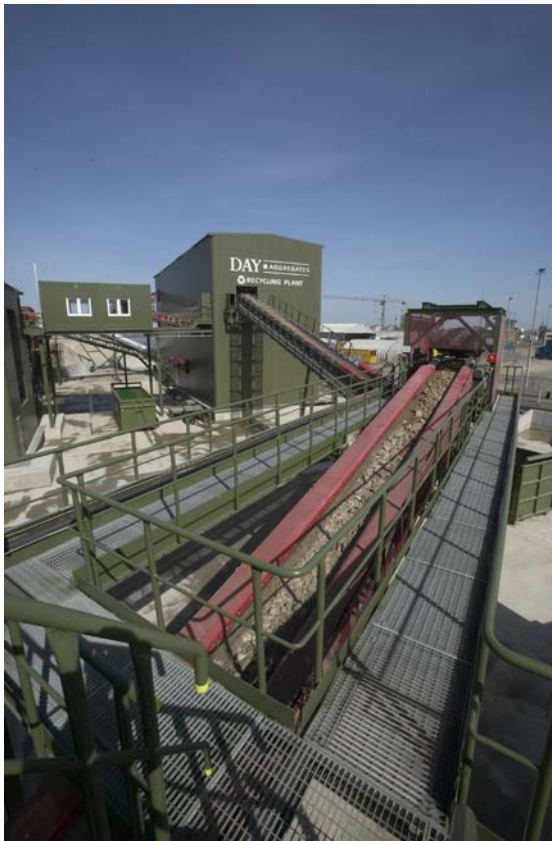


London Remade

A strategic partnership between regional government, London Borough Councils, the business sector, waste management companies and the not-for-profit sector to develop and promote new markets for recycled goods, including a major initiative on green procurement.



Who is involved?

London Remade is a not-for-profit organisation limited by guarantee. It is mainly funded by the London Development Agency (LDA) and employs 25 people. Its scope is pan-London and seeks to address the economic aspects of recycling and regeneration.

London Remade was established in 2000 to deliver LDA regeneration outputs through recycling. It originated from the London Waste Recycling Programme run by London Waste Action (LWA) during 1997-2000 which, with borough councils, sought to increase recycling rates: each London borough has a recycling target set by the Audit Commission and based on the previous year's performance. For London these targets vary from 10 – 33%. The overall national target is 10%. “As recycling rates rise the next step is to create and promote

markets and secondary industries for recycled materials in London – ‘the business of recycling’ – hence London Remade,” explained Tina Perfrement the Market Development Manager.

London Remade is supported by Single Regeneration Budget funding from the London Development Agency whose Economic Development Strategy for London acknowledges the role organisations like London Remade have to play delivering sustainable economic growth e.g. job creation. Other supporters are a range of organisations that include the Association of London Government, Greater London Authority, Environment Agency, London First, London Waste Action, CORY Environmental, Cleanaway, Aylesford Newsprint and Valpak. They also have five principle sponsors; Guilbert - office products supplier; Bywaters - recycling and waste management; FM Conway – a construction company; M-Real – paper merchant and Brother – office machines.

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Approach to CSR

London Remade has no statutory powers. It is market-driven, managing the Mayor of London's Green Procurement Code and looking at three points of the recycling supply chain – collection of recyclable materials, making of recycled goods and the selling of recycled products. It operates in partnership, by sharing best practice in developing markets and recycling projects. The strategic partnerships are with the business sector, London boroughs, regional government, waste management companies and the not-for-profit sector.

“Our internal approach to CSR is very much practice what we preach, and we have an environmental policy that covers energy, waste and procurement” said Project Manager Debbie Morris of London Remade. London Remade has an active secondment programme and partnerships with other recycling schemes as far away as Melbourne, Australia.

The drivers

The drivers that affect London Remade's activities and shape opportunities include EU Directives, UK Government targets, business agendas such as compliance with regulations and CSR reporting by companies, environmental and economic and social policies at national, regional and local level.

The initiative

The programme works throughout the supply chain, from consumer to waste producer, and this is reflected in a focus on 3 key areas which have developed in a co-ordinated manner. The three programmatic areas are:

- *Supply Infrastructure* - Whilst highly developed logistical systems exist for the movement of goods the collection and sorting infrastructure for recyclates lags far behind. Improving the efficiency of the supply side is an essential part of the jigsaw to ensure that businesses that reprocess the material can provide manufacturers with viable alternatives to virgin resources.
- *Expanding Reprocessing capacity* – London Remade is looking to reprocess an additional 250,000 tonnes of secondary materials back into products. This requires capital investment in additional reprocessing and the eco industrial sites developed in Greenwich, Rainham and Bexley.
- *Buy Recycled* - Business sense dictates that private sector investment in reprocessing plant will only take place if there are viable markets for the materials / products and London Remade is working to stimulate demand for products.

The three areas are supported and complemented by cross cutting projects covering; training, business support and communications. One aspect of this work is the promotion of green procurement, whereby products bought are made from recycled materials. London Remade does this through product showcases aimed at specific sectors such as office products, construction, highways and parks and gardens.

Green procurement

London Remade runs the Mayor of London's Green Procurement Code. The Mayor's Green Procurement Code was launched by the Mayor in June 2001 and was initially developed to stimulate demand for recycled products throughout the capital. The code is for business use to improve environmental performance through ensuring purchasing meets certain environmental standards. London Remade has expanded the focus of the Mayor's Code to look at the issues of material supply. London Remade is able to provide advice to organisations throughout the capital on how to 'close the recycling loop' by buying recycled-content products and supplying their waste materials to the manufacturers of those, and other recycled-content products. It is said that you are not recycling if you are not buying recycled.

There are four levels to the Mayor's code, allowing each organisation to make a commitment appropriate to its current environmental policy:

- Part A (levels A1 and A2) is about engaging with London Remade. If you have attended any of our meetings or replied to any of our surveys, you have already met the criteria for level A1. To stay at this level, you simply need to stay in touch with us, giving us feedback from time to time. Level A2 asks you to meet with us on a one-to-one basis to discuss the purchasing requirements and environmental policy of your organisation in more detail and/or the potential to participate in the Material Service.
- *Part B (levels B1 and B2)* is about committing yourself as an environmentally progressive organisation moving towards measurable change. By signing up to level B1, you will give us data so that we can help you to achieve the final level of membership. Level B2 is about agreeing purchase or recycling contracts as a result of our assistance, setting realistic targets and measuring progress towards those targets.

To date the Mayor's Green Procurement Code has 316 signatories and London Remade has made two significant contributions; first it has raised awareness of green procurement across the capital and secondly, it has made it easier for business to buy recycled products by providing information, helping a business develop procurement policies and providing access to companies selling recycled products. London Remade has 'procurement brokers' who provide this free advice and support to signatories including all the London Boroughs, FTSE 350 companies, small to medium sized enterprises and public sector organisations. Bodies like National Health Trusts have bought specific

time from the London Remade procurement brokers so that they can help their green procurement. In addition London Remade provides secondments to the private and public sector on waste disposal.

Challenges

At first the challenges were to convince business to engage: a lack of time and money were often cited by companies as limiting factors. So London Remade had to promote the business benefits of cost savings and positive PR. London Remade found it essential to promote the wider economic benefits, such as job creation and impacts to the local economy. Procurement professionals can often be risk adverse so recycled content products have had to meet strict criteria associated with quality cost and timely delivery. Fortunately recycled content products can deliver and many procurement professionals are now advocates of these products.

Benefits

London Remade has an internal monitoring and evaluating programme that measures the impact of its work. Its performance is measured against a series of targets and objectives set at different levels or time horizons by the London Development Agency. Some benefits include; jobs, training, amount of waste diverted from landfill, amount of spend by London organisations on recycled products and the number of business advised.

London Remade had set targets for the period March 2001- March 2004 which were monitored, these include:

- To divert 360,000 tonnes of waste from landfill – achieved the diversion of 555,000 tonnes of waste from landfill;
- To create 1260 jobs – achieved 761 jobs;
- To generate £13 million private sector investment – raised over £ 13.3 million private sector investment;
- Some of London Remade's key achievements over the 4-year period include;
- 1132 businesses were advised on recycling and / or buying recycled;
- 4603 people were trained obtained qualifications;
- 524 published case studies, articles and reports mentioning London Remade;
- 320 people were trained obtaining permanent jobs.

Why is it CSR?

London Remade's programme is based around reducing the environmental impacts caused by the production, consumption and waste of goods. It seeks to reduce these impacts by promoting recycling and recycled goods. It promotes responsible business ethics of going beyond compliance in this area through efforts such as the voluntary Mayor's Green Procurement Code. The initiative on green procurement goes beyond compliance and demonstrates voluntary commitments supported by London Remade assistance. It has proven that providing and stimulating local markets for local products and materials leads to the creation and maintenance of jobs and a better skilled workforce.

What next?

As a result of its success, London Remade has been involved in training 12 other 'Remade' initiatives. For example, Remade Kent and Medway, who have now set up the Green Procurement Code for their local authorities and businesses. London Remade aims to build on its initial work with the National Health Service and deliver green procurement and waste management. It also plans to promote a 'Buy Better Buy Greener' training programme nationally in conjunction with the Environment Agency and The Chartered Institute of Purchasing & Supply. There is also the possible expansion into energy efficiency to help to deliver the Mayor's 10% target reduction of carbon dioxide emissions.

For more information

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