

Objective 3 – Sustainable Prosperity

Target 12 – Sustainable Consumption and Production

Summary

Reduce per capita water consumption in the South East by 20% from 169 litres per day in 2003/04 to 135litres per day by 2016, and achieve a 30% increase over the 2003 baseline in GVA generated per tonne of materials entering the waste stream 2016.

Expected Outcomes:

- Reduction in water consumption to 135 litres per person per day
- 79% of all wastes to be diverted from landfill by 2015

| Priority Actions and Activities | Contribution to the Target | Partner(s) (lead partner(s) in bold) | Timescales | | | Required Funding | Funding source(s) |
|--|--|---|------------|-------|-------|------------------|--|
| | | | 08/11 | 11/14 | 14/16 | | |
| 1. Increase energy, water and materials efficiency in business practices and products, leading to a reduction in their carbon footprint | | | | | | | |
| To provide leadership and a policy framework to the Regional partnership on Environmental Business Support | To act as a key influencer and advocate of improved business resource efficiency To develop a programme approach, remit and governance and accountability that provides an evidenced based and clear direction for targeted business support which leads to | SEEDA DEFRA/BERR Environment Agency Business Link Sustainable Business Partnerships Local Authorities Private Sector Envirobusiness BREW partners | | | | | In kind ERDF Competitiveness Fund |

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| | more efficient use of resources within business operations and the products and services they offer in the South East. | Business Membership Organisations | | | | | |
| Develop a co-ordinated and agreed model and programme of support services to business on Environmental Issues | <p>To develop and implement an agreed and co-ordinated programme of activities which provide appropriate support to businesses in the South East.</p> <p>To establish a funding strategy led by the principle of gradual reduction in public sector subsidy which can also be used to influence appropriate funding streams to provide resource in the South East</p> | SEEDA DEFRA/BERR Environment Agency Business Link Sustainable Business Partnerships Local Authorities Private and Third Sector Envirobusiness BREW partners Business Membership Organisations | | | | | |
| To market, inform; diagnose appropriate need and broker Environmental Business services | <p>To increase the uptake of resource efficiency advice and conduct a targeted approach to business recruitment</p> <p>To produce customised Business Action Plans</p> | Business Link SEEDA | | | | | Business Link Core Contract - Smart Growth budget |

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| | which enable a business to prioritise actions to increase resource efficiency | | | | | | |
| Facilitate the delivery of a range of Specialist Business Support Services, assuring the quality and quantity of supply | <p>To build capacity for support which enables businesses to identify and implement efficiencies</p> <p>To provide information and support to business on new market environmental opportunities which enable them to provide products and services to with a reduced environmental impact</p> <p>To provide businesses with specialist quality support and guidance appropriate to their needs</p> | <p>Specialist Delivery bodies</p> <p>Such as: Sustainable Business Partnerships BREW Partners Business Community Partnerships Private and Third Sector</p> | | | | | <p>SEEDA Single Pot</p> <p>ERDF Competitiveness Fund</p> <p>Public Sector Pump priming</p> <p>INTERREG 4A Funding</p> |
| To monitor and evaluate changes within business practices | <p>To monitor progress and efficiency savings</p> <p>To steer strategic guidance and enable suppliers to respond to business need</p> | <p>SEEDA</p> <p>Environment Agency Business Link Sustainable Business Partnerships Local Authorities Private Sector</p> | | | | | <p>SEEDA Single Pot</p> <p>ERDF Competitiveness Fund</p> |

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| | | Envirobusiness BREW partners Business Membership Organisations | | | | | |
| To develop an engagement plan for working with the Corporate business sector | To enable exemplary best practice to be shared To enable market creation and development opportunities which support businesses to contribute to a reduction in the ecological footprint | SEEDA Corporate Business | | | | | SEEDA in kind Corporate Sector Business Membership Organisations |
| To deliver a proactive approach to sustainable procurement practices in the South East | To promote and support a key motivator to drive change amongst business | ? on lead Private Sector Public Sector | | | | | SEEDA Single Pot ERDF Competitiveness Fund Public Sector, Local Authorities Pump priming INTERREG 4A Funding |

| 2. Zero Waste Region (inc Smart or zero carbon construction) | | | | | | | |
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| <ul style="list-style-type: none"> Providing leadership to whole Zero Waste Region partnership | <p>To act as key influencer and advocate of improved material resource efficiency</p> <p>To develop project approach, remit, governance and accountability that leads to more efficient use of materials in the South East</p> | SEEDA Environment Agency Regional Assembly WRAP DEFRA/BERR/CLG South East Improvement and Efficiency Partnership (SEIEP) NISP Envirobusiness, SECBE Local Authorities | | | | | Partner existing resource Partner inc private sector financial and in kind contributions |
| <ul style="list-style-type: none"> Develop programme of activity focussed on Construction Sector, Wood and Food wastes | <p>To target largest material streams that are currently landfilled and which contribute significantly to the Region's ecological footprint.</p> | SEEDA EA Regional Assembly WRAP SEIEP NISP Envirobusiness, SECBE Local Authorities Private Sector | | | | | ERDF Competitiveness Fund EU LIFE Partner inc private sector financial and in kind contributions |
| <ul style="list-style-type: none"> Facilitate the development of resource recovery systems and material exchange mechanisms including assuring the quality of | <p>To maximise the recovery of useable materials; To enable/encourage investment in</p> | Private sector SESIP WRAP SEEDA | | | | | Private sector Poss public sector pump priming |

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| supply through establishing effective protocols and standards. | infrastructure which extracts value from all material streams as first stage of developing commodities market To build capacity in or trial mechanisms that assist exchange of materials | NGO/Social Enterprise | | | | | |
| <ul style="list-style-type: none"> Undertake research and data gathering on supply and demand for priority material streams | To provide (1) baseline data (2) information on material flows in regions to identify opportunities for private sector investment; (3) provide confidence to private sector to invest and (4) to monitor performance against targets | SEEDA EA Regional Assembly SERTAB WRAP Envirobusiness SECBE Local Authorities | | | | | ERDF Competitiveness Fund EA- Waste Data Flow pilot Partner inc private sector financial and in kind contributions |
| <ul style="list-style-type: none"> To run a targeted business support resource efficiency service for SMEs in the construction sector | To reduce volume of materials that are generated on site and disposed to landfill | Business Link WRAP Envirowise NISP ReMaDe SE SECBE Envirobusiness SBPs | | | | | ERDF Business Link Contract Private sector through supply chain training |
| <ul style="list-style-type: none"> To run a region wide campaign against fly tipping. | To ensure compliance with waste management legislation so materials leaving construction sites are handled legally and | EA Local Authorities Remade SE NISP Business Link | | | | | EA Partner core funding |

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| | in accordance with the waste hierarchy | SBP's | | | | | |
| <ul style="list-style-type: none"> To provide support to designers and specifiers of the Built Environment to reduce resource use in developments | To reduce the volumes of materials used on site through targets for reduction of materials disposed to landfill and for the amount of recycled to be used. | SEEDA (Smart Growth) SECBE Design Council WRAP Envirowise BRE Private sector Public sector property departments | | | | | ERDF Private sector through CPD training Local Authorities as CDP training |

| 3. Stabilise and reduce resource consumption in existing development | | | | | | | |
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| <ul style="list-style-type: none"> • Create public/private partnership to lead the development of spatially focused retrofitting programmes | Concentrate and align funding and support to deliver practical retrofitting. | SEEDA, Regional Housing Board, Utilities, LA, EA, SECEP | | | | | RHB Utilities Warm front |
| <ul style="list-style-type: none"> • Develop a regional wide pro-environmental behavioural programme. | Stimulate behavioural change and increase demand for resource efficient products and services. | GOSE, SEEDA, SEFS, Greening Campaign, LA, SECEP | | | | | Utilities LA |
| <ul style="list-style-type: none"> • Develop a regional programme of skills training that responds to the demand for retrofitting products | Provide a skilled labour force to deliver practical improvements. | Regional Skills for Productivity Alliance, SECBE, Utilities, SECEP | | | | | Private Sector |