

Who we are

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

- Government recognised ‘regional sustainability champion body’
- Our Board is private sector led and cross-sector representative
- We are a not-for-profit company, that works with our members in the business, public and voluntary sectors.

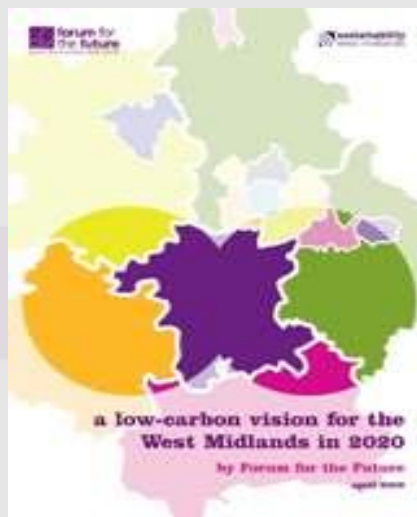
Our role is to act as a catalyst for change through our:

- policy advice to leaders
- developing practical cross-sector solutions with our members, and
- share success through our communications.

The Regional Sustainability Challenge

- The Productivity Gap - £15 billion plus – productivity & worklessness
- The Carbon Gap – need to focus on transport, waste, decentralised energy, energy efficiency
- Quality of Life Gap – health inequalities, basket of indicators such Index Sustainable Economic Welfare – vary across region, externalities
- Confidence Gap – poor promotion within and outside region of good practice
- Leadership Gap – varied understanding on sustainability as overall framework for action, business often ahead of public sector, regional governance ‘unfinished & uncertain’

Our Vision



By 2020 businesses and communities are thriving in a West Midlands that is environmentally sustainable and socially just.

By 2012 our leaders are clear on what this looks like, have set milestones and their organisations are making strong progress.

‘Low carbon vision’ begins to set out what is possible now in terms of energy, transport, construction, demographic change to reach 2020...just add leadership and next steps

SWM transport programme

Policy Advice

- Strategic lead on West Midlands Economic Strategy actions on sustainable behaviour change
- SD appraisal of strategies and checklist for development
- Think pieces - Vision 2020 – how will we travel?
- Centro sustainable travel charter
- Low Carbon Task Force

Cross-Sector Projects

- Smarter Working WM
- Business Futures – good practice network for leading large organisations
- City Region Low Carbon Leadership – good practice network

Sharing Good Practice

- Regional Awards Service
- May Day Low Carbon Awards
- Top 50 Green Leaders Award