



Waste and Resources Committee Communications Update Thursday 13th July

GMCA GREATER
MANCHESTER
COMBINED
AUTHORITY

R4GM Community Fund

- **£220,000** available every year, open from April to end May
- Fund aims to prevent, reuse, or recycle household waste, and reduce contamination, promote sustainable use of waste and resources, and generate wider social benefits for the communities of Greater Manchester.
- **Council level award** - Max of £10,000 for individual projects that benefit residents living in one council area
- **GM level award/innovation award** – Max of £20,000 available for projects that cover more than 1 council area.

Money is raised from sales of pre-loved household items from 3 Renew shops

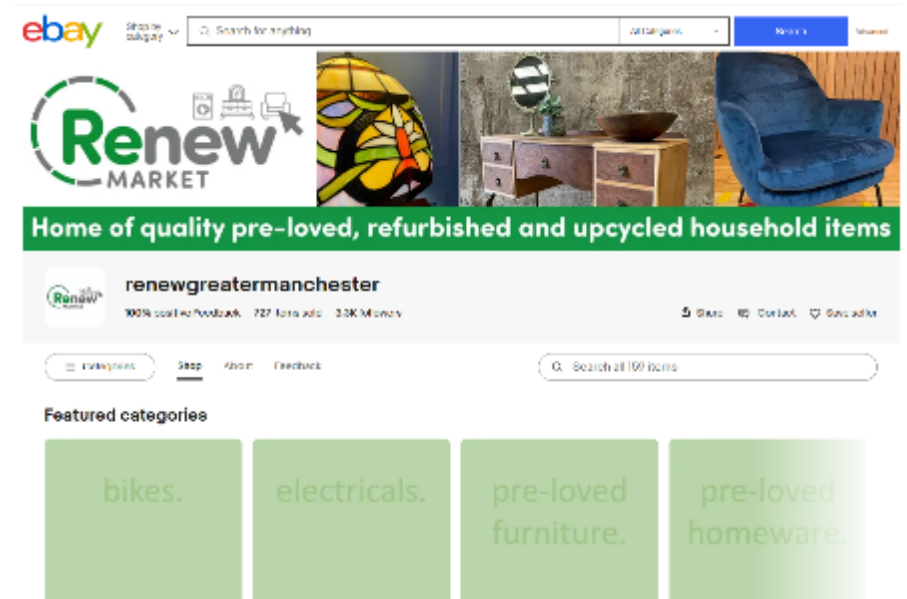
- Arkwright St, Oldham
- Boysnope Wharf in Irlam
- Woodhouse Lane, Trafford
- eBay shop - Renew Greater Manchester

In 2021 to 2022, 21 projects were funded

In 2022 to 2023, 26 projects being funded

2023 to 2024

71 applications were received and are being shortlisted.



Education update



Visitor centre at the MRF,
Sharston

Learning outcomes – Recycling
and contamination



Tour at the Solar Farm in Bolton

Learning outcomes – energy and
environment



Visitor pod at the Renew Hub
Trafford Park

Learning outcomes – repair and
reuse

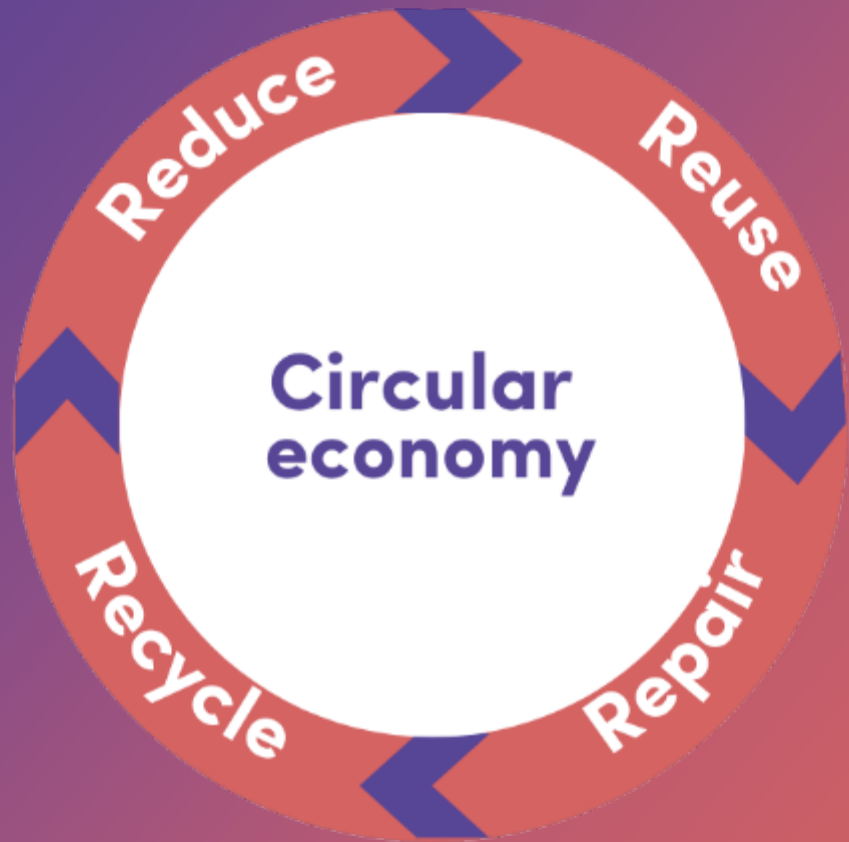


In the
loop

A new campaign
promoting the
circular
economy

Teaching residents
the link between
recycling and the
environment to
reduce waste and
protect our planet's
finite resources





Campaign background

Waste was largely absent from the COP26 agenda.

Residents are less likely to link their own behaviour to carbon or melting ice caps.

Instead, we're focussing on bins. Recycling being one of the most tangible things residents can do to make a positive impact on the environment

We're targeting common waste myths such as 'everything goes to landfill' 'recycling ends up on a beach abroad' etc. as this misinformation encourages people not to take responsibility for their own waste.

Focus on household recyclables

The launch of the campaign focussed on materials collected at the kerbside. As the residents are unlikely to be familiar with the circular economy, we're focusing on the role they're already playing in the waste journey, via their bins at home.



R4GM
Recycle for
Greater Manchester

Roy knows his newspaper
can be recycled back
in his hands
by next week

Keep paper... In the loop

This advertisement shows a man named Roy sitting on a sofa in a living room, reading a newspaper. A purple recycling bin is visible in the foreground. The text highlights that newspapers can be recycled back into the paper stream within a week.



R4GM
Recycle for
Greater Manchester

Ava and Kyle know
part of that can
could be older
than them

Steel recycles infinitely, keep it... In the loop

This advertisement shows a young man (Kyle) and a young woman (Ava) in a kitchen. Kyle is pouring something from a purple recycling bin into a pot on the stove. The text emphasizes that steel can be recycled infinitely and is often older than the people using it.

Video of In the Loop



Any questions?

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