

**GREENER
GREATER
MANCHESTER**

2021 CAMPAIGN

Overview



In 2021, there will be a distinct focus on the green agenda and Greater Manchester will need to coordinate efforts to articulate a strong narrative and bring to life it's aspirational strategy

Greener Greater Manchester, is an integrated communications and content campaign for Greater Manchester 2021. Working in partnership with key stakeholders and organisations across the region, the campaign will be used to articulate to a global audience our strengths, activity, innovation and bold ambitions across this broad agenda.



Campaign activity will focus content created to communicate key messages via digital, social, content, Press and PR.



Using high profile events to share key messages : COP26, GM Green Summit and Conservative Party conference.



A partnership approach will draw on the vast work being undertaken across the region. Partners will be welcome to join and become active participants in the campaign throughout 2021. The 10 districts of GM will feature heavily throughout the campaign.



GGM Campaign Objectives

- Communicate GMs strengths, innovation and bold ambition across the Green Agenda, targeting audiences as a place to live, work and invest
- Raise awareness of Greater Manchester's role in helping drive the UK as a global leader in net zero innovation

Positioning

- Position GM as an integral player in helping the UK achieve its ambitions as outlined in the *Ten Point Plan for a Green Industrial Revolution*
- Position GM as the place with green innovation investment opportunities
- Position GM as the clean, green capital of the UK and its ambitions of being carbon neutral by 2038

Supporting GM's Campaign Objectives

- Amplify the work of GMCA and GC in providing support to GM residents and businesses to help them reduce their carbon footprint
- Encouraging the adoption of pro-green behaviours

GGM Marketing Steering Group



Name	Organisation
Steve Connor	GM LEP
Carly McLachlan	Tyndall Centre, Green City Partnership
Kirsty McCaskill-Baxter	TfGM
Adam Jupp	MAG
Johnny Sadler	ENW
Tom Flanagan	Manchester Climate Change Partnership
Plus representatives from: GMCA and Growth Company	



Target Audiences

- UK business leaders
- Domestic and overseas investors
- Local and National Government
- Climate experts and campaigners
- Media

Campaign Themes



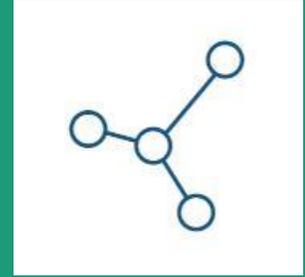
Smart Energy



Retrofit



Transport



Innovation



Natural Environment



Aviation



Finance



Skills

CAMPAIGN OUTLINE

Activity	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Digital Platform		x	x	x	x	x	x	x	x
Social media campaign		x	x	x	x	x	x	x	x
Weekly Blog		x	x	x	x	x	x	x	x
Strategic Content curation	x	x	x	x	x	x	x	x	x
Promotional Film	Filming Commences	Promo Film ready							
Documentary Film		Filming Commences				Doc launch			
					Documentary Edited				
Press & PR	The Guardian The Express	x	x	x	x	x	x	x	x
Media Partnership		x	x	x	x	x	x	x	x
Events				Progress 21 Public Sector Decarbonisation	GM Green Summit Conservative Party conference, Battle Bus RHS	COP 26 – City based events			
Cop 26						COP 26			



Press & PR

PR, and media relations have been scheduled that will lead to the publication of a range of Greener Greater Manchester editorial content in national and international media outlets in the seven months to November 2021. Seeking stories from all Local Authorities.

Potential stories include:

- Headline Hero Piece: Positioning GM as the clean, green capital of the UK
- Transport
- Greater Manchester Green Innovations
- Retrofitting
- Greater Manchester's Cultural venues
- Smart Energy
- Built Environment

Targets Include: Bloomberg Green, Forbes, Edie.net, Business Green, Wired



Editorial

- **The Guardian**
*Low Carbon Neighbourhoods, Zero
Zero Carbon Housing*
Interviewees: One Manchester
- **The Express**
Low Carbon Energy Park
Potential Interviewees: Carlton Power,
ENW, Amer Gaffar
- **Edie.net** Potential media partnership
- **Public Sector Executive** Potential media
partnership

Greater Manchester has set an ambitious target of achieving net carbon neutrality by 2038. This can be achieved through the combined efforts of people working across the region to address global challenges while protecting and enhancing the natural environment. People across the public, private and education sectors in Greater Manchester are playing a leading role in developing low carbon solutions for: **transport and travel; homes, work and public buildings; local energy generation; production and consumption of resources; and protection of the natural environment and resilience to the impacts of climate change.**

On this site we'll be posting news from the relevant themes from across Greater Manchester. Browse the articles below to see everything Greener Greater Manchester

Latest Greener Greater Manchester News



Planning application submitted for 69 low-carbon social homes in Manchester

Manchester City Council have applied to build 69 social homes with a focus on low-carbon



Graphene concrete provides foundations for more sustainable construction

Concrete strengthened with graphene, invented in Manchester, offers significant carbon emissions reductions for construction projects.



Greater Manchester launches Clean Air Day campaign and funding to create 50 School Streets by March 2022

£500,000 secured to deliver 50 School Streets to help transform the school run, enable healthier lifestyles and tackle air pollution.



Rochdale secures £11m investment as part of Public Sector Decarbonisation Scheme

No1 Riverside - just one of the buildings benefitting from the



Graphene fuels research into more cost-effective components for hydrogen-cell vehicles

The benefit of Greater Manchester's investment in advanced materials



Retrofitting Task Force to drive forward plans for low-carbon homes across Greater Manchester

A new task force will bring together some of the best minds in energy,

Digital Platform GreenerGreatermanchester.com

- Website developed by MM
- Host rich content created for campaign and content/news provided by partners across the eight campaign themes
- New and content from 10 districts of GM
- Hosts weekly blog
- A social media campaign will support & run throughout the duration of the year

Weekly Blog

- A weekly blog will launch in July
- On Greenergreatermanchester.com
- Featuring news and articles from across the 10 districts of GM
- Chance for partners to be featured





Content

- As a storytelling campaign, a range of content will be used to bring the themes of the campaign alive, including imagery, film and editorial
- A mix of existing and bespoke content will be created or repurposed to support key messages and stories
- Content will be shared through a number of channels

Content/Stories



Greater Manchester publishes Clean Air Plan, with over £120 million secured to support businesses with vehicle upgrades



Northern Roots urban farm and eco-park secures funding from Towns Fund

Plans for a new 160-acre urban farm and eco-park in Oldham have advanced following a successful Government funding bid.

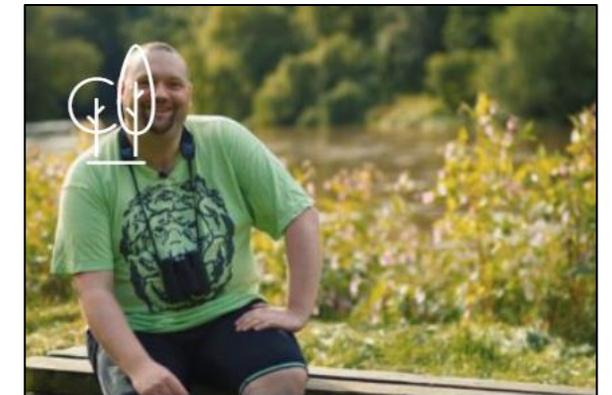


Rochdale secures £11m investment as part of Public Sector Decarbonisation Scheme

No1 Riverside - just one of the buildings benefitting from the investment. Rochdale council has secured £11m funding...



Graphene concrete provides foundations for more sustainable construction



Meet the Mancunian birder searching for a bird to represent every borough

Stories covered so far

- Clean Air Zone
- Retrofitting Task Force
- Green Graphene innovations
- Castlefield Viaduct park plans
- Low carbon social homes
- Local Authority decarbonisation funding



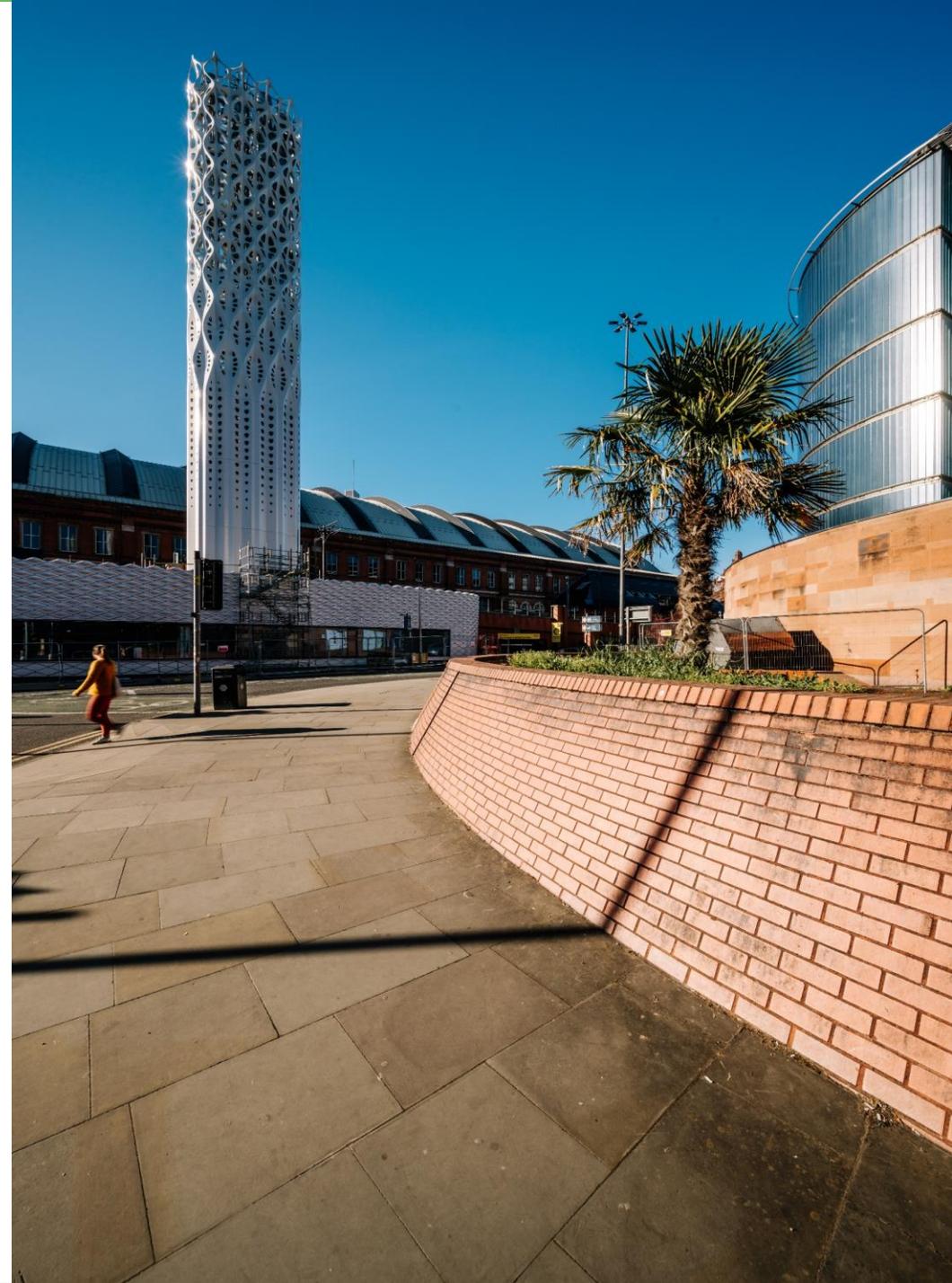
Retrofitting Task Force to drive forward plans for low-carbon homes across Greater Manchester



Greater Manchester launches Clean Air Day campaign and funding to create 50 School Streets by March 2022

Planned stories

- Retrofitting
- Trafford Energy Hub
- Manchester Energy Centre
- Waste and recycling swap shops
- GM as the UK's green finance hub
- Local energy production
- Food and zero waste
- Hydrogen fuel cell research
- Transport (walking & cycling)





Documentary

- A 15-minute documentary will demonstrate how GM is guiding the way to a zero-carbon economy through a unique partnership; the development of a mission orientated approach unifying economic, social and environmental pillars as outlined in its master plan.



Promotional Film

- A 3-minute hero film that articulates GM's Ambitions around the 5-year environmental plan and long-term ambitions to 2038. This film will highlight industry excellence and position GM's wider assets as being a thriving metropolitan powerhouse.
- 6 x 30 second edits of above, each focusing on a sub theme.
- A social media campaign will be used to share these assets with key target audiences.



Events

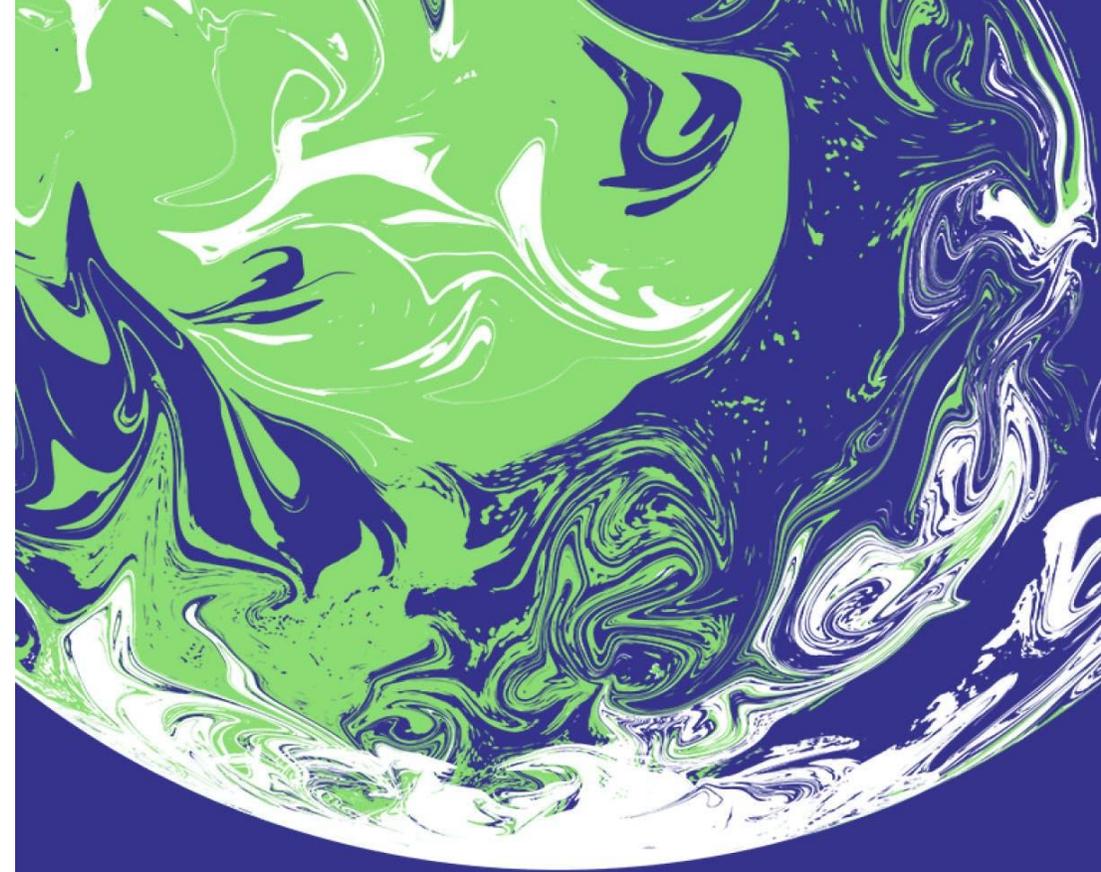
- Progress 21, Manchester Central, Sept 2021
- Public Sector Decarbonisation, Sept PSE - Publication
- GM Green Summit
- Conservative Party Conference
- Race to Zero
- Battle Bus, RHS Bridgewater
- COP26 (November 2021)
- COP26 City/region Activity

COP26

1-12 November, Glasgow

The UK will host the 26th UN Climate Change Conference of the Parties and will bring together heads of state, climate experts and campaigners to agree coordinated action to tackle climate change.

A Greater Manchester activity at COP26 is an opportunity to showcase how the city region is tackling climate change across all sectors and industries.



**TAKING WORLD
CHANGING ACTION**

Outputs

Campaign Outputs:

- Generate and amplify over 200 news stories across Greater Manchester
- Media coverage in top tier media x 10 news stories
- Digital reach 5million
- Opportunities to see 8million

Longer Term Outputs:

- Benchmarking against other cities
- C40 Membership



'A PARTNERSHIP BETWEEN PUBLIC AND PRIVATE SECTOR WORKING TOGETHER TO AMPLIFY OUR GREENER, GREATER MANCHESTER MESSAGE'



**GM Green City
Partnership**

**Manchester Climate
Change Agency**

**Private sector
partners**