

25/11/2021 – 3 Programmes Update

Board paper title		Paper 25/11/2021 - 3
ReLondon Programmes Update		
Report by	Wayne Hubbard	
Job Title	Chief Executive Officer	
Date of decision	Board Meeting 25 November 2021	

Summary

This paper presents updates on the ReLondon 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.

Originator	Wayne Hubbard
Contact details	wayne.hubbard@relondon.gov.uk

PART A – Non-confidential items

Why the paper is being presented

The programme update provides details of business plan activity across the ReLondon programme teams.

Business Transformation and Sector Support

A number of regional projects are underway.

Material Flow Analysis

The food MFA report was launched at a ReLondon event held in Glasgow during COP26 on November 4th. It highlights the scale of consumption-based emissions stemming from London's food – and identifies opportunities to significantly reduce them. The report was very well received at the event and has generated a lot of interest from other cities, London boroughs, the media and relevant stakeholders. In response to the ReLondon/Circle Economy-led research, the Mayor of London and ReLondon announced commitments to act on food-related emissions with a targeted action plan and a food sector supply chain round table. The report also coincided with the unveiling of three pioneer projects as part of its Food Flagship Initiative

ReLondon has been working with the same consultants to raise funds to deliver a further four material flow analysis reports across ReLondon's other priority sectors: textiles, plastics, built environment and electricals. We have now been awarded the funding to develop an MFA for textiles in collaboration with the UCL and Circle Economy. This project will start at the end of November and finish in the summer of 2022.

Jobs and Skills

This piece of research will create a definition of circular jobs and circular skills which will enable us to assess the current number of circular jobs in London and the potential circular jobs that could be created by the development of a circular economy in London by 2030. It will also assess the skills that will be needed to realise those jobs. This research went to tender late August and Valpak was awarded the contract in October. The project started at the end of last month, with report publication expected in the summer of 2022. We are currently reaching out to stakeholders (GLA, CLF, Green Alliance and EMF among others) to discuss our research to reflect their views, learn from their work in this area and avoid duplication. A stakeholder workshop and project board meeting is currently being planned for 1 December.

CIRCuiT Programme

Work on our demonstrator projects has continued. The relocatable affordable office building in Southwark has been completed. Work with Newham Council and Enfield Council has progressed exploring both flexible design and transformation options for three of their developments. The first public information on our flexible design demonstrators will be published on the CIRCuiT website at the end of November.

We have developed an outline scope, business case and marketing strategy for a database to collate material information about buildings. This has been developed working with a number of boroughs, the GLA Planning team and the London Waste

Planning Forum, and has been reviewed with private developers and architects. The next steps will be to explore setting up a prototype of this platform to both monitor the success of the circular economy statement and to facilitate more material reuse in the future. The prototypes of our other digital outputs (dashboard, atlas and wiki) will be online by the end of November. The wiki is being launched to the Ellen MacArthur Foundation built environment coalition on 10th November.

We have conducted initial user needs research for a material exchange platform. This has been done in collaboration with Enfield Council, where we spoke 13 individuals from the Meridan Water supply chain including sustainability experts, procurement, design and operational teams. We have also conducted a high-level market analysis of the existing platforms in London. This initial work has found a large appetite for materials exchange across London but a low awareness of existing portals and platforms. Starting in January the work will be developed into scope for a prototype to fill the identified gaps.

Our research into the recycling and reuse supply chain in London is being drafted into an insight note, anticipated to be published early 2022.

In December ReLondon and the GLA will jointly host the CIRCuIT City Network meeting in London (and online). We will be joined by representatives from 12 other European cities to explore how cities can take a lead on circular construction looking at how cities can create enabling conditions through various tools, measurement and monitoring approaches and capacity building.

EMF strategic Partnership

The GLA and ReLondon have worked on various strategic projects with the Ellen MacArthur Foundation since 2015 and in recognition, London, together with New York and Sao Paulo, have been designated Strategic Partner cities. The GLA, ReLondon and EMF have now signed the partnership agreement and agreed on an engagement plan that describes upcoming areas of collaborations. Collaborations are grouped into three key themes:

- Inspire: Supporting capacity building to equip key stakeholders across London to apply circular economy thinking in their work
- Demonstrate: Mobilising key urban decision-makers towards ambitious actions with other key stakeholders that will drive systemic change.
- Showcase: Providing London actors with a platform to showcase innovative policies and city-led demonstration projects that position the city as a pioneering city.

The Food Flagship Initiative (FFI) is one of the activities to be delivered under the “Demonstrate” theme of the strategic partnership.

The FFI unveiled the three first ‘pioneer projects’:

- Toast Ale will create a pre-prepared brewers’ ingredient (crumb) made from bread waste that other brewers can buy ready to use.
- Felix’s Kitchen will prepare meals made from surplus food in a professional kitchen. Felix’s Kitchen will have the capacity to prepare 1.5m meals every year.

- Household food waste minimisation pilot (see food waste reduction project below)

Three additional demonstration projects have been identified and will be announced shortly as part of a joint circular hospitality pioneer project.

In partnership with Sustain and Hackney, The FFI organised a circular economy for food policy workshop which was attended by over 70 participants from 25 London boroughs as well as colleagues from across the GLA Group. The aims of this session were to:

- Present the new food material flow analysis research identifying key food waste and greenhouse gas emission hotspots in London,
- Invite discussion from local authority and GLA group colleagues to identify and develop data-driven high-impact interventions to support a transition to a circular economy for food.

A write up summarising the outputs of the workshop will be produced and the One World Living group will use the recommendations and insights from the workshop to develop an action plan to reduce CBE by $\frac{2}{3}$ to 2030 (to be sent to TEC by mid-November 2021).

In the next months, the FFI will also 1) develop an action plan to reduce the capital's food-related consumption-based emissions, 2) convene a food supply chain roundtable with representatives from across the food sector to tackle food loss and waste at every stage in the chain, 3) work with the Mayor of London and London boroughs to reduce the environmental impact of the food served by council services and the GLA group.

Business Transformation

The objective of this team is to support SMEs to build viable circular economy businesses and develop a strong circular ecosystem in London, with the ability to support London citizens, businesses, and boroughs to achieve positive economic and environmental outcomes. The full scope of activities delivered by the team is jointly funded by ERDF (with ReLondon contribution) and the Mayor of London's Green New Deal Fund.

ReLondon's Business Transformation team continues to support the transition of London businesses to circular business models, as well as the growth and scale up of innovative circular SMEs. To date, the team has worked with 256 SMEs, of which 55% are start-ups (0-2 years) and 64% are already circular businesses that are trying to scale. The spread of SMEs across ReLondon's target sectors is as follows:

- Built Environment – 18%
- Food – 31%
- Textiles – 19%
- Plastics – 12%
- Electrical – 5%
- Other – 15%

To date, the team has contributed to the launch of 48 new circular products/services and contributed to the creation of 104 jobs.

The team has continued to deliver support in the virtual format but also increasingly through face-to-face events. The virtual outreach of the programme is steadily

increasing including 1,691 followers on Twitter (an increase of 2% from last quarter) and roughly 40 new subscribers to the business transformation mailing list in the last quarter.

In the last quarter, the team delivered advisory and financial support to businesses in the form of specific support streams and events, and assessed the impact of our activities:

- **Emergency Grants:** The team undertook an initial wave of monitoring and evaluation on the first round of grants, in order to assess the impact of the Emergency Grants from the Green New Deal Fund in April '21. Based on responses from 18 out of 20 businesses, we identified 59 jobs successfully safeguarded and an 18% growth in the number of jobs across the portfolio (i.e. 28 jobs created) as a result of the funding.
- **Circular Pilot Grants:** The team kicked off the delivery of wrap-around support for 33 circular SMEs selected to receive £10,000 or £15,000 circular pilot grants from the Green New Deal Fund. Support included an in-person kick-off event on 8th Oct for the entire cohort, promoting peer-to-peer learning, and the delivery of 3 workshops from the *Academy of Design Thinking* to strengthen the design and environmental impact assessment of the pilots. Since our last progress report, we have also awarded one additional business a circular pilot grant using returned and re-allocated funds from the first round of Emergency Grants.
- **Build Back Better advice:** The Build Back Better continues to be delivered until December, with 25 SMEs approved for support so far. The objective is to support 50 'linear' businesses, particularly in the hospitality sector and those affected by COVID-19, to adopt circular practices in their recovery and achieve growth and jobs contribution.
- **Matchmaking platform:** Activities to develop the matchmaking platform have continued, with 23 SMEs and 5 investors now signed up to test the beta version of the platform at soft launch on 15th November. The objective of this digital platform is to increase access to markets and finance for circular SMEs.
- **Meet the Cities:** the team delivered an 60+ in-person joint event with City of London and Westminster City Council held at the Livery Hall in Guildhall. The purpose of the event was to integrate circular SMEs into the boroughs' procurement supply chains. The team worked closely with businesses and other participants in the run up to the event, to maximise the productivity of conversations. Keynote presentations were delivered by City of London Sheriff Alison Gowman and Westminster Councillor Paul Swaddle. In total, 73 introductions were brokered between 23 borough representatives, 15 construction company representatives, and 14 built environment SMEs in the circular economy, to encourage new partnerships, pilots and commercial contracts. We will follow up with attendees in 3 months' time to understand the impact of the event, but initial feedback suggests that 78% of attendees believe that conversations held on the day have the potential to result in collaborations.
- **Investor Newsletter:** In September, we sent out an Investor Newsletter to our network of 45+ investors providing information on the investment proposition of the SMEs in our network who are currently fundraising. 17 SMEs were included in the newsletter, resulting in 5 expressions of interest from investors so far.
- **Programme Newsletter:** The team provides a summary of key investment opportunities, critical sector events, SMEs success stories and other access to market and promotional information to all its portfolio SME members on a regular

basis (monthly) in order to signpost them to relevant opportunities that could help them scale and grow.

- The team continued to operate the [Circular Economy Jobs portal](#) for circular SMEs, and to promote and showcase London's circular businesses to a diverse audience, notably the Sports Positive Summit 2021.

Activities that are in the pipeline for the next quarter this year include:

- Continue to deliver 1-2-1 business support to accompany the disbursement of Circular Pilot Grants to the 34 selected SMEs. This will strengthen the delivery of pilots and support ReLondon to collect data about the commercial and environmental benefits of implementing these schemes, for knowledge sharing.
- Address initial feedback from testing of the Matchmaking platform from soft launch on 15th November onwards and continue to onboard new users onto the platform. Test the proposition with Local Authority representatives to understand how the platform could grant SMEs access to new public-sector markets.
- Publish a 2nd insight paper as part of the knowledge sharing ambitions of the team for this year.

Outcome Fund

ReLondon was awarded on March 31st a grant by Big Society Capital for a feasibility study in partnership with Social Finance to test the concept of a circular economy outcomes fund in London. This outcomes fund is an innovative financing mechanism to help local authorities procure services from circular economy start-ups in London and would be a pioneering approach to financing the circular economy. The fund has the potential to complement ReLondon's existing initiatives to support providers in the circular economy space and support ReLondon to meet its ambitious waste and CO2e reduction objectives. The initial feasibility phase has been finalised and a report has been produced. We have conducted intensive desk-based research and 3 collaborative workshops with CE entrepreneurs, local authority waste departments and any interested philanthropist and corporates.

Although outcome-based finance seems to be an interesting tool to boost circular economy innovation, few prominent factors need to be in place to set up an outcomes fund, including the need to find an anchor funder able to bridge the financial gap between what would be an acceptable price for outcome funders and the actual costs of delivering the outcome. The project will go in an advanced testing phase until December to test if those prerequisites are met. If the results are promising, this, will be followed by a design phase to build the fund operating model, design the payment mechanism and secure outcome funders and investors.

Local Authority Support

A number of regional demonstration projects are underway as well as direct service support:

Existing purpose-built flats

This project is phase two of the flats recycling project, which is jointly funded by Ecosurety and ReLondon. Working in partnership with LB Lambeth, new dry mixed recycling (DMR) services (in line with the previously tested flats recycling package) and three additional materials (textiles, food and small electricals) were rolled out to four

estates in June and will be live until February 2022. These additional materials have been chosen as they represent a significant proportion of the waste that is currently not recyclable in many estates and in addition are some of the most common contaminants in the dry recycling. Residents are provided with bags for textile and small electricals and a collection van visits each estate for 3 hours every 3 months to collect these. 652kg of textiles and 52kg of electricals have been collected across the first two collection in July and September.

The impact of the project will be measured through both quantitative (waste composition analysis) and qualitative evaluation. Pre-commencement waste composition analysis was conducted in May and the interim waste composition analysis (WCA) was delivered mid-September (post WCA is due in February 2022). Analysis from the interim analysis shows the following positive results.

- Recycling rate increased from 10.8% to 19.6% - an 81% increase mostly driven by the addition of food (recycling rate increased from 10.8 – 12.1% if exclude food collection)
- DMR contamination rate decreased from 31% to 26.3%
- DMR capture rate increased 40.5% to 46%
- Food waste capture rate of 29%.

New build flats

Over the past year officers have worked with LB Tower Hamlets to develop supplementary planning guidance (SPG) for reuse, recycling and waste in new build residential developments (including purpose-built flats). The SPG was adopted in July. The next phase of work is developing a package of support (based on research and findings from the Tower Hamlets SPG) for other London authorities who are seeing significant increases in new build flats. Officers held a workshop with planning and waste officers in October to discuss future support and will complete this in Q4.

Circular Economy Directory

The development of the platform is underway and the soft launch is scheduled for November 15th. This beta version of the platform will include the core functionalities, i.e. the search engine, user profiles for circular SMEs and a community space where investors, local authorities and businesses will be able to engage with the circular SMEs. We are initially launching with the SME and investor stakeholders and have engaged a group of early testers who have agreed to go live with us at the soft launch and provide early tester feedback on the platform. These early testers include 15 circular SME's in London and 4 investors. Once live, we will take a phased approach to signing up more circular SME's (both from our existing portfolio as well as new ones) and investors.

We have also held a Local Authority workshop with 9 representatives from local government procurement and tier 1 suppliers present to deep-dive into their expectations and requirements for the platform, which will be factored into the hard launch, planned for January 2022. They have also expressed interest in providing early tester feedback once the LA functionality is live, which is scheduled to happen in December.

The hard launch will take place in January 2022 and will include, in addition to the soft launch features, the local authority profiles as well as the citizen-facing aspect of the platform (also to be developed in December). The latter refers to the separate subset of SME's that are customer-facing. Citizens will be able to browse through these SME's and will be directed to their website should they wish to purchase from them.

Plastics project

Based on research conducted earlier this year on the impact of, and action being taken to tackle single use plastics in London; and based on stakeholder engagement (with the boroughs, communities and business); ReLondon is developing a London-wide knowledge sharing platform to connect action tackling single use plastic across London. The plan is to develop a restricted access portal hosted through LondonRecycles.com. The portal will be accessible on request (approval initially by a ReLondon moderator) to citizens, educational institutes, charities, boroughs, and businesses (and any other actors) involved in running low plastic schemes or taking other action to reduce plastic consumption. Initial plans for the platform include a messaging / knowledge sharing noticeboard, FAQs page, and news and legislation alert page. We also hope to include a GIS mapping function allowing schemes to define the reach of their own schemes to enable others to see where there is overlap or collaboration opportunities. The object of this platform is the make 'the whole greater than the sum of its parts' by connecting and joining up existing localized action we aim to show that London is a low plastic city and help existing schemes grow and thrive.

Food waste reduction pilot

As announced as part of the COP26 launch of the Food MFA report on 4th November, ReLondon is working in partnership with food waste apps OLIO (a food sharing app) and Kitche (food shopping /meal planning app) and the London Borough of Bexley to deliver a household food waste minimisation pilot. This ReLondon-funded project will measure the impact of targeted local promotion of the food waste apps and show whether these can reduce waste at a local level – which in turn would reduce emissions and save councils money.

Officers, working with the partners, are currently developing the pilot, including a robust monitoring and evaluation strategy. A baseline waste composition analysis is scheduled for mid-January (to minimise the impact of excess waste over the holiday season), with the campaign start scheduled for February 2022.

In addition, it is worth noting that both the apps are run by SMEs, who have received support from the Business Transformation team.

Reduction and Recycling Plans (RRP)

The requirement to develop individual borough RRP's is set out in the Mayor's London Environment Strategy. The first round of RRP's covered the period of 2018-2022. ReLondon is now supporting the GLA and boroughs in the preparation of the second round of RRP's for the period 2022-2026. However, due to borough concerns over the Resources and Waste Strategy (RWS) reforms schedule to be introduced in 2023 and the May 2022 London local elections, the GLA has agreed to change the format of the

second round of RRP's so they are in two parts, and to extend the submission deadline to July 2022..

- Part One will require boroughs to provide and update on any RRP business as usual activity (e.g. flats recycling improvements, behaviour change campaigns, waste minimisation work, liaison with schools etc.); and
- Part Two will require boroughs to provide a plan for the proposed reforms that need to be implemented as part of the RWS, including: the mandatory introduction of kerbside, flats and commercial food waste services; the introduction of free garden waste collections and the introduction of multi stream arrangements for the collection of recycling (i.e. a separate container for each stream).

The aim of Part Two is to try and encourage boroughs to start considering the significant changes that they will be required to make, and for ReLondon to use this information to start developing support packages.

The GLA will be sending out letters in this respect to all boroughs by mid-November to inform them of the new structure and timeline. They will then provide boroughs with new templates and guidance on how to complete the RRP's, in January 2022.

Commercial Recycling

In 2020 ReLondon supported Positively Putney business improvement district (BID) to launch a first-of-its-kind waste consolidation scheme – 'Putney Pedals'. Putney Pedals collects recycling and waste from local businesses by e-cargo bike and cycles it to an off-street consolidation point, ready for a weekly bulk collection. Unfortunately, a week after the launch in October 2020, London faced further COVID-19 restrictions followed by a new lockdown. As large numbers of Putney businesses were closed, it was not viable to run the Putney Pedals service. During this time the BID engaged local businesses, ready for their re-opening, and the scheme re-launched on April 12th 2021. Putney Pedals has delivered an improvement in recycling rates for businesses who use from 47% to 72% in the first six months, and the scheme is currently preventing 290 RCV collections each month. In October 2021 ReLondon published a case study available [here](#).

Commercial waste research and data project

Despite both national and regional policies to drive up municipal commercial recycling rates, and ensure consistency across municipal waste collections, there is no up-to-date data on municipal commercial waste tonnages for London, or nationally. The latest available estimates are based on a national survey commissioned in 2009 by Defra, for which ReLondon provided funding to upweight London data. ReLondon's research project aims to provide an up-to-date and accurate picture of municipal commercial waste tonnages in London. The project is estimated to run until early 2023 at which time a research report will be published to disseminate the findings.

An options appraisal has been completed to identify the most appropriate way to obtain data and complete the research. The key source of data will come through business surveys undertaken with waste producers, with additional data being sourced from waste collectors across London (both local authorities and private waste companies).

ReLondon has committed resource and funding to the delivery of this project but, due to the scale and cost of the waste producer surveys, ReLondon will be seeking funding from several partners. To date, meetings have been held with the project's four primary partners and 23 secondary partners, all of which have been extremely supportive of the project. To inform the final methodology and project design ReLondon is also undertaking a soft-market exercise to get input from sector experts and potential suppliers. Meetings have been held with eight organisations and a findings report is being drafted. Critically this project will only progress if match funding can be secured.

London Councils consumption-based emissions action plan (renamed One World Living Programme)

This work is being led by the LB Harrow as part of London Council's programme of works on climate change. The action plan development is guided by a steering group attended by ReLondon CEO, Wayne Hubbard. Harrow has organised four sectorial working groups (focused on food, textiles, plastics and electricals), each led by a different borough (Hackney, Richmond, Wandsworth, and Hammersmith and Fulham respectively), that have an objective to develop an action plan for boroughs to support the reduction of 2/3 of consumption-based emissions by 2030. ReLondon is involved and support all four working groups, to share its knowledge and align with existing activities to join force when feasible: on food for example, we have co-organised a workshop with Hackney (the food working group lead), attended by 25 boroughs and the GLA group where the findings of our food material flow analysis has been used to support the drafting of the action plan.

Ultra-Low Waste Neighbourhood (ULWN) and Mayor Future Neighbourhoods Fund (FNF)

The ULWN concept was developed as part of ReLondon's action to support in the green recovery. The concept is to deliver a place-based project centred on a high street and its residential hinterland to create an 'ultra-low waste neighbourhood' with a business economy of reduction, repair, reuse, and recycling to underpin the circular economy. Working with the local community, business community and the local authority it seeks to deliver the double dividend combating climate change, while creating greater community cohesion and boosting the local economy through skills and job creation, and volunteering opportunities. To deliver this project ReLondon has been exploring external match funding opportunities as no budget allocation was made in the deliver plan annual budget. Most recently this has been through working with London boroughs bids to the Mayor's Future Neighbourhood Fund.

Future Neighbourhoods Fund: As part of the Mayor's contribution to the Green New Deal Mission this year, the Mayor announced the [Future Neighbourhoods 2030 programme](#). Worth a total of £7.5 million over two phases, the Future Neighbourhoods programme is an invitation to London boroughs, Business Improvement Districts (BIDs) and other local partnerships to contribute to a green recovery.

ReLondon was named as a supporter on six local authority applications, two of which were shortlisted – Hounslow and Hammersmith and Fulham. Unfortunately, neither of these boroughs was successful in their bids.

The London Borough of Camden and the Royal Borough of Kensington and Chelsea (RBKC) were announced by the Mayor as the successful FNF boroughs on 28th October.

ReLondon is currently working with the GLA to understand what role it can play and what support it can offer to Camden Council and RBKC as part of their FNF activities. However, neither borough proposes developing ULWN as part of their applications.

Officers are also considering how the ULWN project could still be deployed. The London Borough of Hounslow has said that it is still keen to explore the ULWN concept and is still keen to work with its identified FNF communities. ReLondon has identified in year project underspends (from projects that could not be deployed due to COVID) which could be utilised. Officers are therefore exploring the opportunity to deliver a scaled down ULWN working with Hounslow Council.

Communications and behaviour change

Corporate communications and marketing:

PR and events:

Detail on press releases and attendance at events is included in the CEO report.

COP26:

The food Material Flow Analysis report – ‘London’s food footprint’ – was successfully launched at an in-person and live-streamed event in Glasgow on 4th November, at The Studio in central Glasgow and with the support of Suez. There were around 50 in-person attendees and an average of over 90 online viewers on the live stream. A set of commitments from the Mayor and ReLondon to take action on supply chain-related food loss and waste were launched at the event, with support also from London Councils.

Three new ‘circular food pioneer projects’ were also launched at the event. Engagement both in-person and online was good, and ReLondon gained c.100 new followers on Twitter as a direct result. The event recording will be shared more widely within the next two weeks.

Media coverage achieved at the time of writing is listed in the CEO report.

Through our collaboration with the UK Green Building Council we have launched the ‘Build Better Now’ built environment virtual pavilion and event series alongside COP26. The virtual pavilion showcases 17 projects that already exemplify how we can build better now to address the climate and ecological crises. It also houses a centrepiece showcasing the circular economy and a 5 minute guided tour.

For the event series we curated an event supported by the Ellen MacArthur Foundation and Zero Waste Scotland, ‘Why circularity should be your route to net zero’. The session received 192 attendees live and is now available on demand to reach more people. We had good engagement in the session with lots of questions and responses to the polls. By the end of the event 97% of poll respondents said they could see the value of incorporating circular models into their net zero and sustainability strategies.

Podcast:

Two one-to-one interviews have been recorded recently – with Rapha and with Club Zero – and will be turned into full episodes between now and Christmas.

Newsletter:

A new quarterly ReLondon newsletter was distributed to our 'opt-in' distribution list in late September; and our next newsletter will go out to a wider distribution list (including key contacts from local authorities, our SME cohort and other partners) in the run-up to Christmas.

Publication process:

Knowledge products being published in quarters 3 and 4 include:

- How your business can benefit from the circular economy (October 2021) – blog article
- London's food footprint: An analysis of material flows, consumption-based emissions, and levers for climate action (November 2021) – research report
- Meet the Cities: circular innovations in the construction sector (November 2021) – case study
- Give it, share it, rent it - when does each make sense? (December 2021) – insight note
- Recycling from holiday lets (December 2021) – research report
- Reuse and recycling of construction materials in London (Jan 2022) – toolkit
- Cross-boundary waste management issues and opportunities in London (February 2022) – insight note
- The feasibility and opportunities associated with moving waste metrics to a more carbon based method of measuring and reporting (February 2022) – insight note

Behaviour change campaigns:

London Recycles

The new London-wide campaign 'Be that person' went live on 15th November. The first wave includes:

- Out-of-home advertising in/near Tube stations across 8 boroughs;
- Social media advertising directly to the target audience (18-34 year olds) across 19 boroughs;
- Targeted audio advertising on podcasts, Spotify etc. plus animated ads on YouTube; and
- A borough toolkit to share with those boroughs wanting to amplify the campaign locally.

A second wave will run in the lead-up to Christmas, with updated creatives to reflect seasonal messaging. Monitoring and evaluation is already underway with a baseline survey having taken place in October. A follow-up will run in March 2022 to evaluate the first five months of campaign activity; and then a final survey will run in March 2023 when the campaign will finish.

Recycle Week 2021

As part of Recycle Week, the London Recycles campaign funded social media adverts targeted within 19 boroughs, with a small additional spend for 'London-wide' social media adverts. National communications assets provided by WRAP's Recycle Now campaign were tailored to be borough- and London-specific. The boroughs opted in to the campaign following a call for expressions of interest in the summer.

The London-wide element of the campaign reached almost 3 million people and the video ads were viewed almost 4 million times, with the messaging 'Step it up this Recycle Week'. The campaign aimed to make the link explicit between climate change and recycling.

Reports to each of the funded boroughs on their localised campaign results are being sent out in the second week of November.

Love Not Landfill

The third Love Not Landfill charity pop-up shop is taking place in a donated space in Angel Central from November 10th – 14th, sponsored by Vanish and Oxwash and featuring collections from four charities as well as Love Not Landfill, in partnership with our textile recycling partner GOOD.

Our fleet of textile banks is now being serviced by GOOD, a social enterprise who operate vintage clothing shops and a small textile recycling operation. The team will be focusing hard on getting at least three more banks into suitable locations across the capital once the pop-up is complete. Due to deteriorating condition, a number of banks will also need to be refurbished as a matter of priority and budget re-allocated from Love Not Landfill events and social media to do so.

Our new panel of youth mentors (the 'youth panel') has been inducted and the first few weeks of questions and survey activity conducted with them.

There is continued long term illness in the team as well as one imminent leaver, so we continue to prioritise a limited range of activity for the campaign and will be recruiting over the coming two months.

Food Wave

The Food Wave campaign has made steady progress in the last two months:

- The **digital campaign** launched in early October on our new Instagram account, 'what.the.fork.london', using a range of assets designed by illustration and design students from two colleges in London over the summer. A small amount of budget has been used to promote those posts to extend reach; and we are looking at ways of improving engagement and following on it in the lead-up to Christmas.
- The **film** produced by young Londoners with the support of Young Film Academy had its first screening as part of a programme of youth COP-related events in Milan in September. A panel Q&A discussion included two of the young film-

makers, who have engaged with the topic of food and climate change beyond their involvement with the film – precisely meeting the objectives of the campaign.

- The work package designed to engage with **young people on low incomes** has experienced a temporary setback, as Made Up Kitchen were unable to deliver the work as contracted and gave notice. A new brief has been created and shared with a wide range of community-based organisations across London, with the hope that this work package will be delivered through a series of growing, cooking and climate change workshops from January to March. A wider dissemination of the workshop content will then take place from March to May.
- **Street actions** – this is a work package still in development, and the team is looking for collaborators and an urban space that can be occupied and transformed for a couple of months from April through the summer next year. The aim is to co-create a disruptive food growing, cooking and eating space in which workshops, talks, screenings and other gatherings can take place to share the message about food's impact on the climate with 3,000+ young Londoners.
- The '**major events**' work package requires the team to run workshops, pop-ups, talks or other engaging activities as part of a wider, large event in London. The focus is currently on London Climate Action Week and outreach has started in order to explore the opportunities to participate.