

## 12/10/2022– 3 Programmes Update

<b>Board paper title</b>		Paper 12/10/2022 - 3
ReLondon Programmes Update		
<b>Report by</b>	Wayne Hubbard	
<b>Job Title</b>	Chief Executive Officer	
<b>Date of decision</b>	Board Meeting 12 October 2022	

<b>Summary</b>
This paper presents updates on the ReLondon programmes.

<b>Recommendations</b>
To note the updates presented.

<b>Risk Management</b>	
<b>Risk</b>	<b>Action to mitigate risk</b>
N/A – no decisions being made.	

<b>Implications</b>
<b>Legal</b> N/A – no decisions being made.
<b>Financial</b> N/A – no decisions being made.
<b>Equalities</b> N/A – no decisions being made.

<b>Originator</b>	Wayne Hubbard
<b>Contact details</b>	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 & Sector Support**

A number of regional projects are underway.

##### Material Flow Analyses

The Material Flow Analysis project for the textiles sector, in collaboration with Institute for Sustainable Resources at University College London (UCL) and Circle Economy, launched in April. Two project board meetings and two stakeholder workshops have been held to date:

Workshop 1: discussion of initial findings, data gaps and challenges and opportunities to increasing circularity across the textiles supply chain.

Workshop 2: stakeholder feedback from across the textiles supply chain on circular intervention scenarios and potential reduction of consumption based emissions.

Preliminary results of the MFA; the design of the Sankey diagram (which will follow a similar format to the food MFA); and initial report are underway. The report launch is planned for February during London Fashion Week, assuming UCL have made suitable progress in their analysis.

Funding for plastic and electricals material flow analyses continues to be sought.

##### Jobs and Skills research

The [Jobs and skills for London's low carbon future](#) report was launched at circular economy week, receiving a significant amount of media coverage. The report is the first circular economy jobs definition for London to incorporate all circular economy jobs outside of the 'core' sectors and it highlights the significant economic benefits the circular economy can bring to the city.

The findings of the report are being shared and promoted with organisations and at events such as the GLA, NCFE (a national education and skills charity), Waltham Forest's Green Jobs Fest and Suez's upcoming webinar on circular skills. A series of case studies showcasing the different types of circular jobs available, and range of skills needed to do these jobs, will be launched in 2023 to help further promote the report.

##### Methodology for measuring ReLondon's impact

ReLondon commissioned Winning Moves and Accelar in May to evaluate ReLondon's contribution to increased recycling, reduced waste, and reduced consumption-based emissions. Since the last ReLondon Board meeting in June, the consultants have reviewed around 40 different ReLondon projects to understand how best to evaluate them and proposed a series of tasks to develop a methodology for future impact assessment for ReLondon. This proposal was presented to and signed off by an internal working group made up of ReLondon project leads. A project board meeting has also

been held to introduce the project and the proposed approach, providing an opportunity for initial feedback from our key stakeholders.

Currently, the consultants are assessing the feasibility of conducting a top-down assessment for projects that aimed to support local authorities in improving recycling rates or reducing waste. In addition to this feasibility study, the consultants are conducting a mapping exercise of metrics to the agreed project types. The proposed list of metrics will be presented to the internal working group, SMT and others over the next few weeks. By the end of the year, a recommended methodology and initial findings from a review of projects from 2020-22 will be presented to the project board and then ReLondon's Board in December.

### Consumption-based emissions for London and its boroughs

ReLondon is working with London Councils (lead partner) and the GLA to update London's consumption-based emissions datasets published last year. The report is currently being finalised by the University of Leeds and should be published in October, alongside a briefing for members and the accompanying datasets. ReLondon will produce an insight note in 2023 which draws out the key findings from the report, focusing on our priority sectors.

### CIRCuiT Programme

The design and prototyping work on 7 of our 9 demonstrator projects is now complete and we are in the process of calculating the economic and environmental impact of them.

In July we delivered the second and final CIRCuiT Summer School in Hamburg. Twenty four students from around Europe attended the week long course.

In September we participated in the Open House Festival by Open City, delivering citizen-focused activities including:

- showcasing a collection of circular buildings highlighting sustainability and circular design features;
- The Hithe (a CIRCuiT demonstrator) hosted an exhibition about circular economy in the built environment and the CIRCuiT programme;
- a Hackathon in which participants explored building transformation and material reuse policy through the creation of table top games.

In September the project had its second period review and we received positive feedback on the scope of activities and the level of engagement across all sectors.

### Ellen MacArthur Foundation Strategic Partnership

London (through the Mayor of London and ReLondon) has been a strategic partner city with the Ellen MacArthur Foundation since 2020. In April 2022, this relationship was renewed for a further three years. The partnership will continue with its core focus on food (through the Food Flagship Initiative) but will also look to expand its work on developing and supporting circular neighbourhoods.

### Food Flagship Initiative

The Food Flagship Initiative (FFI) is one of the key activities delivered as part of the strategic partnership between the Ellen MacArthur Foundation, the GLA and ReLondon.

The FFI has worked closely with London Council's One World Living programme to develop an action plan to reduce the capital's food-related consumption-based emissions published in March 2022. Based on the leverage points identified by the [London Food Footprint's report](#) and outputs from a workshop held last October involving over 70 officers from 26 boroughs and the GLA group, a range of interventions to tackle the food consumption-based emissions were selected based on their potential impact and cost effectiveness after several rounds of consultation with GLA, ReLondon, boroughs and partners, including:

- A food supply chain roundtable is currently being planned (date tbc) with representatives from across the food sector to tackle consumption-based emissions and food losses and waste.
- A programme to train environmental health practitioners (EHPs) on food waste reduction / redistribution practices. The pilot phase will start in October 2022 in two Boroughs (LB of Hackney and LB of Hounslow) and will be followed by a thorough monitoring and evaluation to assess both the quality of the training and the subsequent impact on food waste levels.
- A food procurement working group to support local authorities in reducing consumption-based emissions from the food they procure, including school meals. A workshop in October where local authorities will discuss a joint commitment to reduce consumption based-emissions and food waste. 15 boroughs have signed up to the working group so far and committed to develop an ambitious pledge and a set of activities.
- A pan-London behaviour change campaign on sustainable food consumption. To date the GLA, ReLondon, 24 boroughs and three joint disposal waste authorities have committed to contribute funding, with more than £300k raised so far. Discussions are being held with key food and media organisations with an active presence in London to support the campaign financially and promote the assets via their own channels.
- Nine organisations in London have received the [circular food pioneer project status](#) and are being actively supported by the Food Flagship Initiative partners to amplify and scale their impact.

The FFI is currently developing those new projects and identifying partners and funding opportunities when needed. ReLondon and the GLA will publish in late Autumn 2022 an update on the actions being delivered to support the transition to a circular and low carbon food system since the publication of the London's Food Footprint in November 2021.

### Business Transformation

ReLondon's Business Transformation team continues to support both the transition of London businesses to circular business models, as well as the growth and scale up of innovative circular SMEs. The full scope of activities delivered by the team is funded by multiple funding streams, predominantly ERDF funding (with ReLondon matched contribution) and supplemented by other funding for specific projects such as Islington

## 12/10/2022– 3 Programmes Update

Council for a localised grant scheme, and historically by the Mayor of London's Green New Deal Fund for grant schemes & advisory support to businesses.

The team has worked with 357 SMEs, of which 57% are businesses that already have circular offerings or initiatives that they are looking to scale, and 43% are traditional businesses exploring circular business models.

The spread of SMEs across ReLondon's target route map sectors is as follows:

- Built Environment – 18%
- Food – 31%
- Textiles – 20%
- Plastics – 12%
- Electrical – 5%
- Other – 13%

To date, across all funded activities, the team has delivered over 6,600 hours of support and contributed to the launch of 74 new circular products/services/processes, the creation of 192 jobs and safeguarding of 432 jobs.

The virtual outreach of the programme is sustained and complements in-person delivery, including 1,781 followers on Twitter, 539 followers on LinkedIn, 1078 followers on Instagram and 1624 recipients to the Business Transformation Monthly Newsletter as at September. Over the coming months, the team will be reviewing its communication channels to focus efforts where there is greatest opportunity for influence and impact.

In the last quarter (Jul-Sep), the team delivered advisory and financial support to businesses in the form of specific support streams and events, and assessed the impact of its activities:

- Green New Deal impact report: We are developing a final impact report for submission to the GLA covering all activities delivered by ReLondon thanks to Green New Deal funding (grant schemes, advice and the matchmaking platform).
- ERDF/ReLondon Validate your model: We have delivered 1-2-1 Validate your Model support to 6 businesses, helping to stress-test their circular business models.
- Islington Council CE Grants: We continue to deliver 1-2-1 support for 7 of the 24 Islington-based businesses receiving circular economy grants, with multiple group-based sessions available to remaining grantees. Grantees received a 'business storytelling' training session in early September, and participated in a peer-to-peer learning session in late September, in order to support the successful implementation of their grant-funded initiatives.
- Hackney Wick & Fish Island Circular Economy hub: ReLondon business transformation is acting as an advisor on the GLA/LLDC funded project to secure space and assets for circular economy activities in the LB Hackney and LB Tower Hamlets area. The team is preparing a workshop to help the development of one of the sites at a UCL-provided site named *The Loop*, informed by needs from circular economy start-ups with 'making' business models.

## 12/10/2022– 3 Programmes Update

- Insight paper: we produced an insight note about the packaging-free grocery market in London, supplemented with data from YouGov polling, currently under review by the GLA and due to be published in October.
- 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) 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.

The programme has submitted a project change request to our ERDF contract manager to request an extension of the programme from December 2022 to June 2023 using ERDF programme-wide underspend. We are awaiting confirmation as to the decision of our request in September which will affect planning for the period October to December.

Activities that are in the pipeline for the next quarter (Oct-Dec) include:

- Continuing to support grant-funded businesses in the implementation of their circular economy initiatives through the Islington Circular Economy Grants scheme, beginning to capture results 6 months on from the start of their projects.
- Invited to signpost circular innovators offering low-carbon solutions in construction at an industry-led 'dragons den' event led by Neilcott. This opportunity has come about off the back of the Meet the Cities event we ran in September 2021.
- Developing knowledge products for wider dissemination to businesses, consolidating our knowledge about what it takes to start and operate a successful circular business model in London, to further enhance our 1-2-1 and group-based delivery of support.
- Preparing various fundraising bids including to the UK Shared Prosperity Fund.
- Opening applications for the next round of Validate your Model support (subject to project change request decision).

### Outcome Fund

Following the promising feasibility study for the development of a circular economy outcome fund, ReLondon is still looking for an anchor funder that would bridge the financial gap between what would be an acceptable price for local authorities and the actual costs of delivering the outcome. The gap comes from the fact that the delivery of circular economy activities is estimated to be higher than the direct savings generated for local authorities in terms of waste management costs. Additional funding to cover this gap is therefore required from regional/national government and/or philanthropic partners while the market matures. No specific activity has been undertaken against this project in the last quarter in favour of other delivery priorities.

### **Local Authority Support**

Several 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, and was 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 (food and small electricals bins plus pop-up collections of small electricals and textiles) were rolled out to four estates in June 2021 with intervention 'live' until February 2022. These additional materials were chosen as they represent a significant proportion of the waste that is currently not collected for recycling on many estates and in addition are some of the most common contaminants in the dry recycling.

The results of the project were very positive including at average 152% (16 percentage point) recycling rate increase across the four estates and high capture rates for food waste. The report from the project was published in July, and the updated FRP toolkit and cost benefit calculator are being finalised and a webinar to promote both is planned for early November. Officers are presenting the results of the project at the LARAC national conference in October. Officers are also developing a number of more bespoke support modules for boroughs looking to roll out the flats recycling package.

#### Flats above shops (FLASH)

ReLondon have previously undertaken research and funded projects relating to the barriers to recycling faced by residents in purpose-built blocks of flats (the Flats Recycling Package toolkit). Unlike kerbside properties or purpose-built flats, flats above shops ('FLASH') are less likely to be provided with a dry recycling or food waste collection service due to the complexities of collecting from these property types (e.g. lack of space for bins, sharing space with commercial premises etc.). Under the expected consistency reforms local authorities will need to provide residents living in FLASH with the full range of recycling services. The objective of this project is to develop robust quantitative and qualitative data and information to inform developments within this area, by understanding the key issues for these types of properties and whether there is existing best practise or potential interventions to overcome these. A survey was sent out on 12th September to London boroughs to better understand the scope and challenges faced by the boroughs, and a literature review and gap analysis has been completed into existing projects relating to FLASH. The next stage of the project will be scoped out once the results of these two pieces of work have been fully assessed.

#### Circular Economy Matchmaker

The [Circular Economy Matchmaker](#) was launched on January 31<sup>st</sup> 2022. This online platform showcases circular SMEs to investors, public sector organisations and other businesses through a browsable directory and additional features in order to increase circular SMEs' access to markets and finance. Businesses featured on the platform are currently limited to businesses from within the business transformation portfolio until operations have been stabilized. 112 circular businesses have engaged with the platform to date (105 profiles published and the remainder in draft) and 5 investors are now signed up and using the platform.

Currently, the main feature of the platform is a browsable directory of circular SMEs, with a call-to-action to continue to the business' website or connect to these businesses via a separate, community space hosted by a white-label product called Mighty Networks. Investors and public sector organisation representatives with a log-in can access additional information about circular SME profiles, such as whether they are currently raising investment or the ability to download pitch decks.

In the past quarter we have undertaken an options appraisal to review the needs of users, internal/external feedback from its first 6 months of operations, and our pipeline of desired functionalities, to establish the next round of developments for the platform. The core proposal is to pause the community space hosted on the white-label Mighty Networks platform and focus on refining the functionality/features on the directory part of the platform. We will continue to keep the community platform open for use by other ReLondon projects (namely, London's Low-plastic Community Group). The recommendations are being reviewed by SMT for sign-off, with the next round of developments planned to begin in November subject to SMT decision.

### The Mindful Shopper

The Circular Economy Matchmaker was originally envisaged as a single platform showcasing circular innovators to a wide range of audiences – namely, investors, public sector organisations, other businesses and citizens. During the user testing and consumer research conducted Oct 2021- Feb 2022 for citizens, it became clear that the features, content, language style and branding required for the business/government and citizen audiences were quite different and that it was going to be challenging to respond to these different needs within one platform. Therefore, in April 2022 it was decided to pilot a separate platform for consumers, [The Mindful Shopper](#), to be treated as a separate project.

The website and marketing campaign was launched on the 6<sup>th</sup> September. Despite a pause in marketing activity almost immediately, the initial response has been positive, with a number of brands proactively reaching out to be showcased on the platform. The launch campaign will run until the end of October when we will evaluate its success and plan the next steps. The Mindful Shopper will have a stand at The Sustainability Show in London on October 15<sup>th</sup> & 16<sup>th</sup>.

### Plastics project

Based on research conducted in 2021 on the impact of, and action being taken to tackle single-use plastics in London ReLondon developed London's Low-plastic Community Group (hosted on the Circular Economy Matchmaker Community site) to connect actors tackling single-use plastic across London. There are now 54 members on the platform from a range of organisations (including 22 members representing 15 different local authorities). The aim is to show that London is a low-plastic city and help existing schemes grow and thrive, and members are able to advertise events and let others know about their work. Members of the community took part in an online roundtable CE Week event "What's next for single-use plastics?" which had 100 registrations and has since been watched 120 times on ReLondon's YouTube channel.



### Food waste reduction pilot

ReLondon has worked 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 reduction 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.

The first phase of the project has concluded, with final communications from Kitche ceasing at the beginning of September. Activity concluded with one active Kitche user being randomly chosen and awarded with £720 of food shopping vouchers as part of a Bexley-wide competition. The winner is in the process of being notified and promoted.

Both OLIO and Kitche have submitted their first draft report from the project, outlining activity delivered, results and key learnings from the project. The reports are currently being reviewed by ReLondon.

A post-waste composition analysis took place in mid-July. The raw data from this work was shared with ReLondon in August. The full analysis and report is in the process of being written by the contractor and will be shared with partners imminently.

Upon receipt of this report and final sign off of results from the two SMEs, ReLondon will be producing a case study of the project, outlining the key findings, hopefully to be published in November 2022. Following this, the team is exploring the possibility of extending the project and delivering a second phase.

### London waste composition project

ReLondon has commissioned Resource Futures to combine existing waste composition data, to create a London-wide waste composition analysis which will model the potential recycling rates for the capital from different material streams, including the possible impacts of the governments' recycling and packaging reforms. This will be a valuable resource for ReLondon, and other organisations, to inform future policy and recycling targets. Responses from waste authorities have been positive, and officers are currently gathering data which Resource Futures will review for compatibility (this includes two phases of waste comp conducted in July and October by the four SLWP boroughs – supported by ReLondon, the data from the Bexley food waste reduction project and all the ReLondon flats waste comp data). The analysis is due to be completed by the end of the calendar year.

### WRAP Business Recycling project

WRAP is developing a suite of resources aimed at supporting businesses to separate waste materials out for recycling under upcoming regulatory requirements (through the governments' recycling and packaging reforms). This includes a series of guides on recycling, procurement, waste audits, waste storage and communications materials. ReLondon was asked to be a part of an advisory group to inform the development of this support; attending fortnightly meetings through September - October 2022 and providing written feedback on guidance documents. ReLondon has made available to WRAP its suit of business recycling communication assets hosted on [London Recycles](#).

This project will pilot the support package with a number of businesses across the UK who have expressed interest. These businesses are yet to be identified. It is ReLondon's intention to provide additional support to any pilot businesses in London.

### Heston Village Project (Ultra-low Waste Neighbourhood (ULWN))

ReLondon has committed funding to develop and deliver a demonstrator circular economy neighbourhood project in partnership with the London Borough of Hounslow in the neighbourhood of Heston Village. This project fits in with Hounslow's plan for the Green Recovery, including the development of their Future Neighbourhood 2030 Strategy.

The project is being delivered between April 2022 to March 2024. The project is in the final planning phase with a road map to project launch in late Autumn 2022.

An evaluation consultancy was brought onboard in July to lead on the monitoring and evaluation of the project. The evaluation strategy is currently in development. Baseline setting will commence end of September with a resident survey, to establish circular economy behaviours and attitudes. Insight from these surveys will be available late October.

The project is currently out to tender to appoint a communications and marketing agency. The successful agency should be appointed mid-October. Between mid-October and December, the agency will work with the project team to establish the final project name and identity, develop core messaging and assets and create the first creative assets ready for a campaign launch.

A shortlist of preferred interventions and partners has been chosen by the project team. The team are currently in the process of presenting the project to the potential partners. All initial conversations will be concluded by start of October 2022. This in turn will look to establish which partners will be involved, what activity will be delivered and when partner delivery will be live over the next 18 months.

### Circular Neighbourhoods Collaboration meeting

ReLondon is aware that there are other circular neighbourhood type projects happening across London being delivered by local boroughs (including the Mayor's Future Neighbourhood Boroughs), the third sector and major estate owners. ReLondon held a collaborative meeting on 15 March. The second workshop is planned for mid-October looking specifically at developing 'theories of change' and establishing robust monitoring and evaluation plans. ReLondon are collaborating with Ellen MacArthur Foundation and an external evaluation consultant to assist with workshop facilitation.

### 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). Each sectorial working group has developed an action plan for boroughs to

## 12/10/2022– 3 Programmes Update

support the reduction of 2/3 of consumption-based emissions by 2030. The programme is now working to engage boroughs in these action plans.

### Reduction and Recycling Plans (RRP)

The requirement to develop individual borough RRP is set out in the Mayor's London Environment Strategy. ReLondon is supporting the GLA and boroughs in the preparation of the second round of RRP for the period 2023-2025. The GLA has agreed to change the format of the second round of RRP so they are in two parts, and to extend the submission deadline to September 2022.

- Part One requires 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 requires 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 dry 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.

Completed RRP are now being submitted by boroughs and the team are preparing the review process and will be reviewing them throughout October to prepare feedback for the GLA. The GLA is working towards a March 2023 deadline to have final sign off of all borough RRP.

Since February ReLondon has held monthly drop in 'surgeries' for boroughs to ask questions about the RRP and also share good practice. The last drop in was held on 21 September. The surgeries have been popular with boroughs.

Officers are currently engaged in one-to-one calls with all boroughs as part of a programmed catch up (and to introduce the new members of the LA support team). Based on the information gathered from these calls and the RRP reviews ReLondon will continue to run monthly support sessions. These will take a more structured topic focussed format (than the surgeries) sharing good practice on specific priority issues. The first workshop drop in will focus on flats recycling and launch the flats recycling package toolkit. This is scheduled for first week of November.

### Extended Producer Responsibility (EPR)

The Environment Bill includes legislation on Extended Producer Responsibility which will see packaging producers become responsible for the full cost of managing the packaging they place on the market. Payments for collection and processing of materials will be made to local authorities who are responsible for collecting waste and recycling. The government will appoint a scheme administrator (who will be a public body) to manage the cost recovery and payments - which, following Defra's response to the consultation published in March, is estimated to be in the region of £1.7bn (down from £2.7bn) in the first year - currently 2024 after an announcement of a delay from 2023 by Defra.

DEFRA is planning a number of workshops across the UK, the results of which will determine what an 'effective and efficient' service is, which is the definition used by DEFRA for the award of full net costs to Local Authorities. DEFRA will then subsequently produce guidance on this.

Defra's response also set out that unallocated payments will not be used to fund innovation and support for local authorities, as these activities fall outside 'necessary costs' of providing efficient recycling services. ReLondon is working with Chris Lee of Praxis Consulting, liaising with the GLA and London Councils to draft a joint letter to the new Parliamentary Under Secretary of State, Trudy Harrison MP, requesting a meeting to discuss ReLondon's statutory obligations and funding.

### Consultations

We are still awaiting the response from DEFRA to the Consistency Consultation (as part of the packaging and collections reforms), which was expected to be issued in 'early 2022'. This response has now be further delayed by the introduction of a new Prime Minister and Cabinet. Officers understand that the response, confirming the changes that will be introduced could be delayed as far as spring 2023.

### Review of service support communications assets

ReLondon's 22-23 programme plan and budget includes provision for a comprehensive review of ReLondon's service support communications assets to ensure they align with proposals within the national packaging and collections reforms detailed above. Due to the delay in the publication of the Government's response to the Consistency Consultation (detailed above) it has not been possible to progress this project, and given the expected timelines for the government's response, this project is unlikely to be progressed in this financial year. Boroughs will not be disadvantaged in their service comms by this decision, due to the release of updated national assets from WRAP. The national service comms assets released by WRAP align with the London Recycles campaign identity, this therefore further reduces the priority of ReLondon's own asset review.

## **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.

#### Circular Economy Week 2022:

CE Week 2022 took place from 13<sup>th</sup> to 17<sup>th</sup> June 2022. This year we delivered:

- 57 events across 5 days
- 113 Speakers
- 927 registrants on ceweek.london platform
- Between 2,000 and 3,000 attendees across the week's events
- ReLondon-hosted events averaged 65 attendees per event
- More than 80,000 hits on social media relating to CE Week

Delegate and event host feedback was consistently good, with an average of 4.65 out of 5 for content rating and 83% of delegates saying they were likely to live or work differently after attending events during the week.

### Circular Economy Week (future):

While CE Week remains a flagship event for ReLondon, we have been trying for some time to engage others in creating a more global collaboration with others running similar weeks. We are now collaborating with the team responsible for New York's Circular City Week to pursue this more deliberately, with the support of Ellen MacArthur Foundation and potentially the city of Sao Paulo and the (worldwide) Circular Economy Club. A funding proposal will be developed over the coming months to raise significant funds to make a single, global week happen in 2023 – most likely in October.

In parallel the team will be developing themes and beginning outreach for a London-based CE Week in case this global approach does not come to fruition; it will also be planned for October 2023 rather than the usual summer event in June.

### Podcast:

The podcast will be relaunched in October with the support of a new producer. The first two episodes are currently underway; with a goal of producing one a month (so six episodes in total this financial year).

### Newsletter:

The summer 2022 newsletter achieved 526 views and a 26.2% open rate, a 0.1% increase from the spring newsletter, which continues to show a consistent improvement. The newsletter goes to an 'opt-in' audience plus key stakeholders and contacts, including boroughs (with the option to opt out).

### Publication process:

The following knowledge products have been published since the last Board meeting:

- The Ecosurety flats project report was released, accompanied by a news release, on 18<sup>th</sup> July.
- Five case studies on Green New Deal emergency grants and their impact were published onto the ReLondon website in August.
- The Mindful Shopper launch news release, and advertorial in The Londonist, went live Tuesday 6<sup>th</sup> September.
- Two articles/blogs on CIRCulT and their involvement in the Open House Festival were published on LinkedIn and the CIRCulT website – one on 20<sup>th</sup> and one on 22<sup>nd</sup> September.

Coming up are the following:

- Insights note on the refill shop crisis and potential future routes for refill to be successful – scheduled for publication in mid- to late October.
- Repair Week blog on whether messaging about repair should focus on environmental benefits, cost savings or both – scheduled for 15<sup>th</sup> October (World Repair Day).

## 12/10/2022– 3 Programmes Update

- Recycle Week blog on whether behaviour change campaigns can both motivate people to recycle (participation) and educate them on what not to put in their recycling (contamination) at the same time – scheduled for Recycle Week, w/c October 17<sup>th</sup>.
- Food Action Overview, summarising activities and interventions to date across London to reduce consumption-based emissions associated with food – scheduled to be published late October.
- Flats recycling toolkit and calculator – scheduled to be launched with a webinar in November.

### Digital:

Figures for page views and users are marginally down in the period from June to August 2022, with a total of 17,000 page views and 5,330 users. The top 5 pages in the period were (as per previous quarter):

- Homepage
- Resources
- Jobs and tenders
- About us
- Flats 2.0 report

On social media, our following is up by 1.85% (up to end of August) on Twitter, with engagement consistently increasing month on month, averaging 3.2% compared to 1.47% engagement in the same period last year; and by 2.52% on LinkedIn. Both increases reflect continued increased (and organised) focus from new team members to grow and engage the community.

### Awards:

ReLondon are finalists in the following categories for these awards:

#### LARAC Awards

- Circular Economy Achievement category (new for 2022)
  - ReLondon with Islington Council for the CE strategy, Academy and Business Grant Scheme work
  - London Borough of Bexley in partnership with ReLondon, Olio and Kitche for the Bexley food waste reduction project.

Winners will be announced at the LARAC Conference on Wednesday 5<sup>th</sup> October 2022.

#### National Recycling Awards

- Partnership Excellence – Public/Private sector for the Making Recycling Work for People in Flats 2.0 project in partnership with Ecosurety, Lambeth Council and Peabody
- Campaign of the Year category for the London Recycles 'Be that person' campaign

Winners will be announced at an awards ceremony on Tuesday 6<sup>th</sup> December 2022.

### Commercial marketing:

A commercial marketing plan has been drafted and will be finalised by end October. Priorities for product and service marketing in this financial year are to promote:

## 12/10/2022– 3 Programmes Update

- Local authority consulting offer
- Training academy – offer to local authorities

Additional brand building activities are included in the plan, to raise the profile of ReLondon as an expert in circular economy at a city-level with relevant audiences, and to provide a context and signposting for product-specific marketing.

### **Behaviour change campaigns:**

#### London Recycles

Year 2 of the 'Be that person' campaign goes live in mid-late October (exact dates tbc), leveraging the same content and assets as used in year 1 with slight updates and additional photography. We will be using a similar range of media channels (outdoor via TfL locations; social media advertising; some audio and YouTube) supplemented potentially by screen advertising in food retail locations and some new TikTok content. Media planning will be finalised by early October and any new content required will be developed by end November.

Recycle Week was delayed from late September due to the Queen's death, and has been rescheduled for October 17<sup>th</sup> to 23<sup>rd</sup>. The London Recycles team is commissioning influencer content on the topic of recycling contamination and paid social media using WRAP's Recycle Week assets, which also focus on contamination. The WRAP assets direct people to check what their council recycles through the Recycle Now widget, so we have contacted all authorities to ensure the website information is accurate. The toolkit and assets have been shared with boroughs but no financial support is being provided to boroughs for this year's Recycle Week.

As part of our wider review of communications, London Recycles has been clearly identified as critical to ReLondon's ability to deliver against statutory objectives. However our five year headline budgets do not currently include the level of funding required to achieve significant reach and impact with the campaign. We will aim to re-allocate c£100k of RL funds to the campaign and seek additional match funding. No progress has yet been made with other stakeholders on potential co-funding.

#### Love Not Landfill

Focus for Love Not Landfill currently remains on maintaining the campaign's social media presence. Since updating the board in June, our Instagram has reached over 17,000 new accounts which is an increase of 315% on previous months and increased engagement with accounts by 237%. Going forward, we will be continuing with the influencer collaborations and educational content that resonates with our audience and increases engagement rates with our target demographic.

Clothes banks continue to be key to achieving the aims of Love Not Landfill and we have been pursuing new placements across London. We have an additional placement in Spitalfields market and are in talks with university campuses and halls of residences to increase our presence among young people in the city. Similarly, we have been increasing our activities with current bank holders and are set to hold clothes swaps at our most popular locations using clothes donated to the banks as base stock. The first of these will take place in Ealing Broadway in October. Further bank refurbishment is set

to be underway before the end of the year so that we can continue to grow our presence throughout London.

### Food Wave

After a successful end-of-year report to the EU and Milan as lead project partner, the Food Wave campaign delivered one of its required work packages, the 'street action', in Angel Central in Islington in July. Under the title of the 'Food Action Festival', a series of events and workshops took place in an empty shop unit over four days, while a collaborative installation with Too Good to Go and cooking demos were happening in the outdoor plaza. A total of 78,000 people passed through the festival space with over 100 participants in the workshops and classes. 3,000 people were directly engaged with zero waste cookery cards, co-created with local chefs from diverse food cultures.

The 'young people on low incomes' work package has entered its second phase, with a series of workshops, talks and cookery demonstrations contracted to the Diverse Nutrition Association. The goal is to reach an additional 140 participants from the target demographic, educating them about the food growing process, food waste prevention and the link between food and climate change. These sessions will be delivered by the end of January 2023.

The first of two 'local events' took place on 11<sup>th</sup> September at a sustainable bakery in Hackney. The event was a partnership of Food Wave, E5 Bakehouse and a London-based public research project called Sourced. The evening featured music, food tasting, fermentation workshops, low-waste vendors and a panel discussion about food waste and preservation. The 21 Food Wave participants received free low-waste recipe cards as well as a zine we produced with a local artist exploring the theme of rot and fermentation. The second 'local event' is currently in the planning stages, but will be a collaboration with a community garden in Poplar, run by the art and architecture practice Public Works.

The final '**high level events**' work package is still being scoped and early approaches being made to event managers in cultural and community settings.

### New food campaign

The new pan-London food campaign has progressed significantly since the last Board meeting:

- 24 boroughs (including those represented by their joint waste disposal authority) are now on board and total **funding** levels are now just below £300k. An additional £100k is required to ensure maximum reach and impact for the campaign, and conversations continue with a variety of potential commercial and other partners from food and related sectors.
- A **working group** with 7 borough or waste authority representatives is active and meeting regularly to keep the campaign on track and ensure effective consultation and input from stakeholders.
- Insights **research** has been commissioned and fieldwork will have been completed by the time of the Board meeting. Reporting of its findings and recommendations will be to the campaign project board at the end of October.



## 12/10/2022– 3 Programmes Update

- An invitation to tender is live on the ReLondon website and the Government's Contracts Finder portal, to procure the **creative work** required for the campaign.
- **Recruitment** is underway for a part-time campaign manager; interviews will have taken place by the time the Board meets.

The first campaign project board took place on 30<sup>th</sup> June 2022. The next full project board will be on 21<sup>st</sup> October, and will meet at key decision points throughout the project.