

# Putting Sustainability Policies into Action

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Positive Impact

# Manchester

- 3<sup>rd</sup> UK tourist destination behind London and Edinburgh
- Over £15 million generated by Labour Party Conference
- Tourism and events worth £2 billion to local economy

Source Marketing Manchester



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# Sustainability

The British Standards Institute definition of sustainability is: 'An enduring, balanced approach to economic activity, environmental responsibility and social progress'.



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# MCC Green City Team

Manchester Green City team was formed in March 2005 when the council passed a resolution to be “The greenest city in Britain” with ten ambitious targets to achieve this aim, as well as a number of new initiatives to increase the city’s green credentials.

An update on the ten targets and Green City work can be found at [www.manchestergreencity.co.uk](http://www.manchestergreencity.co.uk)



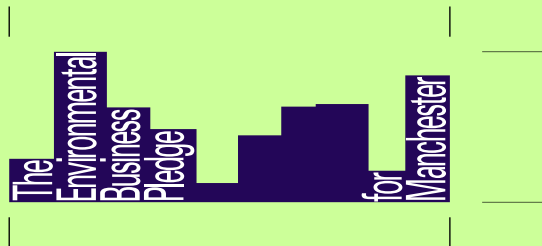
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# MCC Environmental Business Pledge

The Environmental Business Pledge was started as part of the 2004

“100 Days to a Clean City Campaign” to aid business to improve their energy efficiency, water usage, look at transport issues and enhance their environmental outputs, the scheme now has over 850 business signed up, with 25 business at the prestigious Gold Standard Award level.

[www.manchester.gov.uk/environment/pledge](http://www.manchester.gov.uk/environment/pledge)



# MCC Greening Your Event Guide

The Greening your event guide is a basic guide for conference and event organisers covering aspects such as location, transport, waste management, sustainable food, printed materials and managing carbon emissions. Includes an event checklist. Copies of the guide can be downloaded at

[www.manchestergreencity.co.uk](http://www.manchestergreencity.co.uk)



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# Positive Impact

- Not for profit education on sustainability for the event/hospitality sector
- Volunteer board
- Expert education
- Economic results



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# Positive Impact

Challenges:

- Job roles
- Funding

Success:

Economic benefit

Education model



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# Manchester as a Sustainable Event Destination

- Education
- Certification
- Ambition
- Infrastructure

[Http://www.positiveimpactmcr.com](http://www.positiveimpactmcr.com)



# Questions

For further information on Positive Impact please contact [fiona@organisethis.co.uk](mailto:fiona@organisethis.co.uk)

For further information on Manchester City Council sustainability initiatives please contact Lisa Lingard [l.lingard@manchester.gov.uk](mailto:l.lingard@manchester.gov.uk)



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