

30/09/2021 – 4 Programmes Update

Board paper title		Paper 30/09/2021 - 4
ReLondon Programmes Update		
Report by	Wayne Hubbard	
Job Title	Chief Executive Officer	
Date of decision	Board Meeting 30 September 2021	

Summary
This paper presents updates on the ReLondon programmes.

Recommendations
To note the updates presented.

Risk Management	
Risk	Action to mitigate risk
N/A – no decisions being made.	

Implications
Legal N/A – no decisions being made.
Financial N/A – no decisions being made.
Equalities N/A – no decisions being made.

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PART A – Non-confidential items

Why the paper is being presented

The programme update provides details of business plan activity across the ReLondon programme teams.

Business Transformation and Sector Support

A number of regional projects are underway.

Policy Mapping: The policy mapping report will be published two weeks before the Board meeting. This ‘Driving circular economy through policy’ report provides insights into current circular economy policy being applied in London as well as good practice from other global cities. It provides examples to inform and inspire future circular economy policies by cities both within the UK and around the world. The report also includes a look at local good practice, highlighting the work of the boroughs.

Material Flow Analysis: We are at the report drafting phase of the MFA for food project, which estimates the mass of materials flowing through London and their associated carbon impact across the food supply chain. The report drafts will be shared with both the GLA and London Councils for sign-off ahead of final publication in November. The publication date for this report has been delayed to coincide with COP26 where ReLondon will host an event to promote this piece of research and highlight how the results will inform the Food Flagship Initiative.

ReLondon has been working with the same consultants to raise funds to deliver a further four material flow analysis reports across ReLondon’s other priority sectors: textiles, plastics, built environment and electricals. Five funding applications have been submitted to various foundations, with one of our applications (CE-Hub Flexible Fund) being shortlisted to the next round.

Jobs and Skills: This piece of research will look at the potential green jobs that can be created by the development of a circular economy in London and the skills that will be needed to realise those jobs. The business case has been signed off and the project went to tender three weeks ago. Over the next few weeks, submissions will be reviewed, and contract awarded. The project will start in October, with report publication expected towards the end of May/early June next year. Project planning is currently in progress, and we are currently reaching out to stakeholders (GLA, CLF, Green Alliance and City of London Corporation among others) to discuss their respective projects on jobs and skills to ensure alignment and avoid duplication.

CIRCuiT Programme

Our research into the recycling and reuse supply chain in London has been completed. The findings are currently being written up into a ReLondon insight note and will be shared in a webinar organised by the UK Green Building Council on 21st September.

Work on our demonstrator projects has continued, with the relocatable affordable office building in Southwark currently under construction. We have also fabricated some beams using reclaimed timber which are currently being tested for their strength.

We have been working with a number of boroughs and the GLA Planning team to explore what data can be collected on building's materials to both monitor the success of the circular economy statement and to facilitate more material reuse in the future. We have an outline scope of what that database and reuse platform could look like and are starting to test this with the market. It is anticipated that we will be able to prototype this platform through the CIRCuIT project.

We completed the business case template to be used by decision makers in the city administration to provide evidence that circular construction projects are a good investment for both the funding partner and the community. This is now in the process of being trialed on the demonstration projects.

With our project partner Grimshaw Architects we have prototyped an augmented reality app that brings buildings to life on mobile devices, highlighting their innovative circular features so we can all learn more about the buildings around us. This was prototyped on Hackney depot – a transformed bus garage and the Mayor of Hackney visited our event and tweeted about it.

In July we held the first CIRCuIT Summer at Imperial College. 34 delegates attended and heard presentations from Copenhagen, Hamburg & London partners. The presentations provided the context and provocations for group work and lead to final presentations of ideas and solutions around the themes covered. We received good feedback from the participants and a number have offered to write blogs for the project website.

Our focus over the next three months will be on completed our flexible construction demonstrators and completing prototypes for the digital outputs (dashboard, atlas and wiki) which are all due for completion by the end of November.

Circular Fashion Fast Forward

We have now concluded this project with the Laudes Foundation (formerly called the C&A Foundation) on the development of circular business models for the fashion industry. The final project report was submitted, and the final funding payment was made over a year ahead of schedule because all project outputs were successfully delivered. This included the target to inspire a further 10 circular business models to be rolled out by major retailers by Dec 2022.

Textiles 2030

We are now a signatory of WRAP's Textiles 2030 programme whose aim is to accelerate the whole fashion and textiles industry's move towards circularity and are engaged with WRAP to define ReLondon's role to bring a local perspective to the initiative and demonstrate local circular models for textiles.

EMF strategic Partnership

The GLA and ReLondon have worked on various strategic projects with the Ellen MacArthur Foundation since 2015 and in recognition, London, together with New York and Sao Paulo, have been designated Strategic Partner cities. The GLA, ReLondon and EMF have now signed the partnership agreement and agreed on an engagement plan

that describes upcoming areas of collaborations. Collaborations are grouped into three key themes:

- Inspire: Supporting capacity building to equip key stakeholders across London to apply circular economy thinking in their work
- Demonstrate: Mobilising key urban decision-makers towards ambitious actions with other key stakeholders that will drive systemic change.
- Showcase: Providing London actors with a platform to showcase innovative policies and city-led demonstration projects that position the city as a pioneering city.

The Food Flagship Initiative (FFI) is one of the activities to be delivered under the “Demonstrate” theme of the strategic partnership. The last months’ focus of the initiative has been to recruit demonstrators and promote the programme. 6 applications have been received so far, 3 of them have been accepted (including two on the condition that they will secure additional funding). The three projects are spanning a varied range of sectors and interventions, from decentralised AD with the digestate used as fertiliser to produce local food, to the production of crumble bread from surplus sources as a replacement to barley in the beer brewing process. During the period, the FFI partners have also engaged with corporates such as IHG hotels and Aldi, and Ellen MacArthur Foundation is currently finalising a communication plan.

Using the data-driven insights from the material flow analysis, the FFI aims to support the identification of high impact interventions that boroughs and the GLA group can adopt to support a circular food transition.

The FFI is bringing together London’s local authorities and the GLA group for a closed online workshop on the 14th October. During the two hour session, FFI partners will:

- Present the new food material flow analysis research identifying key food waste and greenhouse gas emission hotspots in London,
- Invite discussion from local authority and GLA group colleagues to identify and develop data-driven high-impact interventions to support a transition to a circular economy for food.

This workshop is organised in partnership with Sustain, Hackney Council as the food theme lead of the One World Living programme (previously known as London Council Consumption Based Emissions working group) and promoted by LEDNET.

Business Transformation

The objective of this team is to support SMEs to build viable circular economy businesses and develop a strong circular ecosystem in London, with the ability to support London citizens, businesses, and boroughs to achieve positive economic and environmental outcomes. The full scope of activities delivered by the team is jointly funded by ERDF (with ReLondon contribution) and the Mayor of London’s Green New Deal.

ReLondon’s Business Transformation team continues to support the transition of London businesses to circular business models, as well as the growth and scale up of innovative circular SMEs. To date, the team has worked with 249 SMEs, of which 56%

are start-ups (0-2 years) and 66% are already circular businesses that are trying to scale. The spread of SMEs across ReLondon's target sectors is as follows:

- Built Environment – 15.7%
- Food – 31.7%
- Textiles – 19.7%
- Plastics – 12.8%
- Electrical – 4.8%
- Other – 15.3%

To date, the team has contributed to the launch of 48 new circular products/services and contributed to the creation of 102 jobs.

With ongoing restrictions to meeting face-to-face, the team has continued to deliver support in a virtual format. The virtual outreach of the programme is steadily increasing (including 1,649 followers on Twitter, an increase of 3% from last quarter).

In the last quarter, the team delivered advisory and financial support to businesses in the form of specific support streams and events:

- Circular Pilot Grants: The team successfully completed the second round of Circular Pilot grants under the Green New Deal funding from the Mayor of London. 33 circular SMEs have been selected to receive a total of £390,000 of funding in £10,000 or £15,000 grants, with the aim of introducing a new circular product or process to their business. A total number of potentially 431 jobs could be safeguarded and 49 jobs created through this grant round.
- Build Back Better advice: The Build Back Better advice was kicked off in June, with 73 applications received to date and 10 SMEs approved for support. The objective is to support 'linear' businesses, particularly in the hospitality sector and those affected by COVID-19, to adopt circular practices in their recovery and achieve growth and jobs contribution.
- Matchmaking platform: Activities to develop the matchmaking platform have continued, with testing of the platform mechanic and commercial proposition initiated with 32 SMEs over the period of Aug-Sep.
- Meet the Cities: the team continued to prepare for a joint event with City of London and Westminster City Council completed a needs assessment of both boroughs to define which circular SMEs from the built environment will be relevant to address their innovation challenges. [Innovation challenges were published](#) to attract applications from SMEs to attend.
- Cross Nation Innovation – 16/06/2021: For CE Week 2021, the team partnered with Circular Glasgow to increase collaboration between the two programmes and connect circular SMEs from London and across Scotland (Glasgow, Edinburgh and Aberdeen). The Business Transformation Team hosted a virtual, Eurovision style pitching event in which 6 SMEs from the business transformation portfolio alongside 6 Scottish SMEs were able to showcase their businesses to an audience of 65 circular economy professionals, public sector representatives, fellow SMEs and the general public. This was followed by a virtual networking event for circular businesses, giving London SMEs the opportunity to connect with peers from across the UK.
- Programme Newsletter: The team provides a summary of key investment opportunities, critical sector events, SMEs success stories and other access to

market and promotional information to all its portfolio SME members on a regular basis (monthly) in order to signpost them to relevant opportunities that could help them scale and grow.

- Insight note: During Q2, the significant amount of data we have collected from SMEs on the impact of Covid was analysed and distilled in this short insight piece detailing the significant effects Covid-19 has had on London's circular SMEs, as well as opportunities for recovery. This was published on 15th July 2021 to the ReLondon website and as of 16th August it has received 107 views and is the 12th most viewed page on the website.
- The team continued to operate the [Circular Economy Jobs portal](#) for circular SMEs, where the team was able to feature over 25 circular economy jobs advertised on behalf of SMEs in the portfolio, receiving 937 page views.

Activities that are in the pipeline for the next quarter this year include:

- Support SMEs in the run up to and deliver a physical Meet the Borough event with City of London and Westminster City Council, 30 Sep, connecting c. 15 circular businesses from the construction industry to Tier 1 Suppliers and borough representatives across both areas.
- Deliver business support to accompany the disbursement of Circular Pilot Grants to the 33 selected SMEs. This will strengthen the delivery of pilots and support ReLondon to collect data about the commercial and environmental benefits of implementing these schemes, for knowledge sharing.
- Matchmaking platform soft launch with a target of 50 SMEs active on the platform (Oct 2021)
- Meet the Investor newsletter, connecting SMEs raising finance to 40+ impact investors
- Monitoring and evaluation of the first round of grants for circular businesses receiving Emergency Grants.
- Publish a 2nd insight paper as part of the knowledge sharing ambitions of the team for this year.

Outcome Fund

ReLondon was awarded on March 31st a grant by Big Society Capital for a feasibility study in partnership with Social Finance to test the concept of a circular economy outcomes fund in London. This outcomes fund is an innovative financing mechanism to help local authorities procure services from circular economy start-ups in London and would be a pioneering approach to financing the circular economy. The fund has the potential to complement ReLondon's existing initiatives to support providers in the circular economy space and support ReLondon to meet its ambitious waste and CO2e reduction objectives. The initial feasibility phase has been finalised and a report has been produced. We have conducted intensive desk-based research and 3 collaborative workshops with CE entrepreneurs, local authority waste departments and any interested philanthropist and corporates.

Although outcome-based finance seems to be an interesting tool to boost circular economy innovation, few prominent factors need to be in place to set up an outcomes fund, including the need to find an anchor funder able to bridge the financial gap between what would be an acceptable price for outcome funders and the actual costs of

delivering the outcome. The project will go in an advanced testing phase until December to test if those prerequisites are met. If the results are promising, this, will be followed by a design phase to build the fund operating model, design the payment mechanism and secure outcome funders and investors.

Commercialisation strategy development

A task and finish commercial strategy group has held with two of the board members (Joe Murphy and Chantelle Nicholson) and senior members of ReLondon. The group discussed and agreed on a renewed set of commercial principles and on an updated roadmap for the development of ReLondon's prioritised commercial propositions.

Local Authority Support

A number of regional demonstration projects are underway as well as direct service support:

Existing purpose-built flats

This project is phase two of the flats recycling project, which is jointly funded by Ecosurety and ReLondon. Working in partnership with LB Lambeth, new dry recycling services (in line with the previously tested flats recycling package) and three additional materials (textiles, food and small electricals) were rolled out to four estates in June and will be live until February 2022. These additional materials have been chosen as they represent a significant proportion of the waste that is currently not recyclable in many estates and in addition are some of the most common contaminants in the dry recycling. Residents are provided with bags for textile and small electricals and a collection van visits each estate for 3 hours every 3 months to collect these. 291kg of textiles and 52kg of electricals was collected from the first collection in July.

The impact of the project will be measured through both quantitative (waste composition analysis) and qualitative evaluation. Pre-commencement waste composition analysis was conducted in May and the interim will be delivered mid-September. Further details of the funding including a short video can be accessed at:

<https://www.ecosurety.com/impact/exploration-fund/>.

New build flats

Officers are working with LB Tower Hamlets to develop supplementary planning guidance (SPG) for reuse, recycling and waste in new build residential developments (including purpose-built flats). A draft SPG has been developed as is due to be adopted shortly. The next phase of work will be to develop a template SPG (from LB Tower Hamlets final version) for other London authorities who are seeing significant increase in new build flats.

Waste Composition Analysis protocol

An accurate London waste composition has always been difficult to establish, even with many waste authorities conducting waste composition analyses. As previously reported officers in consultation with the waste composition analysis service providers have developed a protocol for local authorities to standardise how waste composition analyses are conducted. The protocol provides guidance and a downloadable specification for London local authorities. Officers had been working with a number of

London waste authorities looking to conduct waste composition analyses this year who would test the protocol. However, these are currently on hold as boroughs have indicated that as waste composition has significantly changed during the pandemic, they would prefer to wait until composition has standardised before they carry out any analysis. It is unlikely this work will progress this year.

Officers have also been in contact with DEFRA regarding how the protocol could support the implementation of the upcoming Extended Producer Responsibility (EPR) which will require more robust waste composition analysis.

Circular Economy Directory

The contract for developing the directory has been awarded in May and its development is underway based on the need analysis previously carried out. We have started the engagement with the London circular SMEs that will be listed to build their “presence” on the platform. We are currently structuring on-line campaigns and live events to drive visitors to the platform and connect circular SMEs with business opportunities with Corporates, other SMEs, Local Authorities, Investors and citizens. The “soft launch” is scheduled for October 2021. At that time, we will open the directory to only selected users, to test and improve the first version of it. The “hard launch” is planned for January 2022. At that time, we will have an updated and more mature version of the directory and will be able to promote it more widely to all potential users: local authorities, businesses, and citizens.

Plastics project

As a follow on from the report on reducing single-use plastic (published in June 2021), we have been working with a master’s student at Imperial College London to further interrogate low-plastic schemes. These are voluntary pledge schemes businesses sign up to, which encourages them to reduce single-use plastic they distribute to customers. The final report is expected in October. and will include some suggested simple metrics to measure the impact of such schemes (as currently very little data has been collected), which will be piloted with existing London schemes.

The findings from our previous report and the output from the master’s student will go towards developing a ‘Blueprint for a low-plastic borough’. This will contain evidence-based advice, case studies and toolkits on how a council can reduce single-use plastic in their operations, events, schools, businesses and advising citizens. Scoping for this is being done in partnership with Richmond and Wandsworth Council, who are the focus lead for plastic, under London Council’s consumption-based emissions working group.

The final part of our plastic project (for this year) is to develop a London-wide network of actors who are working on reducing single-use plastic, to allow sharing of good practice, news and information. This is likely to be in the format of a shared platform, hosted on our London Recycles website.

Food waste reduction pilot

We plan to run a pilot to test the impact of heavily promoting the food sharing app, Olio, and the food shopping /meal planning app, Kitche on reducing the amount of edible food wasted. Both these apps are run by SMEs, who have received support from the Business Transformation team.

We are currently developing the pilot, including a robust monitoring and evaluation strategy. We aim to conduct a cost benefit analysis to demonstrate the value of a borough investing in these apps services vs the cost saving from the reduction in food waste. No decision has been made on where the pilot will be conducted, but it may be offered to a borough shortlisted for funding under the Future Neighbourhood 2030 Fund to bolster planned ultra low waste neighborhood projects.

Reduction and Recycling Plans (RRP)

12 local authorities identified commercial food waste services as being a priority within their RRP, to either introduce a service, or expand and improve their existing service. These 12 boroughs were engaged to understand exactly what service areas they need support with. Following this, ReLondon ran a series of four virtual sessions for London boroughs over the summer. The sessions consisted of presentations from local authority experts who have experience of running commercial food waste services on the topics of: modelling, operations, marketing, and business engagement. ReLondon is currently developing an output to capture the knowledge and learnings from these workshops which will be shared with all London boroughs.

As part of the ongoing RRP support, officers (from ReLondon and GLA) have commenced annual borough catch up meetings. These meetings are an opportunity to review progress against the authorities RRP priorities. In addition to the 1-2-1 meetings, ReLondon and the GLA held a borough RRP review workshop 24th May, which provided an opportunity for boroughs to feedback on the RRP development and monitoring procedures.

The next borough RRP are due to be written in Spring 2022 (to reflect planned activities for 2022-2026), as part of the four year RRP cycle. However, the outcomes of the 1-2-1- borough meetings and the borough workshop identified three key things which will impact this timeline; the pandemic, the DEFRA consultations and the local elections in May 2022.

The pandemic has severely impacted the ability for boroughs to complete many of the RRP actions, and the effect on waste composition has made it extremely difficult for boroughs to try and predict their recycling rates and tonnages.

The changes likely to be required as a result of the DEFRA consultations over the next few years, and the associated uncertainties, will again make it difficult to predict future waste data.

With regards to the local elections in May 2022, boroughs have expressed concern that members will be reluctant to sign off any significant changes to the RRP.

Because of these three concerns, ReLondon and the GLA are proposing to ask boroughs to complete a 'two stream' RRP, in the Summer of 2022, post the local elections.

The first stream will require boroughs to provide and update on any RRP BAU (such as waste minimisation activities) and the second stream will require boroughs to provide a plan for the changes that need to be implemented as part of the DEFRA consultations.

The requirement for the plan is to try and encourage boroughs to start considering the significant changes that they will be required to make, and also to start identifying any support they may require from ReLondon and the GLA.

The GLA will be sending out tailored letters in this respect to all boroughs by mid-October, after presenting the approach to the LEDNet Waste Cluster at their next meeting on 30th September.

Commercial Recycling

In 2020 Resource London supported Positively Putney business improvement district (BID) to launch a first-of-its-kind waste consolidation scheme – ‘Putney Pedals’. Putney Pedals collects recycling and waste from local businesses by e-cargo bike and cycles it to an off-street consolidation point, ready for a weekly bulk collection. Unfortunately, a week after the launch in October 2020, London faced further COVID-19 restrictions followed by a new lockdown. As large numbers of Putney businesses were closed, it was not viable to run the Putney Pedals service. During this time the BID engaged local businesses, ready for their re-opening, and the scheme re-launched on April 12th 2021. Recycling rates for businesses who use Putney Pedals have increased from 47% to 52% in the first four months of the scheme.

Commercial waste research and data project

Despite both national and regional policies to drive up municipal commercial recycling rates, and ensure consistency across municipal waste collections, there is no up-to-date data on municipal commercial waste tonnages for London, or nationally. The latest available estimates are based on a national survey commissioned in 2009 by Defra, for which ReLondon provided funding to upweight London data. ReLondon’s research project aims to provide an up-to-date and accurate picture of municipal commercial waste tonnages in London. The project is estimated to run until early 2023 at which time a research report will be published to disseminate the findings.

An options appraisal has been completed to identify the most appropriate way to obtain data and complete the research. The key source of data will come through business surveys undertaken with waste producers, with additional data being sourced from waste collectors across London (both local authorities and private waste companies). ReLondon has committed resource and funding to the delivery of this project but, due to the scale and cost of the waste producer surveys, ReLondon will be seeking funding from several stakeholders. To date, funding meetings have been held with the project’s three primary stakeholders and one of the secondary stakeholders.

London Councils consumption-based emissions action plan (renamed One World Living Programme)

This work is being led by the LB Harrow as part of London Council’s programme of works on climate change. The action plan development is guided by a steering group attended by ReLondon CEO, Wayne Hubbard. Harrow has organised four sectorial working groups (focused on food, textiles, plastics and electricals), each led by a different borough (Hackney, Richmond, Wandsworth, and Hammersmith and Fulham respectively), that have an objective to develop an action plan for boroughs to support the reduction of 2/3 of consumption-based emissions by 2030. ReLondon is involved

and support all four working groups, to share its knowledge and align with existing activities to join force when feasible: on food for example, the workshop planned as part of the food flagship initiative is being codeveloped with Hackney (the food working group lead) to support the drafting of the action plan.

Ultra-Low Waste Neighbourhood (ULWN)

This project has been developed as part of ReLondon's involvement in the green recovery. The concept is to deliver a place-based project centred on a high street and its residential hinterland to create an 'ultra-low waste neighbourhood' with a business economy of reduction, repair, reuse, and recycling to underpin the circular economy. Working with the local community, business community and the local authority it seeks to deliver the double dividend combating climate change, while creating greater community cohesion and boosting the local economy through skills and job creation, and volunteering opportunities. To deliver this project at scale additional funding would be required. ReLondon is currently exploring the following opportunities.

National Lottery Climate Action fund

An opportunity to secure funding was identified through the National Lottery Climate Action Fund (CAF).. A bid lead by ReLondon in partnership with the Heston Action Group and LB Hounslow was submitted to the CAF on 8th April. Although the National Lottery liked our project idea, we were unsuccessful in this round. We are now exploring other funding streams with the National Lottery.

Future Neighbourhoods Fund

As part of the Mayor's contribution to the Green New Deal Mission this year, the Mayor has announced the [Future Neighbourhoods 2030 programme](#). Worth a total of £7.5 million over two phases, the Future Neighbourhoods programme is an invitation to London boroughs, Business Improvement Districts (BIDs) and other local partnerships to contribute to a green recovery.

We were named supporters on six local authority applications, two of which have been shortlisted – Hounslow and Hammersmith and Fulham. We have been supporting these two councils with the development of their next stage in the application process, which has a deadline of 20th September 2021. Selected Future Neighbourhoods will be announced by the Mayor in October 2021.

We have also reached out to the other shortlisted boroughs, to understand what they have included in their bids under both circular economy and waste, and to offer our support.

Communications and behaviour change

Corporate communications and marketing:

PR and events:

Detail on press releases and attendance at events is included in the CEO report.

COP26:

Two main activities are currently planned during the COP:

- We will launch the Food Material Flow Analysis Report at a physical event in Glasgow on 4th November, at a location close to the SEC, partnering with Suez. The event will present the results of the study and the upcoming actions planned as part of the Food Flagship Initiative to reduce the carbon emissions of the London food sector. This event aims to reinforce the link between circular economy and climate change, presenting London as a leader in the circular economy space, and delivering a clear call to action for other cities to follow in our path.
- We are involved as a partner in the built environment virtual pavilion and event series being organised by the UK Green Building Council. As part of this, we will curate a virtual webinar on 'Why circularity should be your route to net zero'. In this session we will explore how to reduce emissions through circular economy principles and practices, and discuss what actions we can take now to enable circularity to become common practice in the built environment. The Ellen Macarthur Foundation have agreed to support us on this.

Podcast:

A new episode of the Circular Economy Playbook podcast was released in late August, featuring Kate Raworth and Jocelyn Bleriot talking about consumption-based emissions, circular economy and cities. A series of one-to-one interviews is being planned and recorded currently; and a new freelance podcast producer has been appointed, who is developing format and content ideas on our behalf.

Live podcast episodes recorded (on Zoom) during Circular Economy Week are also being added to the ReLondon website for wider promotion.

Newsletter:

A new quarterly ReLondon newsletter will have been distributed to an 'opt-in' distribution list by the time the Board meeting takes place. An expansion of that newsletter distribution list is currently being planned to ensure that key stakeholders in boroughs, businesses and the wider community are being reached, while ensuring that data regulations are being followed.

Publishing process:

As the team has grown and our publishing output has increased, a new publishing process has been defined to ensure effective planning and quality control, and to help prioritise limited communications resources. All knowledge outputs are now required to follow the process, including:

- Reports
- Insight notes
- Case studies
- Toolkits
- Articles (for LinkedIn and/or wider media placement)

A set of guidelines and formats have been created for each of these knowledge products; and representatives from each programme team participate in a monthly publishing committee to ensure a steady flow of outputs. The committee's target is to publish at least three knowledge outputs a month in order to showcase ReLondon's expertise and maintain our profile with key stakeholders.

Reports being published in quarters 2 and 3 include:

- Circular cities in action: driving progress through policy (mid-Sept 2021)
- Recycling from holiday lets: a research report (October 2021)
- Material flow analysis: food flows in London (November 2021)

Circular Economy Week 2021:

Circular Economy Week took place in June and grew in scale again this year, with 65 events running as part of the week compared to 40 in 2020. Registrations however were down by c.42% compared to last year, and there is no clear evidence as to why: one of our assumptions is that CE Week 2020 was an 'early mover' for digital events post-lockdown; whereas by June 2021 a certain amount of screen fatigue may have affected enthusiasm for, and attendance at, the huge number of online events that now take place.

Follow-up surveys with those who registered showed positive results, with one major learning being to do with the timing of pre-event promotion: an earlier start may have helped drive higher registrations and attendance.

2021 saw the event achieving new partnerships (in particular UKRI, who provided content programming support during the week) and three sponsors, totalling income of £6k for the first time. Sponsors fed back that they felt the opportunity was both productive and value for money.

A full report on CE Week 2021 is at Appendix 1

Behaviour change campaigns:

London Recycles

A new London-wide campaign to replace 'One bin is rubbish' is in preparation currently, with final visuals being refined and a photo-shoot due for completion by 25th September. The target is to launch the new campaign across London – using both online and out-of-home media, including digital billboards and social media advertising – in the third week of November. Consultation has been undertaken with London boroughs and their feedback incorporated into the campaign plan and content; and testing with the primary target audience (18-34 year olds) has confirmed that the approach will have impact.

A Christmas wave of the campaign will take place during December, followed by a third wave in Feb/March 2022. Monitoring and evaluation support is currently being procured and a baseline survey will run during late October/early November; a follow-up will run in March 2022; and then a final survey will run in March 2023 when the campaign will finish.

Recycle Week 2021

Recycle Week takes place nationally from 21st to 26th September and London Recycles is funding 21 boroughs to run localised social media campaigns as part of the week this year. All campaign activity uses national campaign assets provided by the Recycle Now campaign, which this year uses 'Step it up for climate change' as its key messaging.

Love Not Landfill

The third Love Not Landfill charity pop-up shop is scheduled to take place from November 10th – 14th this year, which is being sponsored by Vanish and Oxwash. The sponsorship covers all external costs, with ReLondon providing all the delivery resource as their in-kind contribution. Six charities have signed up to participate, and a photo-shoot has been completed to support PR and marketing efforts to promote the shop. A location for the pop-up is still being finalised and London boroughs have been helping the team reach out to local BIDs, estate managers and landlords to find a suitable space.

Our fleet of textile banks is now being serviced by GOOD, a social enterprise who operate vintage clothing shops and a small textile recycling operation. Over the coming months GOOD will support the team in preparing for the pop-up shop, as well as finding new, high footfall locations for the clothing banks. Two banks have recently been refurbished at the London Designer Outlet in Wembley and at Ealing Broadway shopping centre.

Our panel of youth mentors (the 'youth panel') completed its first year in early September and the team said goodbye to our first cohort of young people who have been helping guide the campaign. A new cohort of youth mentors were then inducted on 13th September to kick off this year's programme of insight and opinion gathering.

Due to long term illness amongst the team, some smaller events and partnership activities have been put on hold in order to prioritise the delivery of the pop-up shop in November.

Food Wave

A new part-time, fixed term, Food Wave campaign lead – Arielle Vetro – started work in early September. Two of the main work packages have made considerable progress:

- 'Pan-European digital campaign': a full set of social media assets has been created by design and illustration students from London colleges, supported by a creative agency (Brand Ethos). They will be used for both paid social media advertising and an ongoing organic social campaign from late September onwards. A number of those assets will be used to launch a new food- and climate-related Instagram account, 'what.the.fork.london', which will target 16-35 year olds across London with its content.

- 'Engaging target youth offline and online': a set of short films has been produced by young film-makers, with the support of a film production company (Young Film Academy). These will be distributed via the 'what.the.fork.london' Instagram account as well as the social channels of the film-makers themselves, the Young Film Academy and the 30+ European partners in the Food Wave project in late September, to coincide with the Youth COP.
- 'Disadvantaged youth': a programme of workshops with young people from disadvantaged communities in east London has been slow to get off the ground, but progress is being made to define how they will work. Made Up Kitchen, a youth project in Hackney, will run a series of workshops before Christmas with local young people to help them build knowledge and skills around food growing and production, kitchen skills and food waste reduction. The group will then create dissemination packs for wider use at a second wave of one-off workshops, currently being offered via London boroughs to community and youth groups in other parts of London between January and April 2022. The work package will then be completed with a celebratory food event in May 2022, where the original young people from the first wave of activity will have the chance to share their learnings to all those invited from the second wave of workshops.

Further planning is now underway for work packages including 'Street actions' and 'Major events', both of which are due between spring 2022 and summer 2023.

Further information

Appendix 1: CE Week 2021 report



#CEweekLDN 2021 report

Ida Ofori

28/07/2021



Purpose of event

- Raise awareness on how consumption contributes to the climate crisis and how circular economy can tackle consumption-based emissions
- To highlight how key actors in cities are helping address the climate crisis with circular economy
- To position ReLondon as circular economy experts



Partners



MAYOR OF LONDON



**LONDON
& PARTNERS**



Sponsors



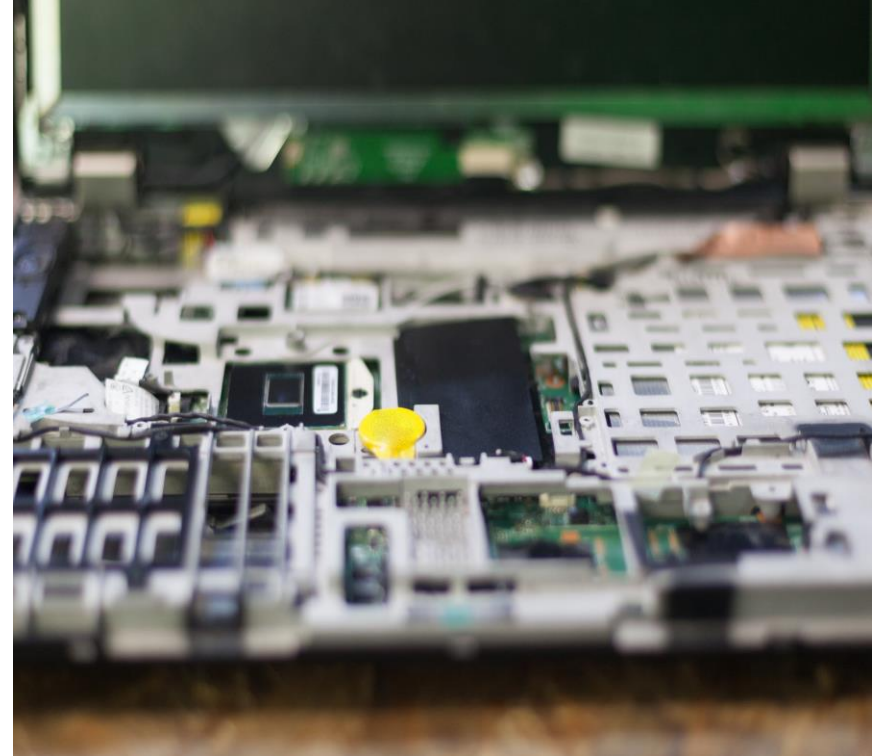
Headline figures

	2020	2021
Registrations	1,248	716
Launch attendance	545	155
Events	40	65
Pageviews (#CEweek website, March - June)	31, 708	21,075

Events breakdown

- 18 (28%) ReLondon events (including collaborations with partners)
- 47 (72%) external events

Based on feedback from event hosts, there were on average 50 people at their event which would equate to 3,250 attendees (2,330 in 2020).



Social media overview


April - June

	2020	2021
Number of tweets	96	91
Twitter engagements	870	889
Twitter Impressions	130k	133k
Retweets	300	362
LinkedIn engagements	298	789

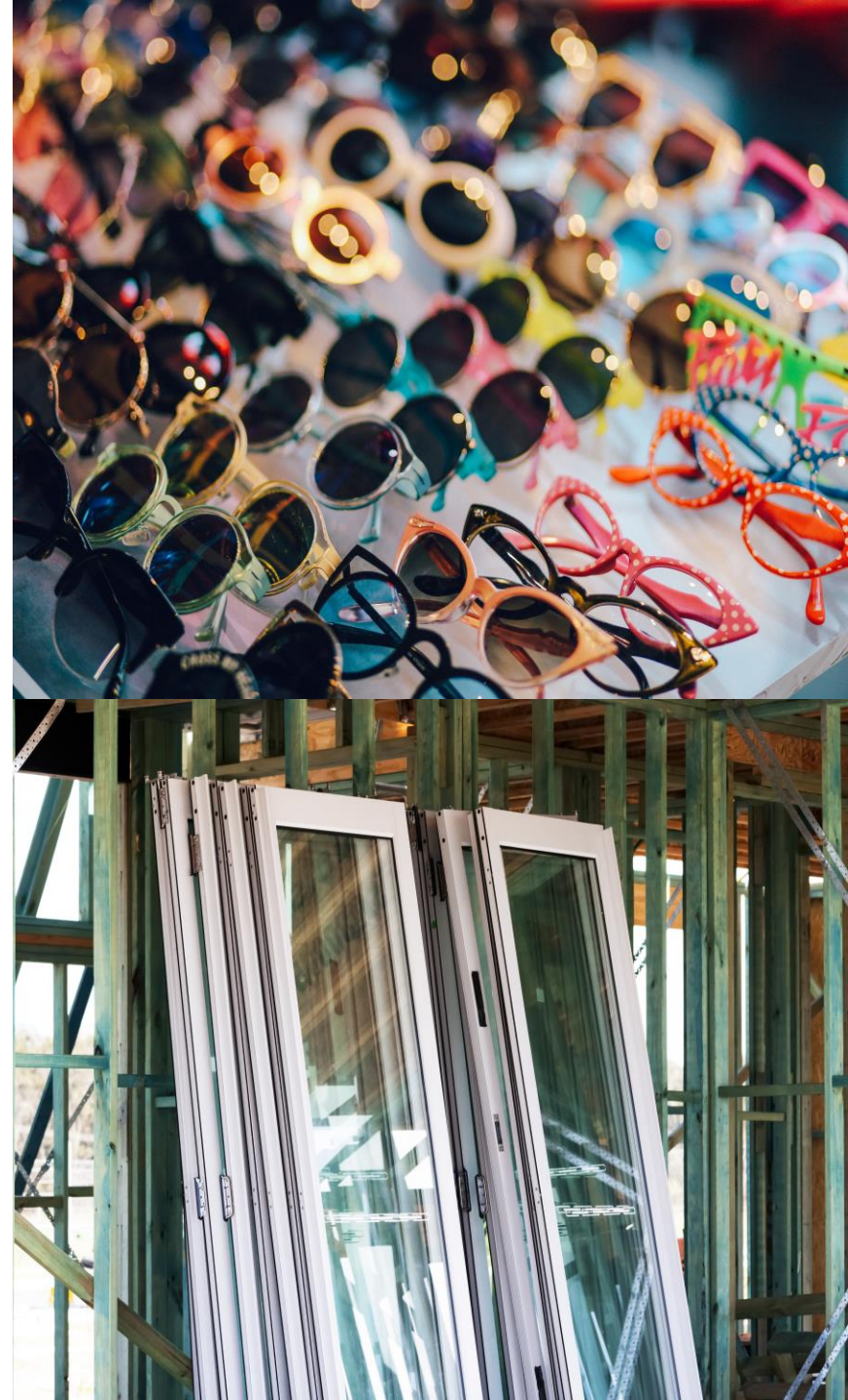
Media coverage

	2020	2021
Pieces of coverage	5	3
Total reach	1,726,970	310,550

Feedback from attendees

Quality of content: 4.2 stars 

Quality of communication: 3.5 



Feedback from attendees - stand out moment

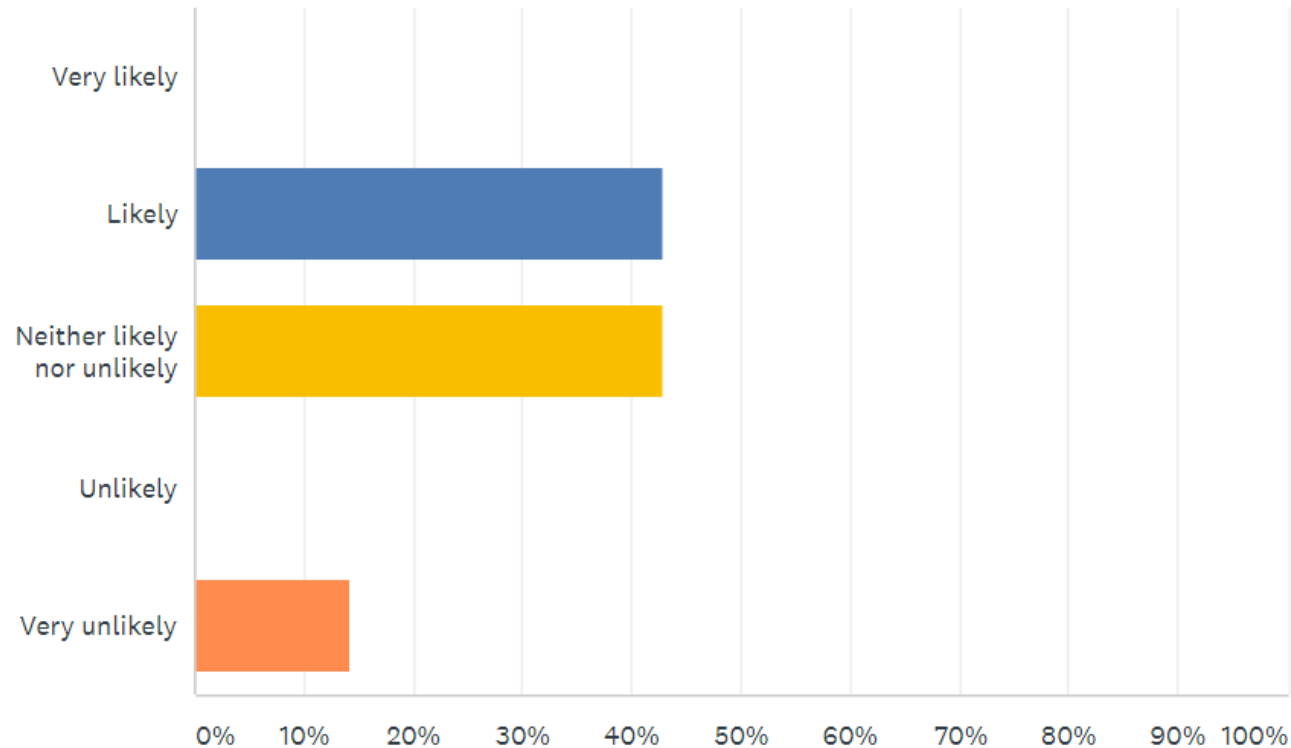
*The variety of talks
across industries and
connections made as a
result.*

*Circular economy
innovators tour.*

Mike Berners-Lee.

*Seeing the sheer
number of inspiring
initiatives.*

Feedback from attendees - likelihood to live / work differently as a result of taking part in #CEweekLDN



Feedback from attendees - what they would have liked to see

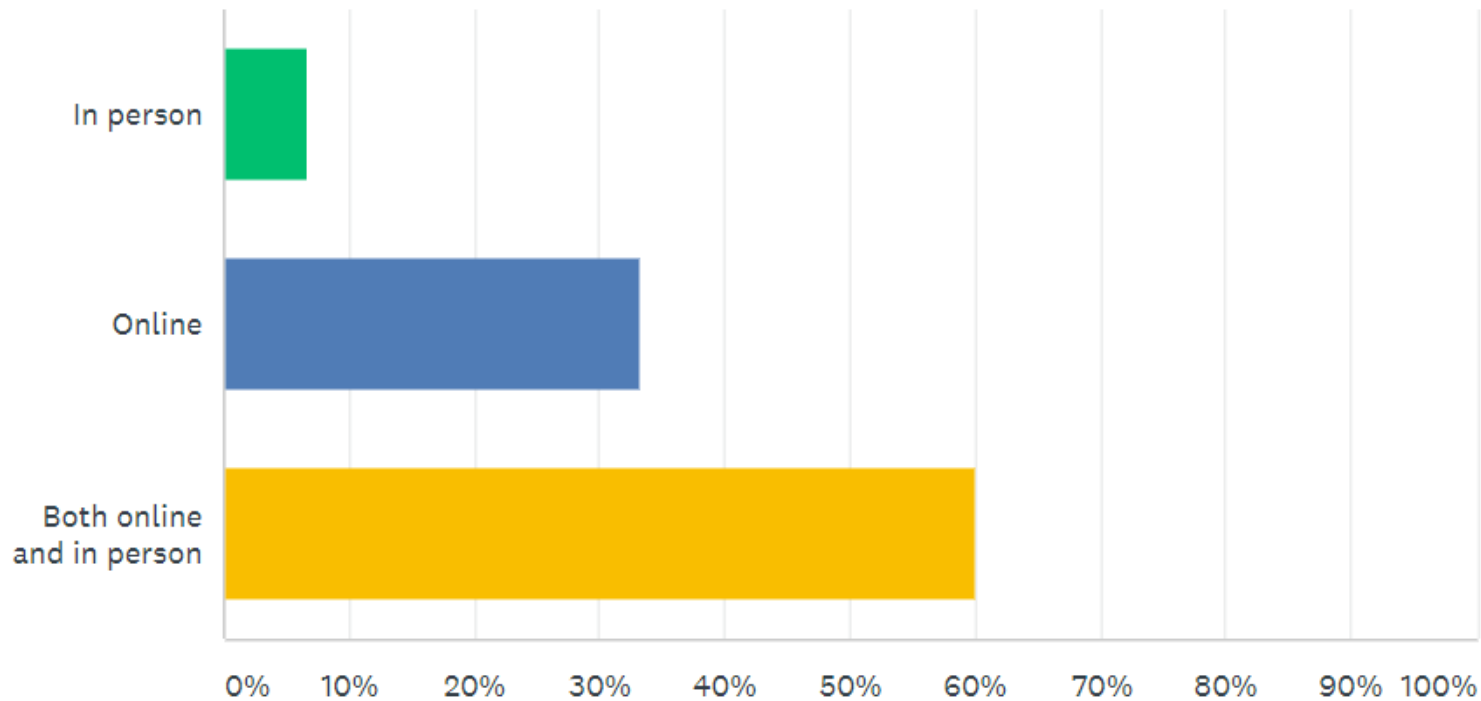
Some more cross industry collaborative / networking forums.

Advice on how organisations get involved in circular economy [e.g.] procurement, finance, business planning.

More international input and collaborations.

More about what boroughs are doing.

Feedback from attendees - preferred format of future events



Feedback from event hosts

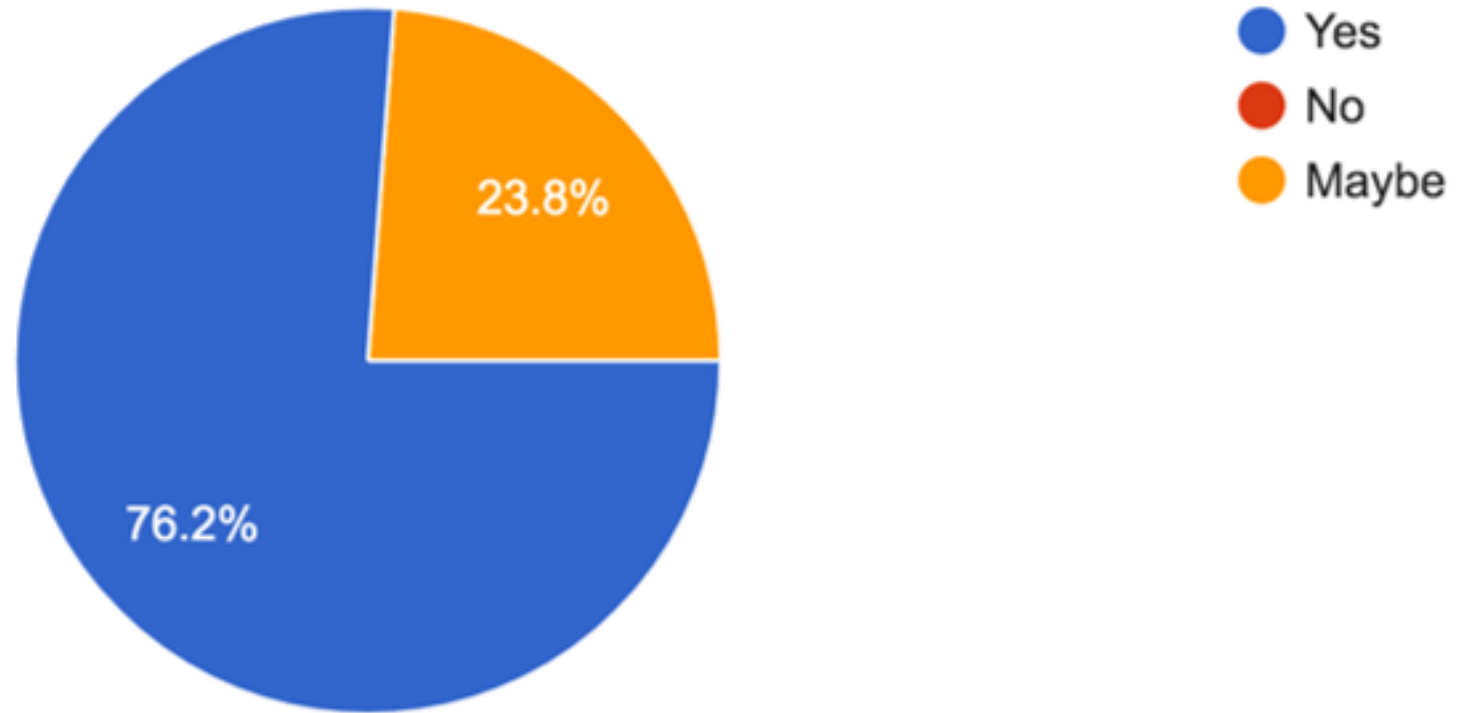
Promotion started late. I would have expected a longer lead-up, at least a month, Otherwise great.

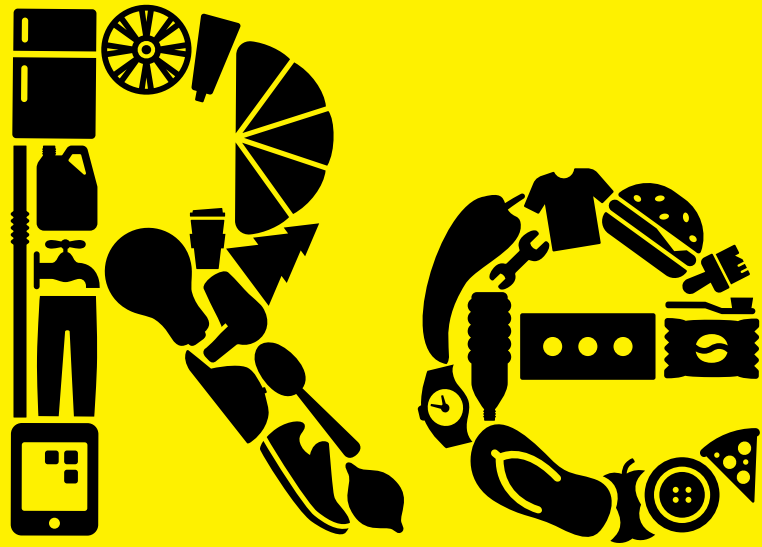
Thank you for providing this platform and opportunity to raise more awareness around the circular economy!”

I feel like it should have been more of an important event in the mainstream media

Great collaboration- look forward to collaborating on future events.

Feedback from event hosts - interest in hosting an event again next year





ReLondon

Thank you

Ida Ofori

Corporate communications lead

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 /company/relondon

relondon.gov.uk