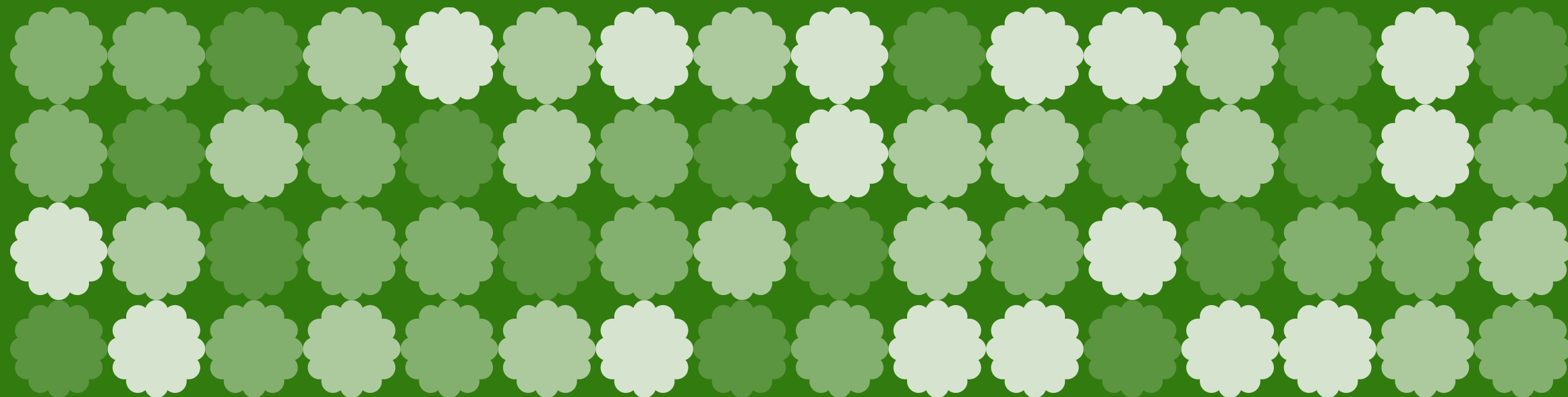


Communications Dashboard - Environment

Quarter 3 October to December
2021



Activity Summary



3 events held;
COP Battle bus 8th Oct
RHS Bridgewater
Green Summit 18th Oct
Lowry, Salford
NW Green Zone for
COP26 9th Nov
Mayfield depot,
Manchester



21 **IGNITION** events

- 3 RHS Hackathons at University of Salford to 110 delegates
- 15 UKGBC virtual events to 3,700
- 3 BITC events focused on driving climate action



Collaboration with NW local authorities and partners to coordinate COP activity

26 COP case studies

COP26 1-12th

Greater Manchester delegation attended COP26 in Glasgow led by GM Mayor

International Mayors Panel at COP26, Glasgow



4 press releases issued to media by GMCA
3 press releases issued by partners

COP Impact Summary



Department for
Business, Energy
& Industrial Strategy



NW Green Zone event

Attended by over 500 delegates

5 short films recorded featuring:

GM Mayor, Andy Burnham
Liverpool Metro Mayor Steve Rotheram,
Helen Boyle – Regional Development Manager, Cadent Gas.
Stephen Goldspink – Head of Business Development, Siemens.
Steve Connor – environmental campaigner, GM LEP board member.



Greener Greater Manchester campaign

Reach of over **2 million** via the website, social media channels and media coverage

Media partnership with Edie.net generated opportunity to see over over **1.65 million**

11th Nov GM focussed Mayoral event in Glasgow

included GM Mayor, M4 Mayors and other international Mayors aligned to GM ambitions and values. A short film was created.

Through BEIS funding, and collaboration with partners from the NW, case studies were created and shared via Carbon Copy website 26 focussed on GM projects.

Examples include:

Trafford Low Carbon Energy Park short film about details of the world-first cryobattery and plans for green hydrogen production. ([Twitter](#) and [LinkedIn](#)).

Bee Network

A video was produced capturing Greater Manchester Transport Commissioner Chris Boardman's thoughts on carbon neutral public transport. It can be viewed and shared via [Twitter](#) and [LinkedIn](#).

Impact



GM announced as resilience hub by UN
[Place North West | Greater Manchester appointed Resilience Hub by UN](#)

GM named on CDPs A-list of cities
[Which UK cities are the new climate 'A-Listers' - and why? \(@edie.net\)](#)

GM is first Queens Green Canopy Champion City
<https://queensgreencanopy.org/wp-content/uploads/2021/12/Media-Release-The-Queens-Green-Canopy-Greater-Manchester-QGC-Champion-City.pdf>

[Taking action on climate change – Register now for fourth annual GM Green Summit - Greater Manchester Combined Authority \(greatermanchester-ca.gov.uk\)](#)

[Last chance to register for Greater Manchester Green Summit 2021 - Greater Manchester Combined Authority \(greatermanchester-ca.gov.uk\)](#)

[Greater Manchester set to ratify plan to remove one million tonnes of carbon and accelerate climate crisis response - Greater Manchester Combined Authority \(greatermanchester-ca.gov.uk\)](#)

[Carbon neutral drive boosted by new Greater Manchester and Octopus Energy partnership - Greater Manchester Combined Authority \(greatermanchester-ca.gov.uk\)](#)

97% conversion rate



Green Summit event
18th Oct
Attended by over 850 delegates



GM Green City region twitter

Total Impressions 201,000
Top tweet:
GM first city to adopt an accelerated plan for carbon reductions – 833 engagements, 79,000 impressions

<https://gmgreencity.com/>

Most visited page: Green Summit 5,600

<https://www.greatermanchester-ca.gov.uk/>

Most visited pages:
Green homes grant: 4,724 views



GM Mayor Twitter #COP26

Total impressions: 655,542
Total engagements: 11,606



Facebook
Mayor of Greater Manchester
36,528 people reached and 790 engagements