

## Greater Manchester REDUCES Action Plan 2021 - 23



Greater Manchester, UK, 2021 -2023

*REDUCES – Rethinking Sustainable Development in European Regions by Using Circular Economy Business Models*



## **General information**

The REDUCES regional action plan for Greater Manchester supports the transition to a circular economy through activities related to Greater Manchester's Sustainable & Consumption Plan 2021-2025. The action plan was prepared in 2021-2022 as part of the REDUCES project funded through the Interreg Europe programme with the participation of Manchester Metropolitan University and Oldham Council as partner organisations in the project.

Project: REDUCES - Rethinking Sustainable Development in European Regions by Using Circular Economy Business Models

Partner organisations– Manchester Metropolitan University and Oldham Council

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## 1. Policy context

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- X** *Other regional development policy instrument*

Name of the policy instrument(s) addressed: *Greater Manchester Sustainable Consumption & Production Plan 2021 –2025*

## 2. Background to the Policy Instrument

The GM Sustainable Consumption and Production Plan has been produced by Greater Manchester Combined Authority in consultation with regional stakeholders, including the REDUCES project. GMCA is the key body and authority in Greater Manchester for strategy and policy for the 10 local authorities/municipalities of Greater Manchester. The GM REDUCES team of Oldham Council and Manchester Metropolitan University has input learning into the Plan with GMCA being one of its key stakeholders. This has led to the influencing of the SCP Plan across a number of areas and recommendations. The SCP Plan sets out a number of high level policy challenges and associated recommendations. A Sustainable Consumption & Production Challenge Group has been established at GM level to drive action forward to deliver on the SCP Plan. The two proposed REDUCES Actions in the Regional Action Plan enable the region to deliver on these challenges and report into to the Challenge Group.

Greater Manchester has pledged to become a carbon neutral city region by 2038, twelve years ahead of the UK's target of 2050. This target is supported by a 5 year Environment Plan (2019-2024) which sets out a number of 'Challenges' for the city region to focus on to enable the achievement of this vision, including 'Challenge 3, Our Production and Consumption of resources'. The Challenge has 4 priorities and our Action Plan relates to 3 including:

**Priority 1.** Moving to a Circular Economy focusing on sustainable resource management; design, production and resource efficiency; and sustainable procurement.

**Priority 2.** Managing Waste Sustainably focusing on waste management and sustainable resource management.

**Priority 4.** Sustainable Lifestyles solely focusing on sustainable lifestyles

Since 2019, REDUCES partners have been working to identify potential solutions and actions that can help with the transition to a Circular Economy in Greater Manchester and this work has coincided with the development of the Sustainable Consumption & Production Plan for Greater Manchester, 2021-2025 to help deliver on the Environment Plan. The SCP Plan has been produced by GMCA, a key stakeholder throughout the REDUCES project activity, and the GM REDUCES partnership has contributed to the document's key recommendations and now proposes 2 actions to assist in their delivery.

Our identified actions relate to the following key recommendations included in the SCP Plan:

*Priority 1 Moving to a Circular Economy*

Recommendation 1.1: To develop a roadmap to Circular Economy (CE) including cross industry resource efficiency through design and production, commercial trading of materials, energy, sharing assets, logistics and expertise, to reduce the volume of raw materials used and eliminate waste. (Action 1)

Recommendation 1.2: To work with stakeholders to establish a collaborative forum that covers a range of Circular Economy (CE) aspects with leadership and delivery of key areas such as legislation, business to business (B2B) and Procurement. (Action 1, Action 2)

Recommendation 1.3: GMCA to develop a Sustainable Procurement Strategy promoting circular economy procurement principles, the social value framework and commissioning strategies whilst supporting policy development and decision-making toolkits. (Action 2)

Recommendation 1.4: To undertake resource and consumption mapping to enable a sector approach to becoming a circular city region. (Action 1)

Recommendation 1.5: To continue to work with industry, academia and other stakeholders to drive innovation to reduce raw material consumption, value resources and stimulate sustainable end markets. (Action 1, Action 2)

*Priority 2 Managing waste as sustainably as possible*

Recommendation 2.1: To maximise the reduction of waste and reduction of emissions through policy development initiatives. (Action 1)

Recommendation 2.3: Partners across Greater Manchester should collaborate and carry out further research, pilots to drive innovation and explore new ways of working to solve existing challenges. (Action 1, Action 2)

*Priority 4 Moving to a sustainable lifestyle*

Recommendation 4.2: GMCA continue to develop the Green Cities website to demonstrate and showcase the progress the city region is making in becoming carbon neutral by 2038. The website will be supported by a Communications Plan developed with stakeholders to promote the benefits of moving to a sustainable lifestyle. (Action 1, Action 2)

Recommendation 4.3: GMCA to create an internal climate change impact awareness training, which potentially could be rolled out to other public sector bodies. (Action 2)

Recommendation 4.4: To identify funding streams with partners to work with communities to develop and promote SCP initiatives which also improve social, environmental and economic well-being. (Action 1, Action 2)

Recommendation 4.5: To continue to work together with local authorities, partners and stakeholders to effectively implement the SCP Plan through the 5-Year Environment Plan's ambitions to establish a mission-oriented approach to tackling Greater Manchester's environmental challenges. (Action 1, Action 2)

In formulating the REDUCES Action Plan for GM, the REDUCES team in Greater Manchester have sought to translate the lessons learned from interregional learning within the project to address the needs of the region identified in the Regional Status Quo Report and subsequent stakeholder engagement, into actions that contribute to delivering the GMCA SCP plan; policy frameworks and actions of Oldham Council; to make use of the learning derived from the REDUCES project.

### 3. Regional Action Plan

The regional action plan for Greater Manchester is based on the inclusion of learning from the REDUCES project and partnership into the GM Sustainable Consumption & Production Plan which has been gained through interregional learning and case study identification from across the partnership; and actions designed to facilitate activity to support the SCP Plan's delivery.

Two actions have been identified:

Action 1: The creation of a GM Textiles Working Group and associated Delivery Plan for the achievement of enhancing value and building value chains for recycled textiles in Greater Manchester (enabling enhanced governance for this work in a key sector).

Action 2: Enhanced Carbon Literacy & Circular Economy Education & Training to be embedded for:

2.1 Local Authority managers, politicians and budget holders to include Circular Economy principles and opportunities (linked to public procurement and social value);

2.2 University students by embedding CE principles and case studies into degree and post graduate university provision;

2.3 SMEs by embedding CE principles and REDUCES case studies into an existing ERDF funded programme for future participants (Eco-i) (relates also to the existing policy instrument '*Greater Manchester European Structural and Investment Funds Strategy 2014-2020*').

## 4. Actions

### 4.1 Action 1: GM Textiles Working Group & Value Chain Plan

#### *Background and link to REDUCES*

Greater Manchester's industrial heritage is founded on the textile industry. Around 5% of all household residual waste in the UK comes from textiles. Whilst there are 20 Household Recycling Centres across Greater Manchester, currently no kerbside collection takes place for textiles, with the majority of it being discarded in generic household waste. At the same time there is a lack of demand for recycled textiles beyond a relatively small base for direct resale or upcycling. With most textile waste currently being shipped abroad there are concerns that without the identification of new uses and markets for recycled textiles and a concerted effort by and across the textiles and garments industry, increased collection may simply mean more waste being shipped abroad or incinerated.

Barriers exist to the achievement of a full circular model for the textiles and fashion industry in Greater Manchester and the UK. Currently UK waste handlers are able to manage all clothing diverted from landfill (circa 400,000 tonnes pa); however, the challenge lies in extracting higher value from this material flow and ensuring that such recycling efforts retain material in productive use for as long as possible.

The problems of collecting, separating, decontaminating, sorting, separating, decolourisation, removal of dye stuffs & fiberising as well as transporting textile wastes to make them ready as feedstocks to be used in textile recycling processes are the main barriers. At the core of the problem is a total lack of any design for environment within fashion garments – many of the problems with the above are because no consideration of separation/deconstruction and recycling possibilities/end of life is considered at the conceptual design stage in fashion.

This problem requires a holistic, sectoral response, with strong political leadership at the Greater Manchester level. The group will deliver the action to be reported back to the Greater Manchester Sustainable Consumption & Production Challenge Group that oversees the SCP Plan delivery and will improve governance in this key sector which requires more circular solutions.

The content of the plan will be based on regional needs using inspiration and learning from REDUCES.

Inspiration for the action is drawn from the visit to Turku in November 2019 and in particular, from the inter-regional learning event held in Maramures in April 2021 where we were introduced to:

- [Telaketju \(About Telaketju | Telaketju \(turkuamk.fi\)\)](#) a cooperation network that is established to advance textile recycling in Finland. The project includes developing the collection, sorting and refining processes of end-of-life textiles; enabling the development of circular economy business models; and is advancing a national ecosystem of knowledge, building a platform for the creation of new and strong industry with multidisciplinary collaboration. In particular, one of Telaketju's main research projects, [Telavalue BF project](#), has the objective to support and build value chains for sustainable production, use and cycles of textiles
- The Good Practice case of the store for reused textiles presented by LSJH <https://www.interregeurope.eu/good-practices/store-for-reused-textiles>

- In addition [End-of-life textile refinement plant receives funding from Business Finland - Lounais-Suomen Jätehuolto Oy – LSJH](#) ) which stemmed from Telaketju provides solutions to end of life value of recycled textiles.

The action is linked to SCP Recommendations 1.1, 1.2, 1.3, 1.4, 1.5, 2.1, 2.3, 4.2, 4.4, 4.5), with oversight by the SCP Challenge Group.

#### Nature of the Action

With most textile waste currently being shipped abroad there are concerns that without the identification of new uses and markets for recycled textiles and a concerted effort by and across the textiles and garments industry, increased collection may simply mean more waste being shipped abroad or incinerated. A sector wide approach is required for Greater Manchester to reach the collaborative approaches engaged in Finland. The action aims to improve governance in relation to the management of this issue in relation to the achievement of the SCP recommendations and in particular, in relation to the fashion and Textiles sector, recycled textiles, providing a targeted focus on an CE issue which has as yet been left unaddressed. The action will provide the tools to enable this. The action is also expected to lead to new projects and collaborations, policy and regulatory advice, recommendations for funding and investment priorities for the GMCA Challenge Group which will inform the Sustainable Consumption and Production plan and improve governance in this key area.

#### Implementation & Timing

The proposed activities under action 1 are: the establishment of the group in Phase 1 with a focus on delivering the activities outlined in the delivery plan to enable the recommendations in the GM Sustainable Consumption and Production plan to be realised; monitoring of the group's progress and achievements across a range of areas that aid the development of the group in this new sector specific network for the achievement of circularity in the fashion and textile sector. The group's activity will be reported into the GM Sustainable Consumption & Production Challenge Group which monitors the SCP Plan's progress and will inform the Plan's developing actions relevant to the needs of the sector.

- The Group's activity is expected to influence the SCP Plan through: the identification of opportunities for practical action to be taken which can be supported by the SCP Plan and its associated Delivery Plan;
- the identification of opportunities, the SCP Challenge group will influence the SCP Plan delivered by GMCA to influence future investment opportunities in the region in the context of Circular Textiles



Activity will include:

#### Phase 1

March - April 2022

- The establishment of the Working Group;
- A group position on the understanding of the factors that are inhibiting the retention of textiles in the UK market (eg infrastructure, processes, costs, value, economics, legislation, technology, funding etc);
- Review and finalisation of a set of prioritised actions for a Value Chain Plan. These actions will be based around means to increase the value of recycled textile materials to ensure they can be retained in the UK and will consider opportunities for increasing the value through existing or known techniques and technologies, identification of new markets, new business models, investment and funding opportunities, opportunities for upscaling, existing and potential value chains, greater sector alignment, skills gaps etc;
- Members will identify their own areas of knowledge to contribute to the knowledge base.

#### Phase 2 (August 2022 – July 2023)

- Activity to deliver the Value Chain Plan including:
- Reporting to SCP Challenge Group x 3 times to include reports on (for example):
  - o Examination of the potential for companies and organisations to pilot or upscale potential solutions;
  - o Identification of the potential for collaboration between organisations;
  - o Investigate and report on existing potential funding, research and investment opportunities to progress activity;
  - o Make recommendations to public authorities on existing barriers to value enhancement and opportunities for value enhancement of recycled textiles and to influence funding and policy priorities;
  - o Monitor and report on the implications and practicalities of the newly implemented Extended Producer Responsibility regulations;
  - o Any other priorities based on the initial Plan and Group discussions
  - o Evaluation of the group's activity and impact by July 2023 to report at the end of Phase 2

#### Stakeholder involvement

The group requires representation from all parts of the current supply chain through the product life-cycle as well as alignment with local (city and regional) environmental agendas. The initial organisations come from a wide range of organisational types that operate within the recycled textiles supply chain and will be consulted throughout for their own knowledge, opinions and perspective and provisionally include:

##### *Public Sector*

- Greater Manchester Combined Authority: Chair of the group; owner of the SCP policy instrument; chair of the SCP Challenge group.

##### *Higher Education*

- Manchester Metropolitan University

- University of Leeds

#### *NGOs and other sector expertise*

- Textile Recycling Association
- The Textile Institute
- British Fashion Council & Institute of Positive Fashion
- Salvation Army & SATCoL
- Accelerating Circularity
- UKFT (UK Fashion and Textile Association)
- Innovate UK – Knowledge Transfer Network
- Waste and Resources Action Programme (WRAP) – Textiles 2030

#### *Textile Recycling, Mechanical Recycling, Chemical Recycling, Manufacturing and Retail companies*

#### Costs & Funding Sources

GMCA £50,000 own costs to chair and monitor the group’s work

Manchester Met University £20,000 own funds to co-chair and report to SCP Challenge Group

Staff time of group contributors

## 4.2 Action 2: Carbon Literacy and Circular Economy Training

### *Background and link to REDUCES*

The Status Quo Report for Greater Manchester (GM) that was produced at the start of the REDUCES project demonstrated that understanding of the circular economy, and business models relating to what circular economy looks like in practice, presents barriers to development of the Circular Economy in Greater Manchester. This gap was identified as a potential barrier to the pragmatic development of circular economy in multi-ethnic Metropolitan Borough local authority areas, such as Oldham as well as across the GM SME sector and in Higher Education. The response to this problem requires a focus on education and training suitable for different target groups. Learning relevant for the Action can be linked to the need to prioritise education as identified in:

- ‘Leading the cycle: Finnish road map to a circular economy 2016-2025’, produced by SITRA
- UTRECHT CIRCULAIRE 2020-2023
- Transversal factors identified as key drivers for success in all Good Practice interviews
- Green Guide on Public Procurement, Valencia

## *Sub Actions*

The CE Training Action consists of 3 Sub Actions focussed on:

- *Action 2.1 Local Authorities*
- *Action 2.2 Higher Education*
- *Action 2.3 SMEs*

### Action 2.1 Local Authorities

#### *Background*

A challenge is how to develop an understanding at a public policy level that aids the local translation of circular economy, so that it can be easily presented as a chance to shape local authority spending as an opportunity for local businesses and social enterprise.

The vision for circular economy in Oldham and Greater Manchester is clearly set out in the GM Sustainable Consumption and Production Plan. The current preference for an approach is towards a sector-specific approach with priority sectors, including construction, food, hospitality and tourism, all key sectors for Oldham who are implementing our Green New Deal policy with the specific aim of delivering low carbon economic growth in addressing the impacts of the COVID pandemic.

The circular economy in GM is focused on reducing waste through resource efficiency and recycling. Developments in this area have been made through public procurement, such as SUEZ's household municipal waste contract that incorporates 50 social value commitments. Oldham will pilot a scheme aimed at increasing awareness of circular economy business models in the context of a wider appreciation of carbon literacy, and develop its existing social procurement portal to support measures that address the circular economy.

There were two stand out initiatives that Oldham has seen during the REDUCES project. During the project partner meeting hosted by UTRECHT we were provided with a short history of circular economy in the UTRECHT city region. It was clear that the region is some way ahead of both Oldham and Greater Manchester. Their work culminated with the recent publication of UTRECHT CIRCULAIRE 2020-2023 a strategic plan that provides the steps to becoming a circular city. One of the key themes of the plan is the requirement for circular education and knowledge cooperation at a strategic level.

At the project partner meeting that was held in Valencia we were introduced to the Green Guide on public procurement environmental measures in the building sector of the Regional Government of Valencia to boost innovation in the circular economy. The scheme promotes sustainability in public procurement, specifically in construction procurement in order to deliver more sustainable buildings, encouraging the private sector to think more circular, encouraging more responsible consumption and more efficient use of resources.

The aim of Action 2.1.1 is to take the benefits seen in both models of good practice in order to strengthen our social procurement impacts on the local community.

The action is linked to SCP Recommendations 1.2, 1.3, 1.5, 2.3, 4.2, 4.3, 4.4, 4.5) with oversight by the SCP Challenge Group.

### *Nature of the Action*

The work on development training will support the work at a City Region level in adopting and implementing the Sustainable Consumption and Production Plan. Priority 1 focusses on Moving to a Circular Economy focusing on sustainable resource management; design, production & resource efficiency; and sustainable procurement, and this training programme initially piloted in Oldham and then improved and rolled out across the GM City Region to enable better informed decisions at a municipality level in areas of regeneration and economic development, procurement and delivery of services.

We were inspired by both the work undertaken in Utrecht that increased the capacity of decision makers to understand and implement circular economy measures, and by the work in Valencia in developing a procurement framework supporting circularity in the construction sector. We want to bring these examples of good practice together to ensure that decision makers, regeneration professionals and commissioners can develop improved tenders that include circular measures so that the existing procurement portal can be used to support proposals that include measures that address the circular economy.

The Oldham Council already has a social procurement portal that weights proposals against themes, outcomes and measures that address sustainability, circular economy and the community wellbeing

The action that Oldham Council is proposing is to develop and implement a carbon literacy training programme that will include a module on the circular economy and appropriate business models. The training will be developed for both officers and elected members so that decision makers will be better placed to make informed decisions. Improved knowledge of the circular economy, as shown in Utrecht is central to a region becoming more sustainable.

We will also work with procurement colleagues to explore what elements of the work undertaken in Valencia can be transferred and adopted into the existing Social Procurement Portal.

The improvements to the procurement processes will include measures that address how resources can be retained with Oldham. This element, referred to as community wealth building, will seek to develop a procurement framework that supports local businesses, local training opportunities in benefitting from the investment and expenditure made by Oldham Council on an annual basis.

The training will initially be piloted in Phase 1 of the implementation phase, this will then be evaluated and improved in Phase 2 and then adapted and rolled out to the other Greater Manchester Local Authorities and Greater Manchester Combined Authority which has a combined spend over £1billion per year on procured services.

The Greater Manchester REDUCES Status Quo report identified that knowledge and understanding of circular economy business models was low and that one of the key objectives was to increase the knowledge level in decision makers. The Status Quo report said:

*'Terminology, understandings of the circular economy, and business models relating to what circular economy looks like in practice, presents barriers to development CE in GM and were brought to the fore as a potential barrier to the pragmatic development of circular economy in multi-ethnic Metropolitan Borough local authority areas, such as Oldham. A challenge is how to develop an understanding that aids the pragmatic local translation of circular economy, so that it can be easily presented as an opportunity for local businesses and social enterprises.'*

The training will be compulsory for elected officials and strategic leaders and in doing so this will allow them to include CE as a decision supporting factor when allocating spend through the huge procurement opportunities available from the 10 Greater Manchester authorities. This directly impacts the aims of the SCP policy instrument aimed at sustainable procurement.

Once the training package has been piloted in Oldham it will be rolled out to all greater Manchester authorities and the GMCA.

The training programme will be part of the 10 GM Local Authorities response to the declaration by all of a Climate Emergency and the GMCA will lead the roll out of the tool and report back to each of the 10 Council Leaders about progress in their own municipalities to ensure take up. It is expected that the training will become compulsory in many Districts to ensure the widest possible take-up and ensure impact to support the Climate Emergency declaration of each Council. Influence on the SCP will be significant as the Local Authorities have significant public procurement activities. The training will facilitate procurement that supports the Climate Emergency declaration and will inform the SCP Group of sustainable procurement opportunities.

### *Implementation & Timing*

#### Phase 1

March 2022- July 2022: Pilot the training and social procurement portal in Oldham Council.

July 2022: inclusion of elements into the GMCA e-learning tool and finalisation including best practices and further resources from REDUCES

#### Phase 2

Both the Oldham and GM tools will run throughout the Phase 2 period.

Aug – Oct 2022: evaluation of Oldham provision, including numbers of staff participating and feedback on the tool, consideration of inclusion of procurement practices from Valencia

Aug – Oct 2022: evaluation of GMCA e-learning tool and roll out to Local Authorities

January 2023: evaluation of number of GM local Authorities actively using the tool

March 2023: Additional roll out promotion across Greater Manchester

June 2023: final evaluation of participants using the e-learning tool and reporting for end of Phase 2

### *Stakeholder Involvement*

Oldham Council: Oldham Local Authority, responsible for the delivery of enhanced CE training to its staff and politicians.

Greater Manchester Combined Authority: Responsible for all 10 Local Authority areas in Greater Manchester, it will take elements of content from Oldham and the REDUCES business model case studies for inclusion and roll out of CE e-learning across Greater Manchester.

All GM councils including Bolton, Bury, Manchester, Rochdale, Salford, Stockport, Tameside, Trafford and Wigan: each District will have the opportunity to adapt the GM e-learning (eg through local branding etc) for local implementation.

Greater Manchester Business Growth Hub: the growth Hub is the main deliverer of business support to SMEs in GM. The GMCA e-learning tool will be promoted to SMEs that they work with.

Social Enterprise support organisations: local support organisations will be targeted to uptake the tool.

### *Costs & Funding Sources*

Oldham Council - Costs will be minimal as the initial work will involve the use of existing staff time to the Council. This is estimated to be around £30,000/€35,000

GMCA – staff time approx. £30,000/€35,000

Other Local Authorities for reviewing and potential adaptations approx. £5,000 per LA excluding Oldham (£54,000/€60,000)

## Action 2.2 Higher Education

### *Background*

The Greater Manchester REDUCES Status Quo Report highlighted that education and skills were lacking in the region and holding back the transition to a circular economy and suggested that more focused education was required to produce the skills required across all sectors of the economy. It became clear with the presentation from SITRA at the Kick Off event in Turku in 2019 that education was a core feature running through the Finnish CE Road Map.

Manchester Metropolitan University Business School's commitment to delivering sustainability at the core of its delivery of the skills required by industry wishes to ensure that the factors required to create sustainable and successful circular economy businesses are embedded in the provision of the Department of Strategy, Enterprise and Sustainability. This action is therefore supported and driven by our understanding of the key transversal factors for success captured as part of the case study interviews for good practices. The main success factors identified and reported by case owners for example included:

- Product as a Service: Company Culture & Values (reported by 4 GPs)
- Renewability: Company Culture & Values (6 GPs), Leadership/Individuals in the company (8 GPs)
- Sharing Platforms: Company Culture & Values (7 GPs), Leadership/Individuals (8 GPs)
- Resource Efficiency & Recycling: Company Cultures & Values (GPs), Leadership/individuals in the company (12 GPs)

Ensuring that Manchester Met is able to instil the leadership, values, attitudes and understanding around CE is therefore critical to the delivery of future CE business and to develop appropriate

leadership and management across all sectors. The action will focus on embedding CE principles into departmental provision for enterprise, leadership and management.

The action is linked to SCP Recommendations 4.3, 4.4 with oversight by the SCP Challenge Group.

The action will be monitored by Manchester Met against the numbers of students undertaking the new CE module and employment destination upon completion in relation to positions making use of the student application of knowledge of Circular Economy with their employer. Results will be reported to the SCP Challenge Group in order to influence the future of the SCP Plan and Delivery Plan with recommendations for the effectiveness of the provision on Manchester's Circular Economy employment needs.

#### *Nature of the Action*

Activity will focus on embedding Circular Economy principles and case studies of REDUCES business models into teaching provision within the Manchester Met University Business School. It will include:

- identification and assessment of the courses to be enhanced
- inclusion into the unit material and assessment
- delivery of the revised units monitoring of units upgraded and numbers of students involved

#### *Implementation & Timing*

##### Phase 1

Achieved to date: March – April 2022: identification of programmes within the Department of Strategy, Enterprise and Sustainability for revision to include CE principle and REDUCES CE Business Models

##### Phase 2

August – September 2022: embed CE business models and practices into delivery

September 2022 – June 2023: delivery of the revised programmes to students at Manchester Met

June 2022: evaluate number of learners and programmes impacted for reporting at end of Phase 2

July 2022 – report to SCP Challenge Group on effectiveness of provision and employment outcomes

#### *Stakeholder Involvement*

Manchester Met University teachers and administration: Departmental lead for Sustainability will identify the key units for inclusion and will work with unit teachers to revise content for inclusion in provision.

Student Sustainability Group: The SSG group will input their own understanding of gaps in provision and input into recommendations for inclusion.

## *Costs & Funding Sources*

Staff costs paid for by Manchester Met University – approx. £30,000/€35,000

## Action 2.3 SMEs

### *Background*

Low carbon training and environmental support for SMEs has been delivered for many years to SMEs, however a particular focus on Circular Economy and CE business models has not yet been delivered in Greater Manchester. This action will focus on adapting existing provision being delivered by Manchester Met Business School to include REDUCES CE business models in the delivery of the ERDF funded Eco-I project delivered to SMEs across the North West of England (project reference 03R19P03809, Priority Axis 4: Supporting the shift towards a low carbon economy in all sectors; Investment Priority 4f: Promoting research and innovation in, and adoption of, low carbon technologies.

Inspiration for the action comes from the range of CE business support measures identified and being carried out in and by the City of Utrecht, in particular: the Green Carpet business support programme which supports businesses in advancing Circular Economy businesses and business models. Manchester Met's Eco-I provision will extend its provision to bring in this type of support, including the sharing of identified CE business models to new and existing circular businesses and help support them to understand the resources and any additional support they need to function as a successful circular business.

The action is linked to SCP Recommendations 5, 15 and 16 with oversight by the SCP Challenge Group. Monitoring of the Action will be reported to the SCP Challenge Group and the Action will be considered a pilot to influence the SCP Plan's Delivery Plan to include CE business support provision in wider future business support programmes. It will be monitored also against the 'self defined performance indicator' for the region 'Percentage of businesses engaged adopting circular economy methods'.

### *Nature of the Action*

Activity is focused on embedding Circular Economy principles and case studies of REDUCES business models into an existing ERDF funded business support programme delivered to North West of England SMEs including Greater Manchester and will include:

- Identification of Eco-I programme to be enhanced
- Identification of the relevant business models and case studies
- Delivery to 2 cohorts of SMEs
- Evaluation of impact on SMEs on the programme

All activity in the action is linked to SCP Recommendations 1.1, 1.2, 1.3, 1.4, 1.5, 4.3, 4.4) with oversight by the SCP Challenge Group.



## *Implementation & Timing*

### Phase 1

*Achieved to date:* identification of Eco-I programme delivered by Manchester Met University to SMEs across the North West of England (Greater Manchester European Structural and Investment Funds Strategy 2014-2020, project reference 03R19P03809, Delivery agreement signed Dec 2020 Priority Axis 4: Supporting the shift towards a low carbon economy in all sectors; Investment Priority 4f: Promoting research and innovation in, and adoption of, low carbon technologies)

### Phase 2

August – September 2022: embed CE principles and good practices into eco-I programme delivery

September 2022 – June 2023: delivery of revised programme to 3 cohorts of SMEs, min 15 per cohort. Minimum total 45 SMEs

June 2023: evaluation of impact on 45 SMEs prior to reporting Phase 2 and report to SCP Challenge Group

## *Stakeholder Involvement*

Manchester Met Staff and administration: Eco-i project coordinator will assess the relevant business models and content for inclusion in the revised curriculum.

SMEs on programme: SME owners and managers will assess content for assessment and inclusion in their own business models and approaches.

## *Costs & Funding Sources*

Staff costs paid for by Manchester Met University – approx. £10,000/€12,000

The ERDF project is improved for the remaining cohorts (approx. €42,000 ERDF/€84,000 total cost of provision delivered).

## 5. Risk and Mitigation

| Action                | Type of Risk   | Level  | Prevention Measures   |
|-----------------------|--|--------|---|
| 1.1 Textiles          | Competing demands of organisations involved              | Medium | Terms of Reference for the group to be agreed   |
| 1.1 Textiles          | All organisations do not participate equally or withdraw | Medium | It is understood that businesses in particular may wish to participate for their own interests, however, the focus on value creation through the whole value chain will ensure interest remains through the identification of new technologies, partnerships, and ability to influence policy.      |
| 2.1 Local Authorities | Political change locally                                 | Low    | Persuasion of the local economic benefits to CE principles for local companies to adopt CE practices and business models to meet national legislation   |
| 2.1 Local Authorities | Lack of take up by Local Authorities                     | Low    | Strong political leadership in the devolved administration through the GMCA mayor's office and the universal declaration of a GM Climate Emergency from all LAs; Renaming of the e-learning from carbon Literacy to 'Climate Emergency Awareness training'  |
| 2.2 H.E.              | University bureaucracy & ability to adapt provision      | Low    | University administration can impact negatively on quick changes to the curriculum. The units identified will be in the control of one department which has the capacity to make additions to the curriculum for the inclusion of CE and is supported by the Business School's Sustainability lead. |
| 2.3 SMEs              | Lack of time to invest in new ways of doing business     | Low    | The selected programme already attracts SMEs seeking green innovation solutions. SME's are provided with means and reasons to operate a CE business model that works for their business and adds to potential for profitability and growth.   |

## 6. Monitoring

All activity will be monitored by the action owners and overseen by Manchester Met and Oldham Council. The results will be reported to the GM Sustainable Consumption Group which oversees delivery of the SCP Plan and has the ability to influence changes to the Plan.

| <b>Action</b> | <b>Indicators</b>  | <b>Verification</b>  |
|---------------|--|--|
| 1             | <ul style="list-style-type: none"> <li>- number of new collaborations between member organisations</li> <li>- number of new funding proposals submitted by member organisations</li> <li>- companies and organisations piloting or upscaling potential solutions</li> <li>- recommendations made to the SCP Challenge Group</li> </ul>           | <ul style="list-style-type: none"> <li>- minutes of meetings through updates (all)</li> </ul>  |
| 2.1           | <ul style="list-style-type: none"> <li>- numbers of staff in Oldham Council undertaking the training</li> <li>- adaptation and linkages to procurement &amp; social value</li> <li>- numbers of local authorities adopting the GM Climate Emergency training tool</li> <li>- number of staff using the tool across Greater Manchester</li> </ul> | <ul style="list-style-type: none"> <li>- numbers completed training</li> <li>- review stage and screen shots</li> <li>-minutes from SCP Challenge Group</li> <li>-numbers completed training from SCP group minutes</li> </ul> |
| 2.2           | <ul style="list-style-type: none"> <li>- number of courses upgraded or including CE principles and good practice cases</li> <li>- number of students undertaking the courses</li> </ul>  | <ul style="list-style-type: none"> <li>- course materials including REDUCES materials</li> <li>- student registers</li> </ul>  |
| 2.3           | <ul style="list-style-type: none"> <li>- Revised eco-I programme</li> <li>- number of SMEs undertaking the upgraded programme</li> <li>- number of SMEs applying CE learning in their business model</li> </ul>  | <ul style="list-style-type: none"> <li>- course materials</li> <li>- beneficiary lists</li> <li>- end programme actions for the company and follow up review</li> </ul>  |

## 7. Signatories

Date: 30 June 2022

Name of the organisation(s): Greater Manchester Combined Authority

Name of signatory: Sarah Mellor      Position: Head of Sustainable Consumption & Production

Signatures of the relevant organisation(s): 

Date: 7<sup>th</sup> JULY 2022

Name of the organisation(s): Oldham Council

Name of signatory: DAVID CATHERALL      Position: HEAD EXTERNAL FUNDING

Signatures of the relevant organisation(s): 

Date: 7<sup>th</sup> July 2022

Name of the organisation(s): Manchester Metropolitan University

Name of signatory: Paul Hooper      Position: Professor

Signatures of the relevant organisation(s): 