

Invest in Glasgow

Glasgow is an emerging leader in sustainability, the green economy and eco living.

Decarbonisation and building climate resilience are at the core of Glasgow's urban reinvention and economic recovery. Its early adoption of sustainable policy in various industries and its leadership on climate and environmental agendas has firmly established it as a city that leads by example when it comes to sustainability.

As an early mover in this space, the Glasgow metropolitan area is undertaking widespread transformation to both adapt to and mitigate against climate change. With a binding commitment to become a Net Zero Carbon city by 2030, Glasgow can claim several UK and European 'firsts', such as being the first city outside London to introduce a low-emission zone; the first to introduce an electric bus fleet to its airport car parks and the first European convention bureau to receive a Green Tourism award.

The city's hosting of COP26 from 31 October – 12 November 2021 will be an important watershed in enabling Glasgow to communicate these sustainability advantages to the world, while the recovery from Covid-19 provides a window of opportunity for Glasgow to strengthen its appeal to talent and businesses serious about their ESG commitment.

At the same time, it provides a timely platform to showcase the strength and depth of the city's base of innovative start-ups working to create a sustainable impact through emerging technologies and services.

The leader of Glasgow City Council, Councillor Susan Aitken, explains: "As a city in transition, Glasgow has a unique opportunity to demonstrate a new and different path to the world where pioneering solutions to the urban challenges of sustainability can be delivered."

"Glasgow already has a global reputation as an attractive, nurturing and investable global location based on good governance. As hosts, we have a responsibility to ensure that our talented, innovative, and globally connected city grasps that opportunity by accelerating the redirection of global capital flows into net zero, climate resilient activity."

"We know that a truly green economy is so much more than wind turbines, solar panels and electric vehicles. At its heart, it is about building better places; providing affordable warmth for our homes; genuinely connected neighbourhoods with low carbon public transport; planting trees to reduce risks from flooding and overheating and a new generation of high quality, well paid green jobs, accessible to everyone. It is all of us all working together in partnership, which will transform not just Glasgow's economy but also that of the wider City Region."

Investing in key sectors such as renewable energy, clean transportation, green buildings as well as land, water and waste management will help to deliver the green jobs and growth needed simultaneously to rebuild from the pandemic, restore nature and tackle the climate crisis.

A critical component of the city's green recovery - and in winning the Race to Zero and Race to Resilience - will be to mobilise the necessary finance. Throughout the Glasgow City Region, we are building a growing and sustainable portfolio of investable projects through a combination of public and private sector investment. These have been designed to stimulate economic growth and green job creation whilst accelerating the reversal of emissions trajectories witnessed as a result of the Covid-19 pandemic.

The **Greenprint for Investment Prospectus** is our way of making this happen. It includes £30 billion of investments and place-based development opportunities at various stages of maturity. Some are investment-ready – others are under development where we are keen to shape and co-design them with investors. All are transformational – showing how reducing emissions and building resilience creates better places and sustainable jobs. They also address the wider Sustainable Development Goals and the long-standing challenges typical of the world's post-industrial cities.

As we embark upon the next phase of our transition, the '*Greenprint*' will be used to broker the sustainable investments the world urgently needs and help bring about the transformation needed for Glasgow City Region in this decisive decade.

Glasgow is inviting prospective investment partners to join its net zero mission to make real the changes we need for a more equitable, cleaner, healthier, sustainable and modern Scotland.

ENDS

Issued by:

COP26 Team
Glasgow City Council

Further information at:

Invest Glasgow is Glasgow City Council's dedicated investment promotion agency. It offers comprehensive business support and guidance, providing one point of contact to all businesses, property investors and developers seeking to set-up business, expand or invest in the city.



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