

## Case Study 24: Manchester is my Planet Programme Greater Manchester

UK

### Summary

The Manchester is my Planet programme was the product of a considered, pioneering and exciting stakeholder engagement process involving hundreds of people and organisations from across Manchester and the Northwest. Manchester is my Planet is about this city-region's aspiration to lead the way in tackling climate change,

Manchester is my Planet's aims are to deliver and facilitate the delivery of projects and processes that can move Manchester along the path to a low-carbon future, and help the UK to meet the Government target of reducing CO<sub>2</sub> emissions. A second aim is to do this in a way that improves life quality, contributes to the social and economic prosperity of the city-region, and enhances Manchester's image as a shining light of sustainable living and working.



In the three years since its inception Manchester is my Planet has achieved a wide range of feasibility and pilot projects, successful bids to the EU, initiating a major piece of research into the economic impacts of climate change legislation and a city-regional awareness and pledge campaign with sign-up of over 20,000 citizens. Also the programme has sought to change the thinking and actions of politicians, local authorities and private sector partners as well as the citizens.

### Lessons learned

SWOT Analysis on MIMP Programme	
<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• High level support + endorsement</li> <li>• Strong partnership &amp; link to private sector</li> <li>• Committed, passionate and experienced staff and volunteers</li> <li>• External resourcing positioned within M:KC</li> <li>• Successful Pledge Campaign</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Small staff team.</li> <li>• limited capacity partners</li> <li>• Pledge campaign dominated wider programme in stakeholders minds</li> <li>• No evaluation of behavioral change</li> <li>• Not core activity to M:KC</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Development of Climate Change Agency</li> <li>• Energy Planning project</li> <li>• New evidence on the economic impact of climate change legislation</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Personnel changes</li> <li>• Lack of evidence on behavioural change</li> <li>• Anticipated mainstream funding did not materialize</li> </ul>