

MAKING IT
HAPPEN

**The Sustainable Consumption
and Production Action Plan
for England's Northwest
2010-2012**

VISION FOR 2020

Achieve a more productive, resource efficient, low carbon Northwest by 2020 through continuous economic and social progress that makes best use of resources to meet the needs and aspirations of the Northwest for a better quality of life.



KEY OUTCOMES TO DELIVER THE VISION FOR 2020

1. Transformation of resource use with the region consuming sustainably – especially in terms of food, chemicals, construction and water.
2. Businesses are sustainable and provide resource efficient, low carbon products and services.
3. Waste, when unavoidably produced, is seen as a valuable resource – a pathway towards zero waste to landfill is established and commercial recycling rates have improved.
4. The Northwest's Low Carbon and Environmental Goods and Services sector (LCEGS) is providing Sustainable Consumption and Production (SCP) solutions and the Northwest is the premier hub for waste and recycling technologies.
5. The public sector is leading the way – transforming its use of resources and purchasing resource efficient, low carbon products and services.

FOREWORD

Sustainable consumption and production is a big issue – it includes individual choice, technology developments, infrastructure design, and business models and strategies. The Northwest has a higher eco-footprint than the UK average. It is time to consider what and how much the region consumes, how and where it is produced, and how it impacts on the environment. Many of the Northwest's key sectors depend on access to raw materials so resource resilience is critical to economic development – this means additional strategies to enhance resource efficiency, recycling, reuse and substitution.

Produced by the NWDA, in partnership with 4NW, Government Office North West, and the Environment Agency, and developed through consultation with a wide range of delivery partners, cluster organisations and universities – the Sustainable Consumption and Production Action Plan provides the framework for sustainable consumption and production in the region.

This Action Plan builds on existing activities and identifies new transformational activities. It is a living plan identifying activity for a two-year period, working towards strategic outcomes and a ten-year vision.

It is aligned with the new Northwest Integrated Strategy, The RS2010 consultation document, and will contribute to the development of the final strategy – a key strand of which is to capitalise on the opportunities of moving to a low carbon economy.

This is a sister document to the Climate Change Action Plan and emerging Low Carbon Environmental Goods and Services Sector Strategy. It identifies actions to maximise waste as a resource and is designed to support and complement the policies set out in the Regional Waste Strategy. It also touches on and supports the rural agenda as set out in the Rural Development Programme for England's Northwest Regional Implementation Plan.

The plan is designed to bring the region together, setting a shared vision for SCP, and positioning it as a key priority in delivering a low carbon, resource efficient economy and stimulating business growth. This means harnessing the talent, industry and heritage of the region to position the Northwest at the heart of a new, sustainable industrial revolution.

WHAT IS SUSTAINABLE CONSUMPTION AND PRODUCTION?

Following extensive consultation within the region we have used the following definition of sustainable consumption and production.

Sustainable consumption: individuals, businesses and the public sector taking responsibility to use products and services in a way that considers the whole life cycle impact on current and future resources, both locally and globally.

Sustainable production: businesses designing, developing, manufacturing, providing, recycling and transporting goods and services in a way that improves performance and takes into account the availability and environmental impact of resources used. Businesses considering the life cycle of their products and services, their local and global impact and the needs of current and future generations.

Resources: materials, land, energy, water, recyclables, by-products and waste.

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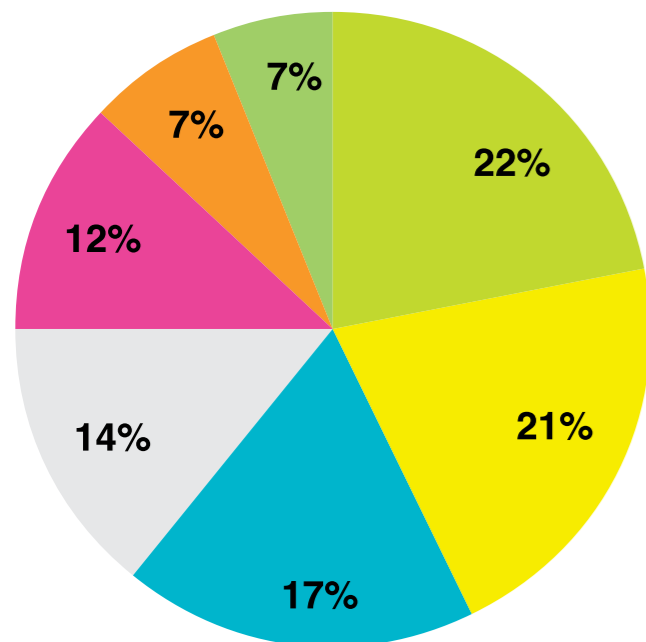
THE CHALLENGE

THE NORTHWEST'S ECOLOGICAL FOOTPRINT

global hectares (gha) /capita

Home and energy	1.2	Consumables	0.64
Food	1.13	Government and other	0.4
Travel	0.95	Service change	0.37
Fixed capital	0.76	Total	5.45

percentage breakdown



Source: Adapted from 'Counting consumption: CO₂ emissions, material flows and Ecological Footprint of the UK by region and devolved country' (2006)

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The National Picture

The UK Government made a commitment to move to a 'One Planet Economy' in Securing the Future, its sustainable development strategy (2005), and set out further commitments in its Sustainable Procurement Action Plan. More recently, it set out the need to transform our economy to provide low carbon and environmental goods and services, and to use energy and other resources more efficiently in the 'UK Low Carbon Industrial Strategy' and 'Building Britain's Future: New Industry, New Jobs' (2009). Alongside this, the EU has committed to taking action on sustainable production and consumption through its sustainable industrial policy (2008) and the UK's Technology Strategy Board has highlighted that 'future generations... may have to use a more limited palette of materials to develop new products' (2009 Resource Efficiency Strategy).

Consumers, businesses and the public sector all have a role to play by creating demand for products and services that use more sustainable resources. This will help to reduce our current rate of consumption and secure the availability of resources for future generations. If everyone on earth had the same rate of consumption and resource use as in the UK we would require three planet's worth of resources¹. This intense use of resources poses a significant medium-term threat to the region's economy that will impact on the productivity and competitiveness of business.

The Challenge for the Northwest

The drive towards SCP at European and national levels provides a real opportunity for regional economic and policy development.

The Northwest has an economy worth £119 billion with 252,000 registered businesses, 6.9 million people and one of Europe's largest university concentrations². In the Northwest we use a large amount of resources, which equates to an ecological footprint³ of five and a half global hectares/capita or three times our 'fair earth share'.

To capitalise on these opportunities and reduce our footprint, we need to ensure the Northwest economy is resource-resilient by changing the way we design, source, produce, use, reuse, recycle and dispose of products and services. This means reducing our use of scarce resources, maximising the value from those we do use and becoming a world leader in sustainable solutions.

NORTHWEST FACTS AND FIGURES

FOOD SUPPLY CHAIN

A major regional employer, with £9.5 billion turnover and £20 billion annual consumer spend. 69% of the region's land is used for agriculture. The Northwest is the UK's largest food and drink producing region, home to 17 global food brands, including Nestlé, Heinz, Kellogg's, Patak, Warburtons, and retailers such as the Co-operative and Booths. It is also a waste intensive sector⁴ and is responsible for 21% of the Northwest's eco-footprint.

CHEMICALS SUPPLY CHAIN

The UK's largest centre for chemical production, with 60% of the world's top 50 chemical companies within the region. An annual turnover of £9.4 billion, selling 60% output overseas. Significant research and development investment within the region and a strong patent tradition. Material security is a growing issue and the industry uses 16–18% of the region's total water usage⁵.

WATER

The Northwest's domestic water use is 136 litres/head/day and 26% of homes have water meters. 6% of the UK's annual greenhouse gas emissions are related to water use – 90% of these from heating water at home. An overall increase in regional demand for water is predicted⁶. Northwest businesses use 596 million m³ every year – enough to fill over 150,000 Olympic-sized swimming pools⁷.

CONSTRUCTION

Employing over 134,000⁸ people and contributing 9% of Northwest GVA, with an environmental footprint second only to food. Nearly half of the UK's CO₂ emissions are building related. 10% of CO₂ emissions are from the manufacturing and transport of construction materials⁹.

WASTE

Seven million tonnes of commercial and industrial waste and 10.4 million tonnes of construction, demolition and excavation waste¹⁰. Between 2003 and 2009, industrial waste fell by 29% whereas commercial waste increased by 1.5% (77% of this from SMEs). The public sector recycling rate is 36%.

LCEGS SECTOR*

*Low carbon and environmental goods and services sector

There are over 85,000 people employed in 5,000 Northwest LCEGS companies, contributing £10.6 billion to the Northwest economy. This accounts for 10% of the UK's LCEGS sector and 7% of the UK's LCEGS export sales. The region has strengths in renewables, energy management, water and wastewater treatment.

PUBLIC SECTOR

60% of the UK population would do more if the Government led the way¹¹. Northwest public sector annual spend is about £51 billion¹² – spent through Northwest councils, police authorities, fire authorities, health trusts, the NWDA, Government Office North West, Regional Environment Agency and 4NW.

RECENT SUCCESSES

ENWORKS successes¹³

Since 2003 5,200 Northwest businesses have been supported to become more resource efficient, leading to 5,500 jobs being created and safeguarded and £23 million annual savings, plus £57 million savings identified with related environmental reductions of 270,000 tonnes of CO₂, 3.5million m³ of water, 2.9 million tonnes of materials and 100,000 tonnes of waste diverted from landfill.

EnviroLink successes¹⁴

Between 2006 and 2009, EnviroLink Northwest has provided support to 1,534 Northwest recycling and waste companies, leading to 931 jobs created/safeguarded, £324 million added to the sector and over 3.6 million tonnes of waste being diverted from landfill.

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TRANSFORMING RESOURCE USE AND CONSUMPTION

Everything the Northwest uses, produces and consumes impacts on our ecological footprint and our economy. Influencing consumption and the use of resources is a significant global challenge. Transformational actions are, therefore, focused in those areas of most significant impact for the Northwest.

The main future risks to the global economy include scarcity of food, energy and water¹⁵. In line with this, the UK Government has identified key areas of high impact resource use¹¹ including the food supply chain, buildings, water efficiency, waste minimisation, recycling and tourism.

The food supply chain, chemicals and construction industries are critical to our economy and together have the potential to save £13.4 million water, £63 million energy and £230 million waste¹⁶ a year. Plus, pressure on our water resources is growing with the prospect of hotter, drier summers, less water in rivers and underground storage, and an increasing population.

Prioritising food and drink (from farm to plate), chemicals (from innovation to use), construction and buildings (from design to building use) and water (use and recycling) supply chains, will have a significant impact on resource use and ensure the sustainability of key Northwest economic sectors.



2020 OUTCOMES

Resource use has been transformed and the region is consuming sustainably.

The Northwest food supply chain (from farm to plate) is the most sustainable in the UK, leading the way in safeguarding the land and in the production, availability, supply and purchase of local, low impact, sustainable food and drink.

The Northwest chemicals industry is a world leader in the provision and innovation of sustainable chemicals, composites, renewable and biological substances that replace the use of finite metals and oil feedstock.

The Northwest construction industry and building stock is a UK showcase for sustainable construction.

The region values water as a precious resource, essential for life and vital to the economy, allowing the region to plan ahead and ensure sufficient water for the future.

ACTIONS FOR TRANSFORMING RESOURCE USE AND CONSUMPTION

New

Existing

Number	ACTIONS	Lead
1	<p>NORTHWEST SUSTAINABLE FOOD</p> <p>Deliver a Northwest sustainable food plan and focus work on:</p> <ul style="list-style-type: none"> — protecting the soil through an agri-science test bed; — a sustainable, connected, low impact food and drink logistics chain; — low carbon, low water, and zero food and packaging waste to landfill throughout the supply chain with a focus on process innovation in food production; — food security and a Northwest specific low impact food and drink basket of goods; — sustainable public sector food and drink procurement with promotion of the Healthier/Sustainable Food Mark (Department of Health); and — inspirational action on SCP by the Northwest's key food and drink manufacturers and retailers. 	NWDA and Food NW with Sustainable Consumption Institute
2	<p>NORTHWEST SUSTAINABLE CHEMICALS PLAN</p> <p>Deliver a Northwest sustainable chemicals plan that uses a life cycle approach to focus on:</p> <ul style="list-style-type: none"> — resource scarcity issues; — innovation in chemical production and technology; — the development of new materials to replace the use of finite resources; and — new business models in key supply chains. 	NWDA with Chemicals NW and the Knowledge Centre for Materials Chemistry
3	<p>SUSTAINABLE BUILDINGS AND CONSTRUCTION</p> <p>Transform the way the Northwest constructs and retrofits, and ensure we have low resource, low carbon buildings by:</p> <ul style="list-style-type: none"> — raising design standards through consistent specification in core strategy documents and sustainable buildings policies; — developing to BREEAM* Excellent and CEEQUAL* Very Good; — developing with recycling infrastructure in mind; — increasing the use of recyclable and renewable construction materials, onsite energy generation, low/no water use systems; and — reviewing the availability and appropriate use of minerals in Northwest construction. <p><small>* BREEAM and CEEQUAL are the UK assessment standards for environmental construction in buildings and civil engineering projects, respectively.</small></p>	NWDA, CCI and NW Construction Knowledge Hub partners
4	<p>SUSTAINABLE WATER USE</p> <p>Promote sustainable water use to individuals, businesses and the public sector by developing a Northwest water resources action plan to:</p> <ul style="list-style-type: none"> — improve understanding of the true value and cost of water; — improve understanding of the links between reduced water usage in the home, cheaper customer bills and related reductions in greenhouse gas emissions; — work with United Utilities to support their water efficiency initiatives; — encourage innovation by highlighting the opportunity to enter the national water efficiency awards; and — work with retailers, to influence the range of fixtures and fittings being sold in stores. 	Environment Agency

MILESTONE TARGETS 2012

A Northwest sustainable food plan developed with key businesses and organisations committed to its delivery.

Two chemical supply chains identified, reviewed and taking action to transform their activities.

20% annual growth in the number of BREEAM Very Good and Excellent awards from a baseline of 132 in 2008.

Water consumption is reduced from 136 litres to 132 litres per head, per day (in an average year).

INSPIRING SUSTAINABLE PRODUCTION

The move to a low carbon, resource efficient economy, and managing our resources and waste as assets, creates opportunities for businesses. However, the Northwest demonstrates poor capitalisation of these opportunities, including weak regional export performance for sustainable products, and low regional innovation levels for new product and service development. Yet improving resource efficiency provides a competitive advantage, increased productivity and profitability. Business commitment to SCP can help insure against uncertainty in material supply, global commodity price volatility and market changes. It can be a key differentiator in the eyes of customers and investors.

82% of Northwest businesses are aware of resource efficiency – only 20% plan to take action in the coming year¹⁷ to become more resource efficient. Evidence shows that more Northwest companies can benefit from resource efficiency. Recent estimates identify annual energy savings of £373 million, waste savings of £299 million and water savings of £41 million¹⁶.

Inspiring Northwest businesses to capitalise on the savings available through resource efficiency and the opportunities to improve existing or develop new products and services, through eco-innovation, will play a critical part in ensuring the future sustainability of the Northwest economy.

To transform Northwest businesses to be sustainable and develop new markets, the region will focus on providing leadership via high profile Northwest companies, free support and advice via the Improving Your Resource Efficiency service and focused support on eco-innovation.



2020 OUTCOMES

Businesses are benefiting from embedding resource efficient practices and developing new market opportunities. They are aware of any issues surrounding the supply of their raw materials. They have sustainable business models and, where necessary, they have developed and adapted to the risks of raw material supplies.

Businesses are meeting the increasing demands of sustainable procurers and reducing pressure on finite resources. They are collaborating with higher education institutes to rethink design, and innovating to meet consumer demand for good quality, low resource, low carbon products and services.

ACTIONS FOR INSPIRING SUSTAINABLE PRODUCTION

- New
- Existing

"At Booths, we have worked since 2007 to understand the nature and extent of our environmental impact from farm to plate, and have become aware of the real hunger in the Northwest for progress towards the development of green technology, enabling our region to become increasingly competitive. It is vital that key Northwest businesses and the public sector lead by example."
Edwin Booth DL, Booths Supermarkets

Number	ACTION	Lead
● 5	MOBILISE BUSINESS TO TAKE ACTION <ul style="list-style-type: none"> – High profile businesses are visibly leading, working with their supply chains to improve SCP in the region and supporting national campaigns for the benefit of Northwest customers. – We will establish a network led by 10 Northwest businesses to exemplify best practice in greening their supply chains. 	BITC
● 6	NORTHWEST BUSINESSES IMPROVING YOUR RESOURCE EFFICIENCY (IYRE) <ul style="list-style-type: none"> – Businesses are provided with business focused environmental advice, tools and benchmarks through Business Link. – More companies are using the IYRE service and accessing available grants and interest free loans. 	Business Link
● 7	SMARTER PRODUCTION AND SUSTAINABLE BUSINESSES ESPECIALLY SMEs <ul style="list-style-type: none"> – Businesses are gaining competitive advantage through the provision of specialist one-to-one advice and mentoring to help embed resource efficiency and eco innovation. – There will be a focus on removing barriers to investing in resource efficiency and eco-innovation. – We will maximise the impact of investment in SCP support by greater targeting and alignment of regional plans with national campaigns. 	NWDA and ENWORKS
● 8	ESTABLISH A WORLD CLASS CENTRE OF EXCELLENCE FOR SUSTAINABLE MANUFACTURING <p>Establishment of a sustainable manufacturing 'think tank' to identify how Northwest manufacturers can:</p> <ul style="list-style-type: none"> – substitute to lower impact and more plentiful resources; – undertake more closed-loop recycling, use less material, less water and less energy; and – embed sustainability into mainstream manufacturing, environmental value stream mapping and image improvement through the development of appropriate sustainable manufacturing key messages and information to be utilised by partners, e.g. MAS, Make It. 	The Manufacturing Institute and Northwest Universities Association

MILESTONE TARGETS 2012

2100 businesses assisted, 600 jobs created, 1500 jobs safeguarded, 800,000 tonnes of raw materials saved, 1million tonnes of waste diverted from landfill, 4 million m³ water and, 520,000 tonnes CO₂ saved between 2010 and 2012.

250 new Northwest products, which are more resource and energy efficient, are under development between 2010 and 2012.

MAXIMISING WASTE AS A RESOURCE

The Northwest waste industry is an important economic sector and local employer driven by the development and adoption of new technologies. Public Finance Initiative funding, worth almost £11 billion for projects running to 2020–2025, has been secured in the Northwest for improving the domestic waste infrastructure. In contrast, infrastructure to recycle and recover commercial waste is growing at a much slower pace.

By treating all waste as a valuable resource for the region, economic, social and environmental gains can be made. There is a real opportunity for the private and public sector to work together on implementing the Regional Waste Strategy and a pathway towards zero waste to landfill that:

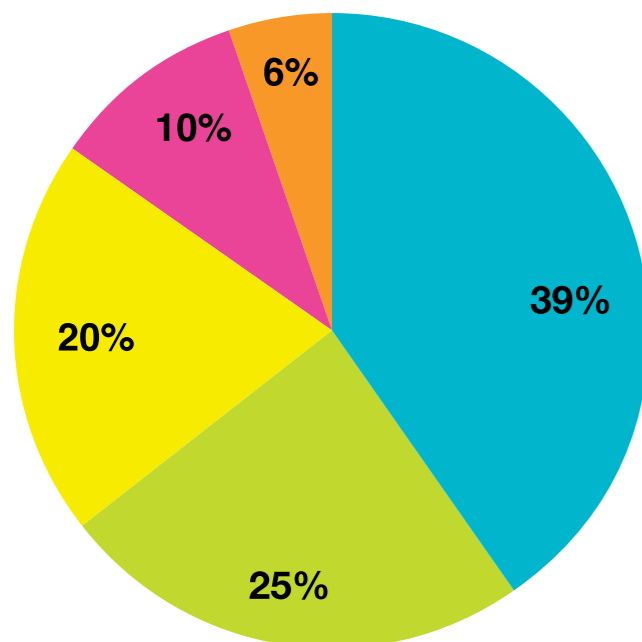
- provides an integrated approach to waste management and infrastructure;
- ensures the construction of additional waste infrastructure is as sustainable as possible;
- promotes best practice in the prevention of waste;
- prioritises different waste re use/treatment options – in terms of resource value, resource impact and embodied carbon;
- reduces embodied energy and resource loss by recycling more especially paper, textiles, glass, tyres, plastics, cathode ray tubes¹⁸ and WEEE (waste electrical and electronic equipment);
- increases recycling rates from the public sector and SMEs; and
- accepts the need for some future landfill capacity for untreatable, value-less waste.

COMMERCIAL AND INDUSTRIAL WASTE BY SECTOR (2009)

1,000 tonnes of waste

● Manufacturing	2,786	● Public sector	740
● Retail and wholesale	1,737	● Power and utilities	408
● Other services	1,408	Total	7,079

BY PERCENTAGE



(source = North West of England Commercial and Industrial Waste Survey 2009 for the Environment Agency).

ACTIONS FOR MAXIMISING WASTE AS A RESOURCE

- New
- Existing

2020 OUTCOMES

A pathway to zero waste to landfill is established and the waste hierarchy is being applied to deliver the best environmental outcome – any departures from this are justified by life cycle thinking. The region is gaining maximum value from its resources, there are stable markets for recyclables and the region has a low carbon, integrated waste management infrastructure.

MILESTONE TARGETS 2012

50% reduction in commercial and industrial waste sent to landfill per business by 2012 from a 2006 baseline of 31.3 tonnes per business.¹⁹

50% reduction of construction and demolition waste to landfill by 2012 compared to 2006.²⁰

"At Brother UK we are working hard to reduce our environmental impact and are close to achieving zero waste to landfill. The sustainable consumption and production action plan is a great step forward in creating a clear roadmap for the North West to achieve environmental sustainability and we are pleased to support this effort through our involvement in the Prince's Mayday Network in the region." **Jayne Broddle, Corporate Responsibility Manager, Brother UK**

Number	ACTION	Lead
● 9	A REGIONAL PATHWAY TOWARDS ZERO WASTE Delivery of the Regional Waste Strategy with 4NW, Waste Disposal Authorities (WDAs), waste partnerships and local strategic partnerships proactively working together with public bodies and Northwest industry to: <ul style="list-style-type: none"> – provide a low resource, low carbon infrastructure for the Northwest's waste, now and in the future; – identify and promote exemplar practice in holistic cost-efficient waste prevention and management; and – evolve multi area agreements (MAAs) to include waste prevention. 	Northwest Waste Committee
● 10	INCREASE COMMERCIAL WASTE RECYCLING RATES Develop and implement a roadmap to increase commercial recycling rates (with a focus on the public sector and SMEs) that: <ul style="list-style-type: none"> – sets a target for commercial waste recycling; – identifies collection and infrastructure needs; – builds capacity and advocates provision of market certainty for local community recycling groups; and – is delivered by public, social enterprises and/or private organisations. Key partners in achieving this are the waste and local strategic partnerships, waste industry, social enterprises, Envirolink and WRAP.	Waste Partnerships, public and private sector

A THRIVING LOW CARBON AND ENVIRONMENTAL GOODS AND SERVICES SECTOR

The Northwest's Low Carbon and Environmental Goods and Services Sector (LCEGS) provides much of the technology and know how to achieve the outcomes of this plan through innovation, development and commercialisation of new and existing technologies and best practice. The Northwest LCEGS sector can provide the right low carbon and resource efficient solutions for the Northwest, UK and global LCEGS markets.

The global LCEGS market is anticipated to double in value by 2015, from £1,600 billion to £3,414 billion. Supporting the LCEGS businesses to capitalise on their innovation, develop their workforce and create new products and services to meet the SCP challenge, will increase their share of this fast growing global market.

Changes in the waste sector offer substantial growth for businesses in the Northwest, across the supply chain, from research and development and technology optimisation, to commercial exploitation. This will offer upstream and downstream opportunities for manufacturing industries, improving the region's resource efficiency.

2020 OUTCOMES

The Northwest's LCEGS is thriving through sustainable innovation and best practice and is, through the provision of low carbon and resource efficiency solutions, enabling the region to meet the SCP challenge.

ACTIONS FOR THRIVING LOW CARBON AND ENVIRONMENTAL GOODS AND SERVICES SECTOR

● New

● Existing

MILESTONE TARGETS 2012

Produce and implement a sector development plan that identifies the technology and site requirements to support growth and technology advancement in waste and recycling in the region.

Number	ACTION	Lead
● 11	ASPIRE TO BE A WORLD CLASS REGION FOR LCEGS The region will enable the commercialisation and harnessing of ideas, innovation and intellectual property so that Northwest businesses can capitalise on the opportunities created by the move towards SCP and reduced CO ₂ emissions; supporting the LCEGS sector to exploit opportunities in the global market, as well as encouraging overseas companies to invest in the Northwest.	Envirolink NW
● 12	DEVELOP THE NORTHWEST AS THE PREMIER BUSINESS HUB FOR WASTE AND RECYCLING TECHNOLOGIES The region will ensure that high value and practical uses are developed for materials produced by recycling and waste treatment, supporting and promoting recycled content manufacturers, exploiting new market technologies, and driving sector development.	Envirolink NW

THE NORTHWEST PUBLIC SECTOR LEADING THE WAY

The Northwest's public sector is a major user of resources and, through its work and spending power, has significant potential to positively impact SCP in the region. Many NHS Trusts have recognised this and have committed to the provision of sustainable and healthy food. Building on this, the public sector has a key role to play in driving the move towards a low carbon, resource efficient economy and creating the conditions for sustainable economic growth.

In particular the public sector should lead the way in: improving environmental impact in-house; identifying and purchasing low impact products and services; co ordinating purchasing demand to stimulate environmental innovation, improved performance and savings²¹; and building on the UK Government's focus on behaviour change.

2020 OUTCOMES

The public sector is best in class for the sustainable use of resources, setting and achieving stretching targets for reducing use of key resources e.g. fuel, water and food; and SCP is embedded within policies and working practices.

Public bodies are working together providing regional strategic leadership in sustainable procurement and driving demand and innovation in sustainable goods resulting in the wider availability of cost comparative products and services.

ACTIONS FOR THE NORTHWEST PUBLIC SECTOR LEADING THE WAY

● New

● Existing

MILESTONE TARGETS 2012

Successfully deliver Resource efficiency and local sustainability Northwest (REaL NW) with proven evidence of mainstreaming sustainable approaches into the core activities of Local Authorities and Local Strategic Partners.

A Northwest sustainable buying consortium established with key forward-buying requirements identified and a competition developed to increase innovative product/ services.

Number	ACTION	Lead
● 13	RESOURCE EFFICIENCY & LOCAL SUSTAINABILITY Transform the use of resources by local public bodies throughout the Northwest by supporting them to: — mainstream sustainable approaches into core activities and policies; — develop leadership and officer skills in SCP; — commit to improve the resource use of their estate and operations, e.g. food, water, energy and waste; and — share knowledge, experience and best practice from national campaigns, e.g. Love Food, Hate Waste.	Northwest Sustainable Development Group, GONW and NWIEP
● 14	REGIONAL SUSTAINABLE BUYING CONSORTIUM Provide regional strategic leadership on sustainable procurement: — match 'best in class' Northwest products to sustainable procurement criteria with an initial focus on areas of major Northwest public sector spend, e.g. catering, landscaping, cleaning and uniforms/clothing; — set up a Northwest Sustainable Buying consortium to drive the purchase of Northwest sustainable products; and — drive innovation through forward purchasing that identifies gaps in the market, and develop a competition to provide funding to pump prime new Northwest products or services.	NWDA

DELIVERING THE VISION

This plan sets the direction of travel through to 2020 and sets realistic milestone targets for 2012 to ensure progress is being made. Existing and new activities have been pulled together to create a roadmap of 14 transformational actions to steer progress towards our vision.

We will showcase the Northwest as a sustainable region, celebrating regional best practice, championing Northwest award winners, promoting sustainable tourism and delivering sustainable events in the region.

To make this happen we will evolve the existing governance and committees in the region to provide a high profile SCP Champion, a regional SCP Board and a regional technical advisory group.

We will work with Defra and WRAP to identify key national campaigns to support and, when appropriate, coordinate consistent influencing of Government for national policy and legislation changes that will benefit SCP in our region.

In the next two years, we will use two headline indicators (see above right) to measure our progress towards the de-coupling of economic activity from environmental impact and will work to identify a measure that reflects progress on adaptation to future resource scarcity and security. In addition to this we will adopt total CO₂ emissions as appropriate alongside the region's Climate Change Action Plan and Regional Strategy 2010.

HEADLINE INDICATORS

A reduction of CO₂ emissions per unit of GVA against a 2006 baseline of 0.53 tonnes.

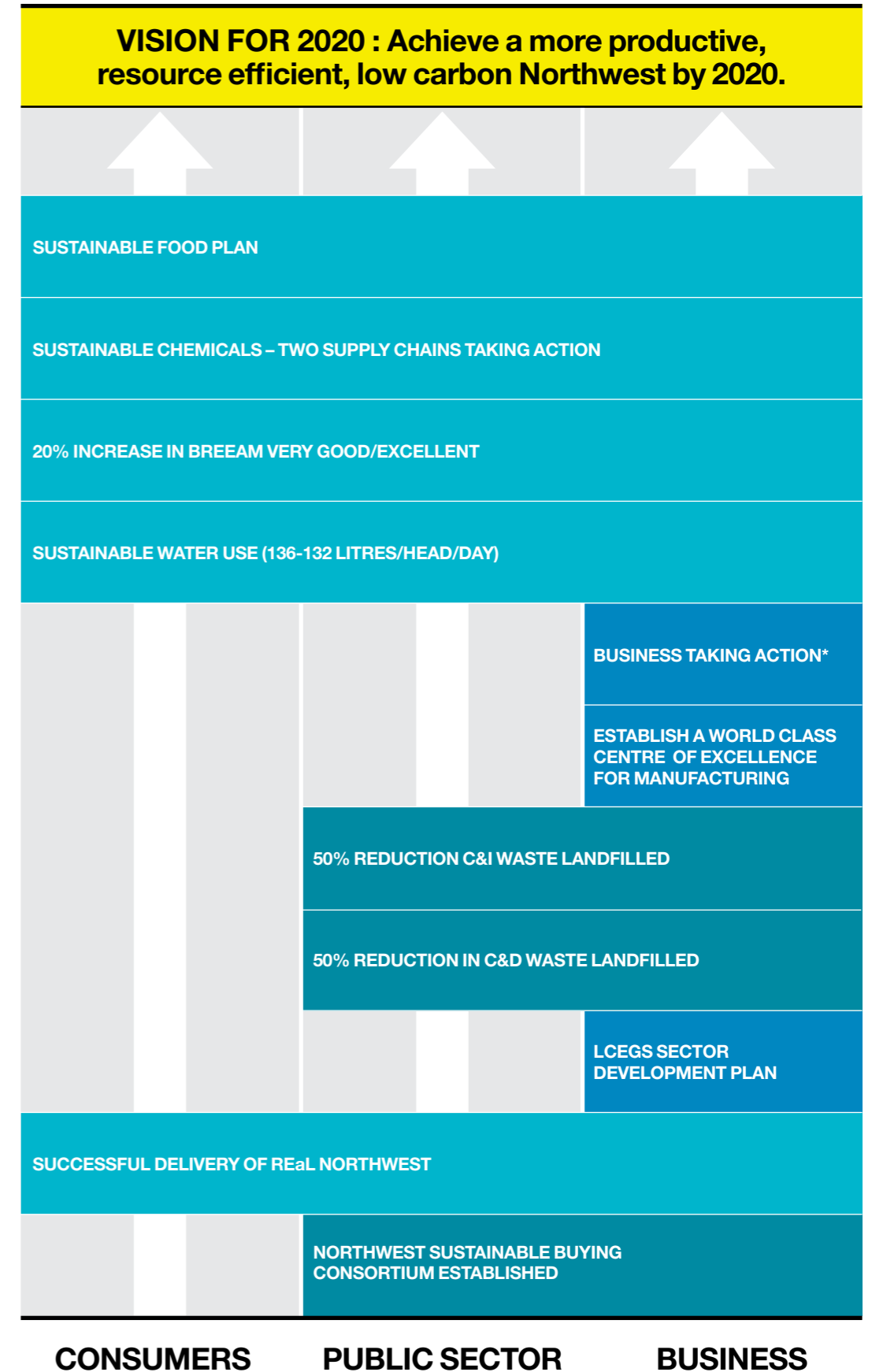
Reduction in the waste produced per unit of GVA against the 2006 baseline of 2.71 tonnes (per 10 units of GVA).

Visit our website at: www.nwda.co.uk/scp for up to date information on the Action Plan and details of the references and acronyms used in this plan.

MILESTONE TARGETS TO 2012

How consumers, the public sector and businesses each have an important part to play in meeting the milestone targets

*Savings of: 800,000t raw materials, 4million m³ water, 520,000t CO₂, 250 new Northwest resource and energy efficient products



Supported by



GOVERNMENT OFFICE
FOR THE NORTH WEST



ENWORKS



BOOTH'S



The co-operative



englandsnorthwest
FOR A LOW CARBON FUTURE

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