in store 'refill stations'.

The new service allows Unpackaged's founder to capitalise on her knowledge and expertise as a leader and pioneer in 'zero waste' retailing and share best practice across the sector.

The business has the potential to amplify the environmental benefits of unpackaged food products beyond the current specialist suppliers to a wider independent retail market and offers an opportunity for smaller shops to differentiate themselves in a competitive market.

Increasing the availability of unpackaged groceries on the high street also helps to draw attention to the wider issues of food packaging and raise awareness of alternatives with the general public.

Quote

"The team at Advance London have provided invaluable business planning support for Unpackaged. Their advice is based on a sound understanding of the Circular Economy, as well as a clear focus on helping us build a profitable business - a win-win combination!"

Catherine Conway, Unpackaged Founder



Advance London SME Case studies: CruKafe

Helping a high-end ethical coffee brand make a successful switch to fully recyclable aluminium capsules

- *Environmental impact reduced; packaging is 100% recyclable*
- *Potential for additional revenue stream through take-back*
- *Product enhanced; coffee stays fresher for longer*

CruKafe is a London-based coffee business selling high quality Fairtrade organic coffee in Nespresso®-compatible pods online, through retailers and directly to business customers. It is a premium brand, based on high standards of ethical and environmental sustainability. Since they started the business in 2013, the founders have been committed to continuing to reduce the environmental impact of their product and its supply chain.

Meeting the challenge

CruKafe approached Advance London for help with research into the options for a fully recyclable aluminium coffee capsule as an alternative to plastic and the viability of a commercial returns scheme for used pods.

Advance London:

- Provided expert advice and bespoke research on commercial and residential waste management in London, confirming that aluminium packaging was the best option for recyclability for CruKafe.
- Identified business customers, and specifically hotels, as the first customer segment to target with a pod return scheme, and facilitated a workshop with hotel clients to better understand their needs.
- Is working with CruKafe on plans and a pilot for a new pod collection scheme.

Business impact

This summer 2018, CruKafe launched its new 'fully recyclable' aluminium pods. They are now available through all its channels, including leading UK supermarkets Waitrose and Tesco.

As a result, the environmental impact of CruKafe coffee pod products will be significantly reduced as customers find it easier to dispose of used pods responsibly through their household waste recycling (now) and through the CruKafe return scheme (in the future). Now, instead of becoming a plastic waste stream that ends up in landfill, the capsules can be recycled indefinitely.

From a business perspective, CruKafe's brand and its sustainability credentials are enhanced with the use of '100% recyclable' messaging. Although it is early days and more research is required, there is potential for the business to benefit from additional revenue generated by recycling aluminium through the pod return scheme. What is more, aluminium is an excellent barrier packaging material, so the coffee stays fresher for longer, which reduces food waste.

The collaborative research process has helped to increase awareness of the issues relating to coffee product packaging across CruKafe's supply chain, retailer network and business customers.

Quote

“Advance London have been invaluable to CRU in helping us navigate the complicated field of circular economics. Their expert advice has helped us validate key decisions that have gone on to help determine not only the sustainability of our products but also the sustainability of the business as a whole. We hope to continue to work with them building on the foundation of work already carried out into a complete circular economy solution”

Rory Scallan, Chief Operating and Financial Officer, CRU Kafe

