

## Waste and Recycling Committee

Date: 13 March 2024

Subject: Sustainable Consumption and Production: Behaviour Insights

Report of: Sarah Mellor, Head of Sustainable Consumption and Production

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### Purpose of Report

The purpose of the report is to update Members on the results of the latest behaviour insights research.

### Recommendations:

The Committee is requested to :

1. Note the research and discuss any specific areas of additional behavioural insights the Committee would like to see in the next phase of research.





### Contact Officers

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## Equalities Impact, Carbon and Sustainability Assessment:

Results of the [Sustainability Decision Support Tool](#) to be included here:

Impacts Questionnaire		
Impact Indicator	Result	Justification/Mitigation
Equality and Inclusion	G	The Plan looks to raise awareness through community engagement and involvement
Health		
Resilience and Adaptation		
Housing		
Economy	G	Moving to a circular economy can have a positive social, economic and environmental effect on the conurbation By creating a circular economy it should identify gaps and skills and stimulate economic growth in those areas Innovation is key to developing solutions and end markets for difficult materials Inward investment could potentially through innovation
Mobility and Connectivity		
Carbon, Nature and Environment	G	The SCP Plan looks to reduce carbon emission through its 4 key priority areas
Consumption and Production	G	The SCP Plan focuses on key priority areas, as set out in the report, to reduce the level of waste produced A number of projects are currently in place to look at minimising construction waste Managing waste sustainability as possible is a key priority within the plan Moving to a circular economy is a priority with the SCP Plan PlasticFreeGM continues to be a priority within the SCP work programme
Contribution to achieving the GM Carbon Neutral 2038 target		The SCP Plan and work programme are a critical element to the delivery on GM achieving Carbon Neutral by 2038. As SCP covers a wide range of areas, ensuring that the work programme is sufficiently resourced would improve the contribution to delivery of the overall plan.
Further Assessment(s):	N/A	
 Positive impacts overall, whether long or short term.	 Mix of positive and negative impacts. Trade-offs to consider.	 Mostly negative, with at least one positive aspect. Trade-offs to consider.
	 Negative impacts overall.	

## Risk Management

All risks regarding the delivery of the 5YEP and SCP theme are set out in the GM Environment Team's Risk Register. There is nothing identified within the SCP section of the register which is currently identified as 'red' status.

## Legal Considerations

There are no legal implications of the recommendations set out within the report.

## Financial Consequences – Revenue

The SCP Work Plan sets out expenditure that is within the budget forecasts (2023/24 and 2024/25) for certain areas of work. Actions for future years may require additional funds. If so, these would be subject to a separate detailed business case being approved.

## **Financial Consequences – Capital**

There are no capital consequences within the report. Actions for future years may require additional funds. If so, these would be subject to a separate detailed business case being approved.

## **Number of attachments to the report: 1**

Appendix A – Sustainable Consumer Insights Research Presentation

## **Background Papers**

[The Greater Manchester 5 Year Environment Plan](#)

[SCP Plan](#)

## **Tracking/ Process**

Does this report relate to a major strategic decision, as set out in the GMCA Constitution?

**No**

## **Exemption from call in.**

Are there any aspects in this report which means it should be considered to be exempt from call in by the relevant Scrutiny Committee on the grounds of urgency? N/A

## **1. Introduction**

The SCP Theme of the GM 5 Year Environment Plan focuses on valuing resources and reducing waste. It also supports our carbon neutral ambitions by identifying actions which will reduce our Scope 3 emissions. The SCP plan is now being finalised for publication and covers 4 key priority areas:

- Moving to a Circular Economy;
- Managing Waste Sustainably;
- Reducing Food Waste; and
- Moving to Sustainable Lifestyles.

This covering report supports the presentation of the findings of the latest sustainable consumer insights undertaken as part of Priority 4: Moving to sustainable lifestyles and will help form actions within the new 5 year Environment Plan.

## **2. Consumer Insights**

As part of the workstreams within Priority 4: Moving to Sustainable Lifestyles, the GMCA took part in Impact's national survey to further understand Greater Manchester's attitudes/perceptions relating to environmental issues and sustainable behaviours. In addition to the national survey, a boost within Greater Manchester of 500 additional surveys was completed. A copy of the presentation (Appendix A) sets out some of the key findings from the research along with the next steps which will be presented at the meeting.

## **3. Recommendation**

The Committee is requested to note the research and discuss any specific areas of additional behavioural insights the Committee would like to see in the next phase of research.