



**GM GREEN CITY REGION PARTNERSHIP**

**Date:** 15<sup>th</sup> July 2022

**Subject:** GM GREEN SUMMIT 2022 UPDATE

**Report of:** Sarah Mellor, Head of SCP

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**PURPOSE OF REPORT:**

The purpose of this report is to outline the progress made in planning for this year's Greater Manchester Green Summit.

**RECOMMENDATIONS:**

The Partnership is asked to:

- Diarise the Green Summit for 17<sup>th</sup> October 2022.
- Note and comment upon the progress made in developing the event and the associated communications and engagement activity.
- Note that the final event plans and agenda will be presented to the (14<sup>th</sup>) October Partnership meeting.

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## **1.0 INTRODUCTION**

This year's fifth Green Summit will take place on Monday 17<sup>th</sup> October at The Lowry theatre, Salford Quays.

The event is now established as a key annual opportunity for leaders and communities to come together to share progress and best practice in addressing the climate and biodiversity crisis. With environmental issues higher in the public's consciousness than ever before, and following our city region's prominent role in last November's COP26 international climate conference, this year's summit once again promises to be a high-profile event.

## **2.0 AIM OF EVENT**

The overarching aim of this year's Green Summit and pre-campaign activity will be focused on gauging how people and businesses would like to see action accelerated on the climate agenda, to highlight barriers and challenges faced by delivery partners on delivering the current 2019 Greater Manchester 5-Year Environment Plan (GM 5YEP) and provide solutions for change.

Four 'challenge' areas have been identified which we would like to widely consult on for feedback and to seek new ideas:

- National and local levers (policy development)
- Future innovations & vision (blue-sky thinking)
- Adaptation and Resilience
- Lifestyle levers (positive shifts in behaviour change)

## **3.0 COMMUNICATIONS AND ENGAGEMENT**

Working with colleagues in the GMCA's Communications and Engagement Team, we will ensure that all external messaging leading up to the Green Summit provides information on action taken by GMCA and partners, behaviour change tips on current priorities within the environment plan and a call for future accelerated action ideas and feedback (see Appendix 01).

The Communications and Engagement Team will develop a partner engagement pack with tips and social media assets for amplification, an online GM Consult Survey and quick social media polls and paid-for advertising. All activity will signpost to the GCR website to increase visitor numbers and raise awareness of resources available in Greater Manchester.

#### **4.0 KEY INFORMATION**

A Green Summit Sponsorship Package has been circulated to partners. We will review progress and responses in early July. Partners' involvement and support is vital in building upon the momentum from previous events, and increasing the summit's visibility, reach and impact. We are offering a range of support opportunities for involvement. This includes, inviting partners to join us from an early stage of planning and be involved in key decisions for the event and how it can best inform our city region's next Five Year Environment Plan.

A Steering Group will guide content and planning of the pre-campaign and event. We will invite representatives from Local Authorities, TfGM, Health, Growth Go and Sponsors. The Steering Group will also endeavour to extend our audience reach beyond previous events, with dynamic and relevant communication messaging.

Work has commenced on planning the day's agenda, with 'Solutions for Change' activity aligning with current environment and transport campaigns and lobbying asks. (The current version is attached as Appendix 2).

#### **5.0 GREEN SUMMIT LISTENING EVENT FOR YOUNG PEOPLE**

We are planning a specific event for young people hosted by the Mayor (currently holding morning of 14<sup>th</sup> September) and the new cohort of the YCA, at Manchester Metropolitan University, who were one of last year's Headline Green Summit sponsors. The intention is to Invite three schools from each Local Authority to attend with three young representatives (ideally at KS3). In addition to the listening session, we would also like to incentivise attendance from the schools with an inspiring 'Hy School' tour around the MMU Fuel Cell Centre.

## 6.0 RECOMMENDATIONS

The Partnership is asked to:

- Diarise the Green Summit for 17<sup>th</sup> October
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- Note that the final event plans and agenda will be presented to the (14<sup>th</sup>) October Partnership meeting.



<p><b>Aim of the team / function</b></p>	<p><i>To deliver a campaign and event which gauges how people and businesses would like to see action accelerated on the climate agenda, to feed into the next GM 5YEP reiteration, ensuring a carbon-neutral/net-zero carbon, resilient and nature positive Greater Manchester by 2038</i></p>			
<p><b>What does good look like?</b></p>	<ul style="list-style-type: none"> <li>• All participants to feel involved, energised and listened to</li> <li>• GM is leading on the green agenda in the UK, ensuring plans are co-created, forward looking and supported by partners and residents.</li> <li>• GM has engaged a wide, diverse community on future sustainable lifestyles, helping more people make greener choices over the next five years.</li> <li>• Listening events and the Green Summit provide qualitative feedback to be used in the next Five Year Environment Plan for GM.</li> <li>• All communications and event costs covered by campaign and Green Summit sponsorship</li> </ul>			
<p><b>Objectives</b></p>	<p><b>Audience</b></p>	<p><b>Strategy</b></p> <p><i>Preparation for the event</i></p>	<p><b>Implement</b></p> <p><i>Event</i></p>	<p><b>Scoring</b></p>
<p><u>Prior to event:</u></p> <p>1. Demonstrate through engagement and communications messaging that GM is</p>	<p>Sponsors</p> <p>Challenge Groups &amp; 5YEP</p> <p>Forum</p>	<p>Presentation and consultation with stakeholder and steering group meetings</p>	<p>Keynote addresses</p> <p>Series of lightening talks</p> <p>Workshops</p> <p>Interactive polling/voting</p>	<ul style="list-style-type: none"> <li>• Number of individuals attending listening events.</li> </ul>

<p>delivering on its 2019 environment plan</p> <p>2. Provide a series of regional face to face and interactive engagement channels to ensure co-creation of future green vision for GM</p> <p>3. Change attitudes to actions to accelerate sustainable behaviour change</p> <p><u>Event:</u></p> <p>4. To inspire and inform audience (in-person and online) with expert speakers with knowledge on climate change</p>	<p>Regional business and suppliers</p> <p>GM Community groups – including GM EDI Forums</p> <p>GM residents</p> <p>Stakeholder groups and LA Groups: LA Climate Emergency Liaison</p> <p>Local politicians</p>	<p>Listening events in each local authority</p> <p>Targeted adverts on social media/google</p> <p>Publicize on community Facebook groups and other community social media.</p> <p>Develop communications toolkit for partner amplification</p>	<p>Feedback channels and discussion points capturing audience’s vision</p> <p>Collation [list] of partners plans and pledges demonstrating their ongoing commitment post COP26</p>	<ul style="list-style-type: none"> <li>• Number of Press and SM releases: Number of exposures, number of active engagements and interactions online (impressions, click-throughs)</li> <li>• Number of partners/organisations amplifying messaging</li> <li>• Volume of responses from consultation: online survey and listening events</li> <li>• Reach and mapping of specific social media hashtags</li> </ul>
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5. Gather 'Solutions for Change' feedback from all sectors of society				
6. To provide an inspiring 2038 vision of Greater Manchester across all themes and sectors				

**Core messages**

Theme	Top Line	Key Elements
2038: A Carbon Neutral nature-positive GM	The Vision – Do you agree? What are your Solutions for Change?	Listening events, Hackathons Infographics and animated film demonstrating how the region could look in 2038
Sustainable Lifestyles	Can you be more <b>energy efficient</b> ? How to <b>waste less food</b> Valuing your <b>greenspaces</b> <b>Reducing, recycling and reusing</b> unwanted items <b>Retrofitting</b> / home renovations Switching to <b>sustainable active transport choices</b>	Communications & Engagement Plan Partner/Stakeholder Communications Pack Digital assets – short useful tips, regular social media adverts and posts with tips and infographics signposting to GCR website
Your vision for a future GM	Send us your vision [for a future GM]	Creative elements to gauge feedback from all public sectors – can include short notes, drawings, photographs

		Possible competition/exhibition
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APPENDIX 2

**DRAFT Green Summit 2022 Agenda [May]: Morning Sessions**

Time	Activity	Location	Theme	Speaker	Organisation
7:30 – 8:30	Set-up	Whole venue			
9:15 – 10:00	Registration	Front lobby			
10:00 – 10:45	Plenary session with Mayor	The Lyric			
			Env. Plan		GMCA
			YCA		GMCA
			Gov. Minister		
10:45 – 11:00	Break – back into Lyric				
11:00 – 11:30	<b>The challenge across all themes</b> Sessions for Solutions #1 National and local levers (policy development)	The Lyric	Overview		
			Low Carbon		
			NE		
			SCP		
			Transport		
			Conclude		
11:30 – 12:00	<b>The challenge across all themes</b> Sessions for Solutions #2 Future innovations & vision (blue-sky thinking)	The Lyric	Overview		
			Low Carbon		
			NE		
			SCP		
			Transport		
			Conclude		
12:00 – 12:15	Break				
12:15 – 12:45	<b>The challenge across all themes</b>	The Lyric	Overview		

	Sessions for Solutions #3 Adaptation and Resilience		Low Carbon		
			NE		
			SCP		
			Transport		
			Conclude		
12:45 – 13:15	<b>The challenge across all themes</b> Sessions for Solutions #4 Lifestyle levers (positive shifts in behaviour change)	The Lyric	Overview		
			Low Carbon		
			NE		
			SCP		
			Transport		
			Conclude		

## DRAFT [May] Green Summit 2022 Agenda: Afternoon

Time	Challenge	Zone	Panel	Organisations	Marketplace
13:15	Lunch/Refreshments served (Lunch service closes at 14:00)	Whole venue	Videos playing in the Lyric showcasing GM Projects		
13:45 – 14:45	<b>Interactive workshops – collate feedback</b> Sessions for Solutions #1 National and local levers (policy development)	TBC			
	<b>Interactive workshops – collate feedback</b> Sessions for Solutions #2	TBC			

	Future innovations & vision (blue-sky thinking) Include, chair and panel from morning.				
	<b>Interactive workshops – collate feedback</b> Sessions for Solutions #3 Adaptation and Resilience	TBC			
	<b>Interactive workshops – collate feedback</b> Sessions for Solutions #4 Lifestyle levers (positive shifts in behaviour change)	TBC			
15:00 – 16:00	Closing plenary with the Mayor With Chairs of each theme (Collate thinking from the day, inc in speech)	The Lyric			
16:00	DE-RIGG				