



Greater Manchester Green City Region Partnership

Date: 19 October 2023

Subject: Challenge Group Updates

Report of: Challenge Group Chairs/Vice Chairs

PURPOSE OF REPORT:

The purpose of this report is to outline the progress made by the 5 Year Environment Plan (5YEP) Challenge Groups in developing their key priorities through Task and Finish Groups

The accompanying presentation provides an updated overview of the Challenge Group priorities and how these are being delivered through Task and Finish Groups.

RECOMMENDATIONS:

The Partnership is asked to:

- Note the progress in developing the Mission Based Approach and the associated Challenge Groups.
- Consider any particular issues raised by the challenge group chairs or vice chairs.

CONTACT OFFICERS:

Mark.Atherton@greatermanchester-ca.gov.uk

Robyn.Smith@greatermanchesrer-ca.gov.uk

BOLTON
BURY

MANCHESTER
OLDHAM

ROCHDALE
SALFORD

STOCKPORT
TAMESIDE

TRAFFORD
WIGAN

1.0 INTRODUCTIONS

- The purpose of the Challenge Groups is:
- Deliver the 5YEP work programme
- Report back on progress and key challenges/barriers to the Green City Region Partnership
- Utilise lobbying/influencing function when appropriate to drive agenda.
- Work in collaboration with other challenge groups to identify cross cutting issues.

An update on the progress towards the Five Year Environment Plan has been presented at all of the challenge groups.

All the Challenge Groups took part in a plenary session with Councillor Ross at the Green Summit discussing the progress made so far against the 5YEP and what needs to be done to go further. There were also a number of workshops focused on specific topics within the challenge groups.

2.0 GREEN COMMUNICATION DELIVERY CHALLENGE GROUP

Topics discussed

Since the last partnership meeting the challenge group has continued its work on two main work streams

- 1) Audience mapping – a GM mapping document has been produced to understand the reach of the reach of the challenge group and the different communication and engagement activities with different audiences.
- 2) Campaign sharing and amplification – a document has been developed to track all partners campaigns.

Challenges/opportunities raised

- Sharing partner's upcoming campaigns, events and good news stories to amplify reach.

Future priorities/work/topics

- Supporting 5YEP communications
- Ongoing development of the audience mapping to inform future communications.
- Continuing to utilise each other's channels and networks to amplify communications.
- Set up a task and finish group to develop a 'positive news stories pack' of successful projects across GM.

3.0 LOW CARBON

Topics discussed

The last meeting of the challenge group focused on transport and exploring links with the low carbon challenge group.

This included presentations on:

- Bee Net Zero EV Campaign
- TfGM deep dive covering the Bee Network, EVCI delivery, car clubs 2040 strategy delivery, GM Bus Strategy, Streets for all Design Guide, CRSTS Delivery, cycle hire, bus fare offers evaluation and the active travel mission refresh.

Challenges/opportunities raised

- Offers of support were given on the EV campaign to explore options at partner organisations.
- A call out was given for case studies to include as part of the EV campaign.
- The potential to link in transport with energy infrastructure development was identified as an issue to explore.

Future priorities/work/topics

Retrofit and decarbonisation of heat were identified as the key areas of challenge to explore at future meetings.

4.0 NATURAL CAPITAL GROUP

Topics discussed

The Natural Capital Executive Group's recent meeting included presentations on

- 5 Year Environment Plan 24-29
- Local Nature Recovery Strategy
- Biodiversity Net Gain
- Urban Greening Factor Policy

Challenges/opportunities raised

- The need to ensure the LNRS and 5YEP are linked up and that the role of each is clearly defined.
- To ensure that natural environment and nature recovery is highlighted alongside carbon reduction in the next Five Year Environment Plan.
- GM Environment Trust has been established and its future viability will be linked to establishing a biodiversity net gain system in GM.

Future priorities/work/topics

- An item of peat will be picked up at a future meeting.
- A listening event/workshop will be held on the Five Year Environment Plan

5.0 SUSTAINABLE CONSUMPTION AND PRODUCTION

Topics discussed

At the last meeting the Challenge Group had updates on the following items;

- Behaviours Insights from Public First. The results were shared from the initial focus groups and the plan for the poll was presented.
- Single Use Plastics Task and Finish Group with the Local Authorities.
- GM Fashion and Textiles from MMU

Challenges/opportunities raised

A discussion was held on the new subgroups that are being set up with an ask made to members to consider which task and finish group they would like to join. The membership for the following groups is currently being determined and meetings will be held ahead of the next Challenge Group meeting,

- Plastics
- Food waste
- Behaviour Change

Overall, there are now 4 Task and Finish Group with the most advanced being the GM Sustainable Textiles and Fashion Group, which has identified core priorities for the shift to a more circular economy of textiles focusing on:

- Reduced fashion consumption – promotion of higher quality more durable goods
- More effective utilisation of post-consumer waste (PCW) fashion

Future priorities/work/topics

The next meeting will pick up the next steps for the sub groups.

6.0 FIVE YEAR ENVIRONMENT PLAN FORUM

Topics discussed

The last meeting of the Forum included presentations on

- GM Bus Plan
- Truly Affordable Net Zero Homes
- Green Summit
- Behaviour Insights

Challenges/opportunities raised

- Discussion around how to improve communications based on behaviour insights.
- The need for an element on overall education on climate change being incorporated into communications strategies and stories.

Future priorities/work/topics

- Workshop to be held to input into the development of the next Five Year Environment.
- Explore engagement/co-creation principles in project design.
- Offer to support engagement strategy development/testing with communications group as they develop messaging with each challenge area.
- Greenwash free city initiatives.