LOW CARBON HUB BOARD

Date: Friday 12th October 2018

Subject: Green Summit Update

Report of: Mark Atherton, Asst. Director, GM Environment Team

PURPOSE OF REPORT

To provide an update on the work of the GM Green Summit Steering Group.

RECOMMENDATIONS

The Board is requested to:
• Note and comment on the contents of the report
• Note the activity planned of GB Green Week
• Approve the funding sponsorship proposal and note event planning progress.

CONTACT OFFICERS

Tina Bugliosi, Environmental Policy Officer, GM Environment Team
Mobile: 07973 876309
Tina.Bugliosi@greatermanchester-ca.gov.uk
1. **BACKGROUND**

1.1 Approximately 4,000 people directly contributed to the biggest environmental conference in Greater Manchester. In the run up to the Green Summit over 1,200 people participated in 42 ‘listening events’; more than 2,000 people completed an online survey. Over 700 people attended the first Greater Manchester Mayor’s Green Summit in March, with hundreds more viewing via live streaming.

1.2 Announcements and work taken from the Green Summit have included immediate actions to delivering CO₂ reductions, initiating online workstreams to develop business cases to support an environmental vision and five year delivery plan for agreement at a second Green Summit on 25\textsuperscript{th} March 2019.

1.3 The venue and date for the Green Summit 2019 are Monday 25\textsuperscript{th} March 2019 at The Lowry Theatre, Salford Quays. The venue provides the opportunity to invite an audience of up to 1,700 people. Selection of a venue large enough to accommodate such a capacity was a challenge ensuring that the event date was still within purdah guidance.

2. **GREEN SUMMIT AIMS AND OBJECTIVES**

2.1 Through continued discussion with the original Green Summit Steering Group, the main aim of Green Summit 2019 is to formally set-out and potentially launch the Greater Manchester Environmental vision and five year delivery plan to achieve carbon neutrality by 2038.

2.2 Other objectives to be achieved from the event include:

2.2.1 Evaluation of previous Green Summit announcements and their progress to date;
2.2.2 To communicate the need for wider engagement from other sectors to join GMCA in taking action;
2.2.3 To demonstrate how stakeholders can act with examples of working business cases.

2.3 Green Summit 2019 will be different from the first in that all of the consultation and evaluation will have been consolidated into a delivery plan ready to be launched and communicated widely to the public and business sector.

3. **PLANNING**

3.1 A Green Summit Steering Group was formed to support the design and delivery of the Green Summit in March 2018. It was agreed that this Group would continue to operate to support the delivery of the following Summit in
2019. Membership to the Steering Group includes representatives from GMCA/TfGM/GMC/GMHSCP Officers; GM Environment organisations; GM Community organisations; GM Business representatives and academia.

3.2 Responsibilities of the group include:

3.2.1.1 Coordinate and enhance communications on GM Green City issues and support dissemination of key messages to a wide audience;
3.2.1.2 Review and quality assure the outcomes of the Green Summit workstreams prior to finalisation;
3.2.1.3 Support and challenge the organisation and delivery of the Green Summit 2019

4. ONLINE WORKSTREAMS

4.1 The Springboard Report has been reviewed and key components and actions have been extracted to focus discussion for the themed workstreams. Work is about to take place via the online ‘Slack’ application, between now and the end of the Quarter. Representatives have either volunteered or have been invited to ensure fair representation on the groups.

4.2 The groups will aim to build approximately 16 business cases to use as part of the Green Summit’s Five Year Environment Plan. Commencement events are planned to begin discussions for late October. A second set of events will be planned for 5-6 weeks later.

5 BEIS GREEN GB WEEK

5.1 Green GB Week is taking place from Monday 15th until Friday 19th October 2018. We are using this opportunity to start the process on asking large corporations to sign-up and pledge their support to the Mayor’s carbon neutral ambition. A list of 20 regional, national and global organisations has been created, alongside a letter sent by the Mayor’s office, inviting leading CEOs to a Mayoral Roundtable during the week. It is intended that we use the Roundtable event as a media opportunity to promote Green Growth in the region and the many benefits it can deliver.

6. SPONSORSHIP PROPOSAL

6.1 This year’s Green Summit proved that there is an appetite in the region to support environmental sustainability events, not only through ‘in-kind’ support but through financial support.

6.2 Additional funding raised through partner financial support, will enable GMCA to deliver a large event to a larger audience, without significant cost to the tax payer. It is recommended that any contributions above the cost of the event will be used
to help to launch the GM Environment Fund.

6.3 A proposal has been drafted (Appendix B) which we feel would appeal to our stakeholders, offering many benefits including endorsement of our messages and a marketplace stall on the day of the event. We will ask that all organisations wanting to support the Green Summit also pledge their commitment to the Mayor’s carbon neutral pledge with their own future plans.

7. COMMUNICATIONS

7.1 A Springboard Communications Strategy has been developed with GMCA Communications Team which supports both the lead-up to the Green Summit and ensures compliance with the Greater Manchester Strategy.

7.2 Main channels to be utilized include press releases and regular social media messages. All Green Summit Steering Group members have declared their support of the strategy, enforcing a collective message with wide-spread engagement.

7.3 Branding for Green Summit 2019 is to be discussed at the next GS Steering Group meeting. Steering Group Members are keen to promote a joint message with a unified look and feel to all outward facing publicity. It has been key that we promote the support and endorsement we have of external organisations (and that it is not just GMCA working solo) to engage our wider public. It has been suggested that we reuse the creative work which was developed for the previous Green Summit to reinforce our communications. The creative tool kit consisted of various messages with clear and modern illustrations; it was not the creation of a new logo. The tool kit was popular with Steering Group members and had a dynamic feel.

8. THE GREEN SUMMIT 2019

8.1 A private Eventbrite event registration page will be circulated to all Leaders, Local Authority CEOs and GM ‘family’ organisations two weeks prior to the page being publically launched. The date for circulation will be week commencing 15 October. We would like all people expressing an interest in attending the event be able to register to secure a place on the day. Our capacity for the venue is 1,700, we would like to set a capacity of people registering of 1,700 to secure at least 1,200 attendees on the day (allowing for 30% drop-out).

8.2 A popular element of this year’s Green Summit was the Market Place, an area where organisations could set-up and promote their projects and green growth work to event attendees. However, this year, places were limited due to the capacity of the venue. For next year’s summit we will have in excess of 40 market stall places. Securing a stall will be managed via the sponsorship proposal.
8.3 The Green Summit Steering Group have agreed a draft agenda for the event for planning purposes. This agenda is yet to be approved by the Mayor’s office but provides a platform for planning. It currently comprises high-profile keynote speakers, opportunity to interact and feedback on Springboard progress and provides inspiration with real case studies to increase and influence green growth.

8.4 We are keen to have a programme which would appeal to the business sector as well as young people. We would like to include the voices of local groups and organisations to promote their green actions and also an arena for people to enhance connections and working relationships. The current agenda is attached in Appendix A.
# Agenda

## DRAFT AGENDA

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.00</td>
<td>Registration and refreshments / marketplace</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td>Welcome</td>
<td>Andy Burnham</td>
</tr>
<tr>
<td>10.20-10.40</td>
<td>High Profile Keynote speaker(s) – set the scene, add impetus to event</td>
<td></td>
</tr>
<tr>
<td>10.40-11.00</td>
<td>Review of 2018 action and announcements since Green Summit 2018, Springboard Report and feedback from Green City Webinars</td>
<td>Cllr Ganotis</td>
</tr>
<tr>
<td>11.00-11.30</td>
<td>Introduction to: Our carbon neutral journey: launch short film of Green City Region Carbon Neutral vision 2040 – the GM ‘utopia’ (Social Media thunder clap – post screening, circulate the film, launch the 2040 vision)</td>
<td>Andy Burnham Film</td>
</tr>
<tr>
<td>11.30-12.00</td>
<td>Stay, break or breakout Stay in Lyric: Young people</td>
<td></td>
</tr>
<tr>
<td>12.00-1.30</td>
<td>TED Style Presentations from ‘big hitters’ committed to GM’s vision (We’re already doing it, you can too)</td>
<td></td>
</tr>
<tr>
<td>13.30-14.00</td>
<td>Stay, break or breakout Stay in Lyric: Local inspiration - people, groups, orgs currently taking action 6 x 5 min slots</td>
<td></td>
</tr>
<tr>
<td>14.00 - 15.45</td>
<td>Lyric Theatre (1730): Energy, led by ENW, Building, led by UKGBC, Natural Environment, led by LWT, SCP, led by BGH / GMWDA, Transport, led by TfGM, Engagement and Education, led by (TBC)</td>
<td></td>
</tr>
<tr>
<td>15.45 – 16.15</td>
<td>Stay, break or breakout Stay in Lyric: Performance</td>
<td></td>
</tr>
<tr>
<td>16.30</td>
<td>Welcome on stage GM Leaders signing the GM commitment to carbon neutrality</td>
<td></td>
</tr>
<tr>
<td>17.00</td>
<td>Summit review and closing remarks</td>
<td>Andy Burnham</td>
</tr>
</tbody>
</table>

## Additional Details

**Compass Room (250 theatre)**
- Exhibition?
- Session 1: 11.00 – 11.30
- Session 2: 14.00 – 14.30
- Session 3: 15.45 – 16.15

**Hexagon Room (100 theatre)**
- Exhibition?
- Session 1: 14.00 – 14.30
- Session 2: 14.45 – 15.15
- Session 3: 15.30 – 16.15

**Pier Eight Room (120 theatre)**
- Exhibition?
- Session 1: 14.00 – 14.30
- Session 2: 14.45 – 15.15
- Session 3: 15.30 – 16.15
Appendix B

**GMCA Green Summit 2019 Support Proposal - DRAFT**

**Background to Green Summit 2018**

The Mayor’s Green Summit took place on 21st March 2018 and was deemed an overwhelming success in kick-starting the Mayor’s wider engagement on his vision for the Greater Manchester region to become carbon neutral before 2050.

Hosted by the Mayor and GMCA, with the region’s key stakeholders on the environment providing essential support, the Green Summit was held at Manchester Central Convention Centre. Without knowing how popular the event would be to businesses and the public, modest event space was booked with the intention of hosting 400 delegates, with a handful of exhibition stalls.

The resulting response from the business sector, academia, third sector, voluntary community groups and the public was overwhelming and meant that over 700 people walked through the doors on the 21st to an agenda which hosted speakers who were inspirational, engaging and above all, influential within their sector.

Over 1000 individuals registered their interest to attend the event with an endless list of organisations and projects requesting space for a stall.

Over 42 listening events with over 3000 people attending from the GM business sector and a wide range of communities and individuals with an interest in the environment were held in the run up to the Green Summit alongside an online consultation with 2274 online responses.

The citizens of Greater Manchester spoke on how Greater Manchester could achieve its carbon neutrality aspirations within an ambitious, accelerated time period.

**Doing things differently in 2019**

We have an ambitious plan for Greater Manchester to be one of Europe’s leading carbon neutral cities - to make this happen we need to shout about our plans to a wider audience and engage businesses and individuals to take action now.

We are taking advantage of the momentum created this year and will be hosting a second Green Summit to launch our long-term, Environmental Vision to the public.

For 2019 we have booked The Lowry, Salford Quays, with a capacity to seat over 1000 individual delegates. The venue ticks lots of boxes including sustainable transport links and value for money.

Additional funding raised through partner financial support, will enable GMCA to deliver a large event to a larger audience: we will be asking our delegates to collectively spread the word and our vision within their sectors and communities. We want to create a green movement with an audience who are from different backgrounds: leaders from major business and finance, investors through to young, dynamic individuals, committed to driving, influencing and lobbying for real action on the environment.
Why you should be supporting #GMGreenCity 2019

“Winning slowly is basically the same thing as losing outright. We need to do more and do it now.” (Kevin Anderson, professor on energy and climate change at University of Manchester).

Together we think we can make a difference in Greater Manchester to how people see and act on our changing climate. If we can take the lead and showcase the region’s work, we can inspire and enable others to also make a difference nationally.

GMCA’s action so far has included, Green Summit 2018, GM’s Springboard to a Green City Region and plans for hosting next year’s Green Summit 2019. As one of our key partners on you’ll be more than aware of how we value partnership working, especially as we move forward to launch our ambitious plan – this is your opportunity to endorse this work and be recognised as being part of it.

What do we want to ask partners for this year?

Your support is and will always be valued, regardless of financial contributions.

1. All ‘sponsors’ and event partners to sign the official commitment to the Mayor’s Greater Manchester Carbon Neutral pledge (All)
2. Funding – Four levels of support: from £5K - £1K (depending on organisation status)
3. In kind support – helping out with communications and engagement. Partners have huge social media presence as well as internal ‘transmitter’ channels to promote our messages

What will your support help to fund?

- Delivery of a second dynamic event at The Lowry on 25 March 2019
- Communication and engagement activities via online and external channels and media
- A short film demonstrating how action now can create a different future for 2038 to thunderclap via social media on the morning of the summit
- ‘The GM Environment Fund’ - No profit to be made from this funding proposal. All funding received above and beyond cost of Green Summit delivery will contribute and help to kick-start local, community projects taking them to a different level of success.

Media and Reach

Our audience reach for this year’s Green Summit (we think) was pretty impressive, but by working together we can really put #GMGreenCity on the global map...

- Green Summit article reach: 21st March = 4.2 million readers, 22nd March 2.2 million readers
- News release featured via online channels: BBC News, Manchester Evening News, Gov.uk, The Times, BusinessGreen amongst many others
- #GMGreenCity – over 2 million tweets
- Mayor of Greater Manchester interviewed on Good Morning TV, BBC North West tonight
- 31 Green Summit 2018 partners recognised
- Green Summit online consultation: 2274 responses, 19,505 individual comments
- 42 Green Summit listening events, with over 3000 people attending from businesses and communities
- 86 Metrolink poster sites, over 4 weeks reaching 2 million passengers
You have been a great partner so far, now let’s make it official

Proposed Level of support / benefits / visibility

We recognise that our partners which enable GMCA to drive through the Green City agenda are varied in size, financial capacity and ethos. GMCA hold all our partners with the same level of regard and loyalty, however to enable us to deliver a second Green Summit which meets expectations, without cost to the taxpayer, we’re proposing the following levels of funding:

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>APPLICABLE ORGANISATION</th>
<th>FUNDING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>Headline sponsors</td>
<td>£5,000.00</td>
</tr>
<tr>
<td>Level 2</td>
<td>Consultancy, banks, technology providers, construction, energy providers, legal, financial services, RSLs, orgs &gt;250 employees</td>
<td>£2,500.00</td>
</tr>
<tr>
<td>Level 3</td>
<td>SME: Orgs with &lt;250 employees</td>
<td>&lt; £1,000.00</td>
</tr>
<tr>
<td>Level 4</td>
<td>Partner groups eg. GS Steering Group</td>
<td>In kind</td>
</tr>
</tbody>
</table>

Benefits:

- Organisations logo to be incorporated into event branding, which will include banners and main stage presentation ‘link’ slides (All levels)
- Organisation’s logo to be published on all Mayor’s Green Summit promotional material, digital and print (on Level 1 Headline sponsors)
- GMCA press office to circulate Green Summit event press release with partner, supporter and associate information detailed in ‘Notes’ section (All levels)
- To support, retweet, ‘favourite’ partner’s social media updates via Twitter and Facebook (All levels)
- Opportunity to publicise support of the Mayor’s Green Summit through partner’s own PR activity (All levels)
- Logo recognition within the Greater Manchester Environmental Vision – A carbon neutral, climate resilient city-region with a thriving natural environment and circular, zero-waste economy (All levels)
- Stand at Green Summit 2019 Market Place (All levels)
- Guaranteed places x 5 at the Green Summit 2019 (All levels)

Legalities

GMCA will undertake that it will use reasonable commercial endeavours to ensure the maximum press and promotional coverage of the sponsor through the media and methods set out above.

It will be agreed that the Sponsor acknowledges that it will submit all outward facing promotional materials produced by it or on its behalf to the GMCA Environment and Communications Team for the GMCA’s prior written approval which the GMCA will not unreasonably withhold or delay.

A separate legal agreement will be drafted to cover rules binding the agreement and to be approved by GMCA (Liz Treacy) prior to initial contact with potential sponsor organisations.