

## How to get involved

### Visit our website and share your news

The Government uses our website as the first port of call to find out about good sustainability practice in the West Midlands. Why not join them and find the award winning case studies, others resources and help, and our projects and events. Submit a report or case study, or ask us to write up and review your projects.

### Subscribe to our monthly newsletter and twitter

Our newsletter includes important news from Sustainability West Midlands (SWM) and from around the West Midlands, recommended resources of the month and important dates for your diary with a comment from us or a member. If you would like to receive our newsletter or connect to us with twitter please register via our website or contact us using the details below.

### Become a member

We have a growing cross-sector membership of individuals and organisations who are able to support leaders to work together on our roadmap to deliver a sustainable future.

As a member of SWM, you will receive our monthly newsletter, have your organisation profiled on our website and be entitled to priority attendance at our events. We will also encourage you to be an active member by submitting resources to our website, getting involved in a project or network, promoting SWM by presenting on our behalf, attending one of our events, and supporting our graduate career service.

Each year at our annual conference we seek to highlight good practice and progress by our members towards our vision.

If you would like to know more, or are interested in becoming a member of SWM, please contact us using the details below.

### Work with us

We are funded by a range of organisations and we accept support for our events, projects, and other activities that will further our vision. Please contact us if you have a project or event you feel we may be interested in.

### Contact us

**Sustainability West Midlands**, Lockside, 5 Scotland Street, Birmingham, B1 2RR  
**Tel:** 0121 237 5890 **Email:** [enquiries@swm.org.uk](mailto:enquiries@swm.org.uk) **Twitter:** @swmtweet  
**Website:** [www.sustainabilitywestmidlands.org.uk](http://www.sustainabilitywestmidlands.org.uk)



## Who are Sustainability West Midlands?

### We are the sustainability adviser for the leaders of the West Midlands

Sustainability West Midlands is the sustainability champion body for the West Midlands as designated by government.

We are a not-for-profit company that works with our members in the business, public and voluntary sectors. Our role is to act as a catalyst for change through our advice to leaders, to develop practical solutions and share success through our communications.

Our Board is private sector led with cross-sector representation; and is supported by our team of staff and associates. We are the founders of Climate UK who provide a national good practice network of similar organisations.

Our customers like our independence, our role as a hub of cross-sector good practice networks, and our drive to deliver a clear vision to create a better West Midlands.

## Our vision

By 2020 businesses and communities are thriving in a West Midlands that is environmentally sustainable and socially just. By 2015 our leaders are working together to make significant progress on the roadmap towards the 2020 vision.

## Our mission

To provide sustainability advice to leaders of the West Midlands.

## Our services

- Advice to leaders on policy
- Cross-sector working with our members and networks to develop solutions
- Sharing success through our communications

# West Midlands Roadmap to a Sustainable Future in 2020

## 2010 Challenges

### Business

- The West Midlands performs below the English average in productivity by £10-15 billion
- The long-term unemployed face difficulty in accessing work
- Concentration of manufacturing and motorways will make it more challenging to meet carbon emission reduction targets

### Community

- An average gap in life expectancy of 10 years exists between the best and worst areas within the West Midlands
- Poor biodiversity and natural resources are strongly correlated with poor health, low employment expectations, poverty and poor life chances
- An estimated 13% households in the West Midlands live in 'fuel poverty'

### Place

- On top of national targets, the West Midlands needs to reduce emissions by an additional 2 million tonnes of CO2e due to economic geography and limited capacity for 'offshore' renewables
- Renewable energy capacity in the West Midlands will need to increase fifteen-fold to meet the national target
- Transport accounts for 30% carbon dioxide emissions in the West Midlands and use of public transport is falling
- A legacy of intense land use has resulted in the degradation of valuable natural resources

## Priority Actions

### Jobs

Development & coordination of initiatives to stimulate low carbon jobs & skills

### Procurement

Public sector sustainable procurement to stimulate innovation & save costs

### Waste

Infrastructure for diverting commercial & industrial waste from landfill

### Buildings

Retrofitting existing housing stock and buildings to improve energy efficiency

### Transport

Improved low carbon transport choices - flexible working, cycling, walking

### Energy

Decentralised energy networks focused on regeneration areas

### Environment

Environmental infrastructure to enhance water supply, flood defences & green spaces

## 2020 Vision

### Business

- The West Midlands is a hub for low-carbon technology innovation and an international supplier, increasing productivity by 30%
- There has been growth in the building refurbishment industry and the manufacture of wind turbines, fuel cells and solar fittings
- Investment in the motor industry has taken advantage of the 'green motoring' market

### Community

- The life expectancy gap has fallen to 6 years as a result of employment, less pollution and healthier lifestyles
- Up-skilling programmes have equipped the local workforce with skills to enter new job markets
- Urban farming schemes are in place; many households, hospitals and schools are reaping the associated health benefits

### Place

- Regional direct carbon emissions reduced by around 30% from energy efficiency action and 20% of electricity from renewable sources
- Many communities and businesses own micro-generation facilities to produce their own energy
- Homes are built to 'zero carbon' standards
- Traffic volumes have decreased 20% in rush hour due to flexible working & dedicated coach and car-sharing lanes
- Infrastructure is in place for the use of electric cars and bicycle-sharing schemes
- New flood defences have been put in place to defend against increasingly frequent floods

Leadership & perception change – civic and corporate leaders showing that work & lifestyle changes are desirable and realistic