

# Meeting Net Zero

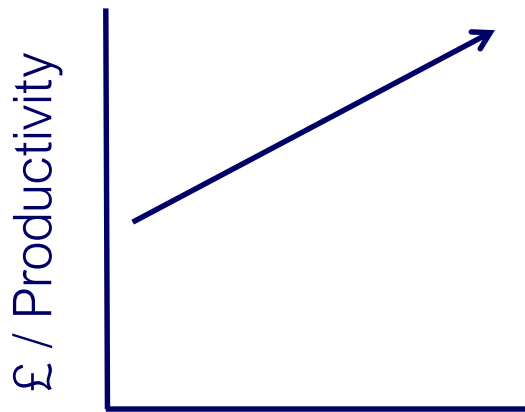
How Can We Innovate To Achieve This Ambition?

12/3/20

# Solihull



# Growth Potential



UK Central is one of the country's most strategically important development areas and a major driver of economic growth in the West Midlands



82,300 gross jobs



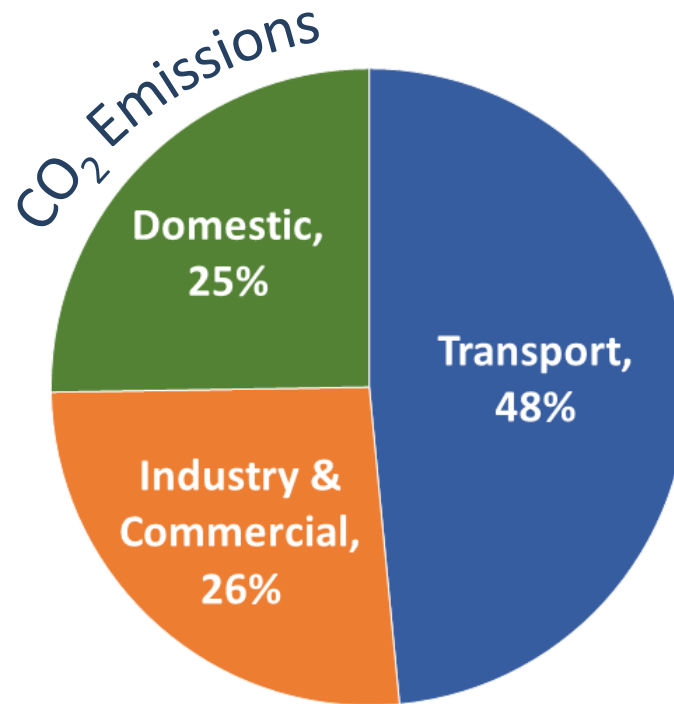
880,000 sqm of new commercial floor space  
Up to 10,000 new homes



7.0bn gross GVA

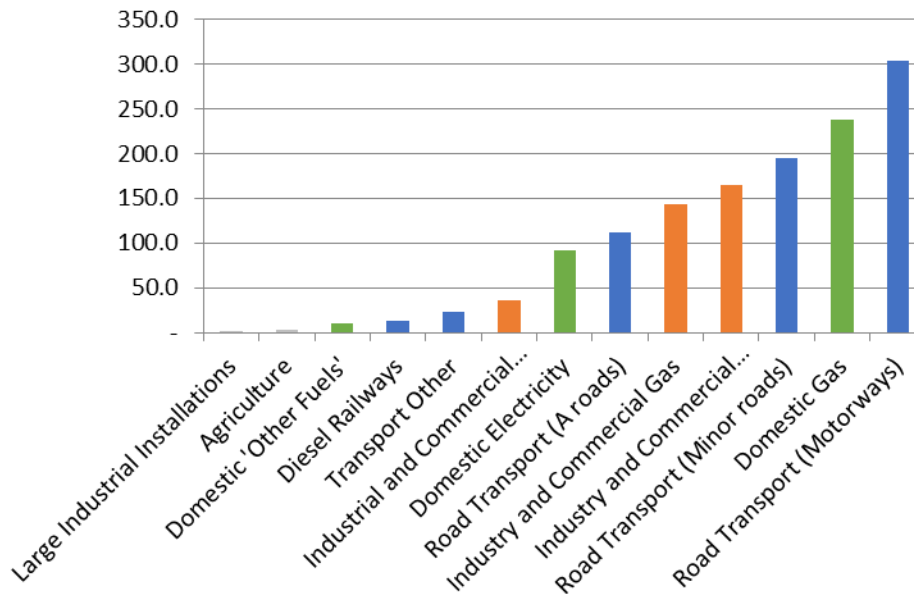


# Solihull Headlines



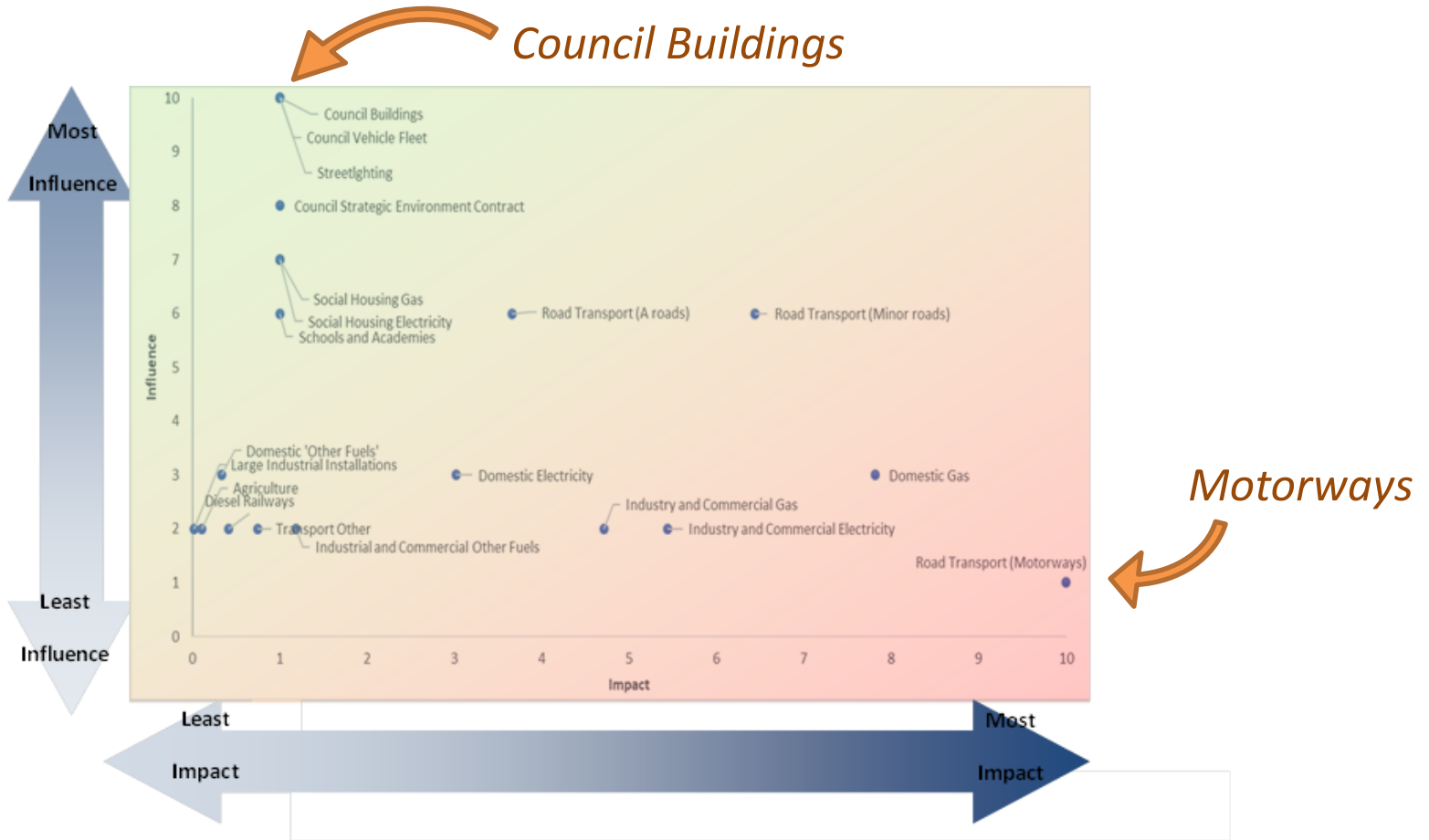
# CO<sub>2</sub> Emissions by Subset

Emissions (kt CO2)



*Road Transport (Motorways)* is the biggest single contributor to carbon emissions within Solihull

# Impact - Influence



# Net Zero Commitments

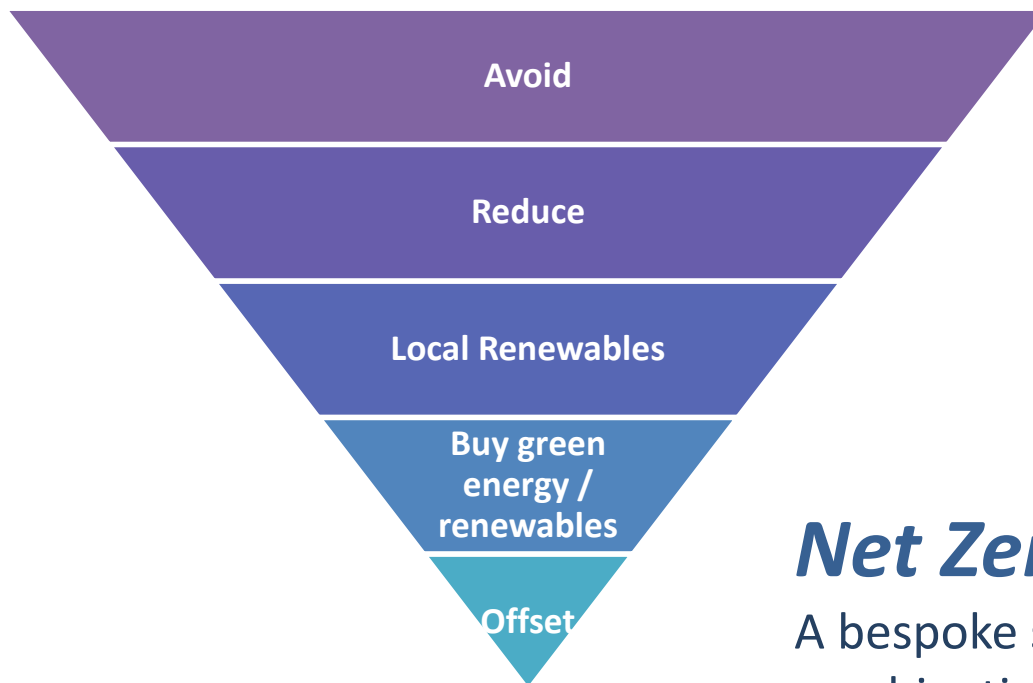
- **2030:** Council Emissions
- **2041:** Borough Emissions

# The Council's Role





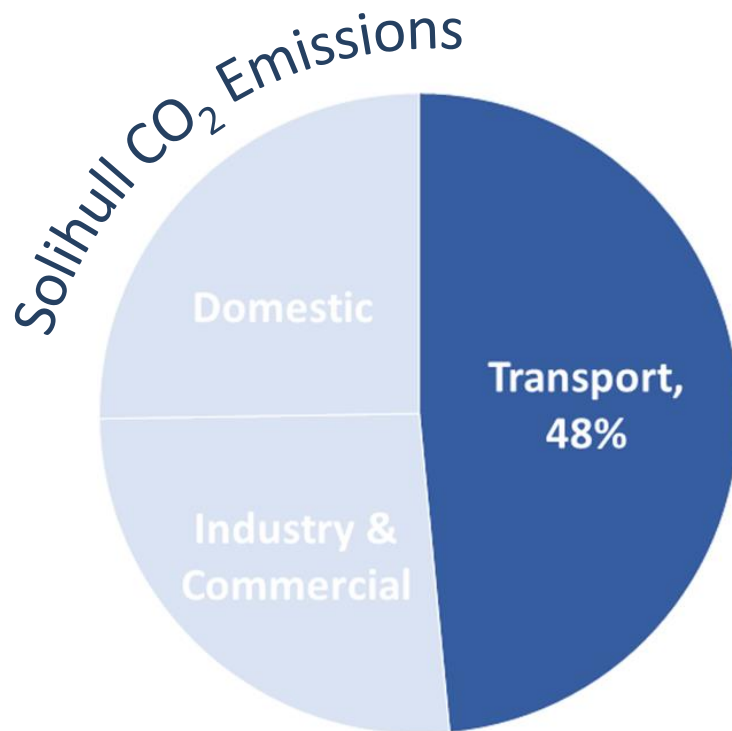
# Our Approach



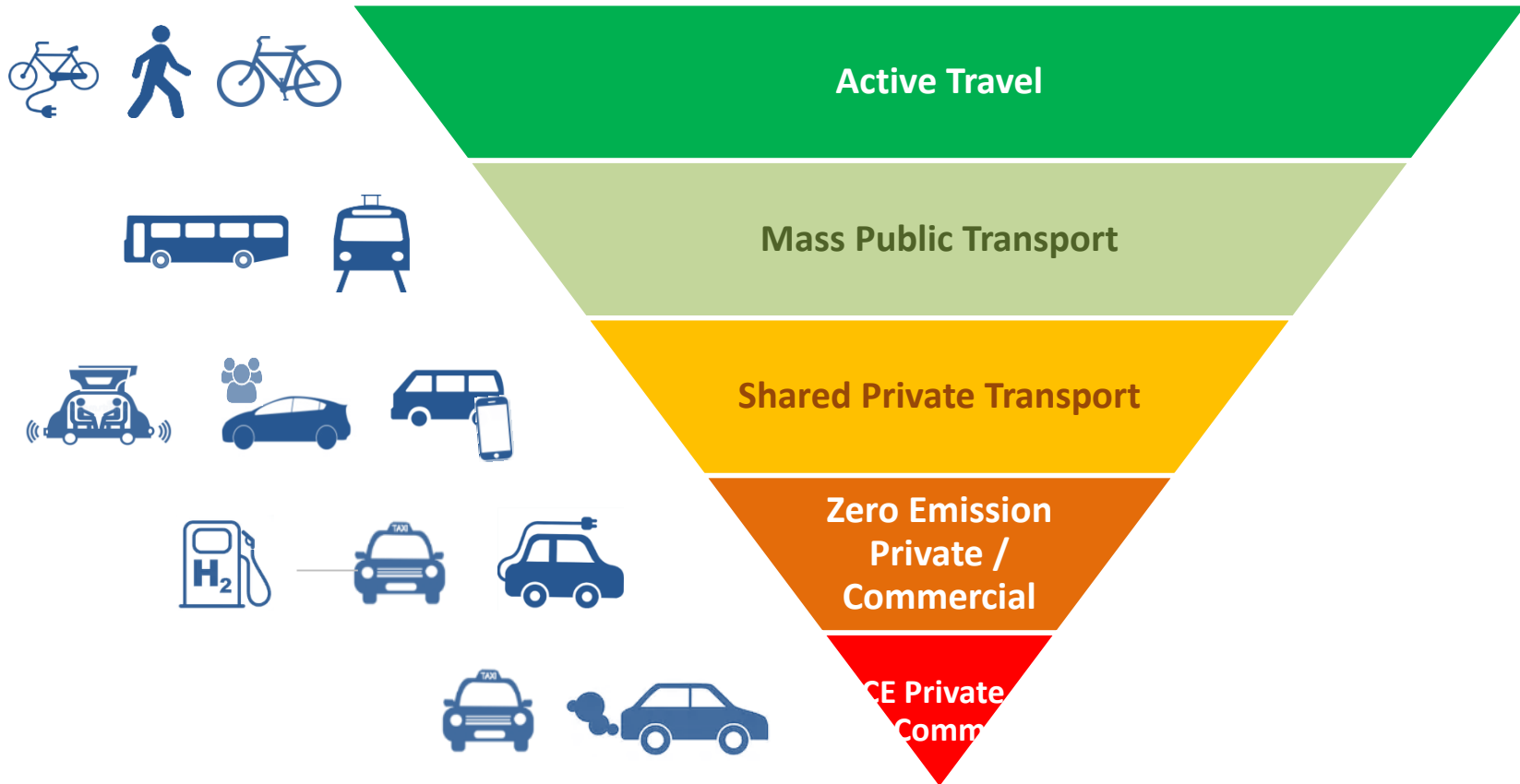
## *Net Zero Action Plan:*

A bespoke solution for Solihull with a combination of technology, service innovation and behaviour change.

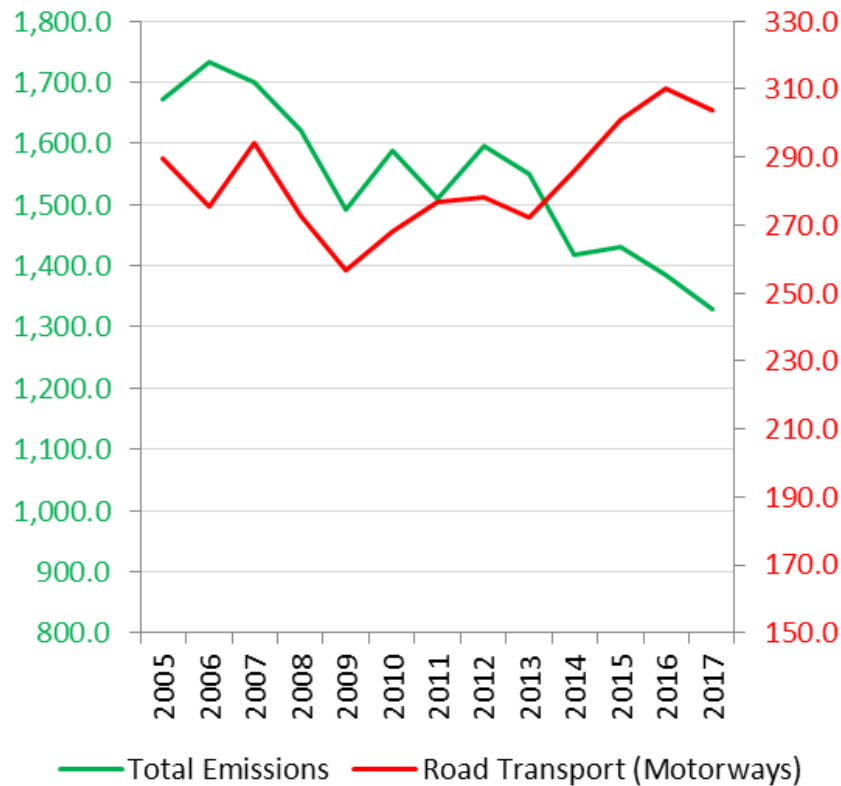
# Transport



# Desirable Mobility Eco-System



# Motorway CO<sub>2</sub> Trends



- **20%** overall CO<sub>2</sub> reduction over 12 years
- **6%** increase in Motorway emissions in same period



UKCENTRAL  
SOLIHULL



Opportunity Connectivity Lifestyle

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**Solihull**  
METROPOLITAN  
BOROUGH COUNCIL

# Low Carbon Future Mobility



4 x



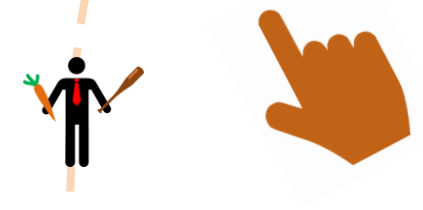
## 1. Data Analytics

## 2. Tailored Service Offers



## 3. MaaS Interface

## 4. Behaviour Change



# Town Centre Heat Network





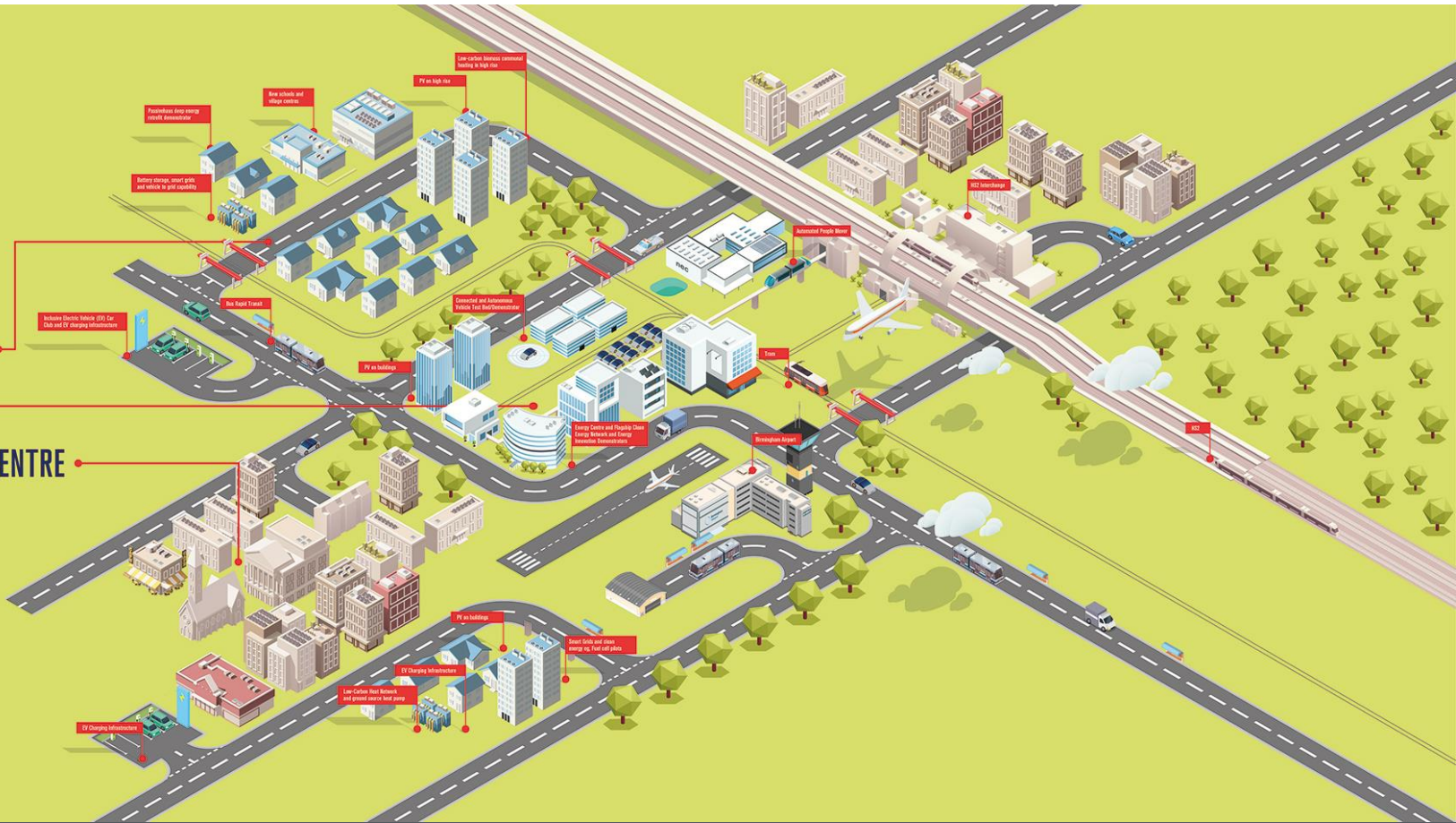
# Opportunities for Innovation



NORTH SOLIHULL

THE HUB

SOLIHULL TOWN CENTRE



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