

Sustainability West Midlands

Regional support

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About Us – Our why?

- Making the West Midlands region more sustainable, fairer and greener for all
- Our vision: The West Midlands is leading in contributing to the national target of net zero greenhouse gas emissions by 2050 whilst addressing health inequality and driving inclusive growth
- Coordinate and monitor the only existing regional Sustainability Roadmap; a framework to 2030
- Established 22 yrs in Birmingham covering the region, and beyond!
- Independent, not-for-profit company working across all sectors



Our team



Anna Bright
Chief Executive



Alan Carr
Senior Sustainability
Advisor



Dr Beck Collins
Senior Sustainability
Advisor



Morgan Roberts
Project Officer



Ros Povilionis
Events & Partnership
Officer



Chris Todd
Stakeholder &
Engagement Officer



Annie Thompson
Volunteer
Communications Officer

Associates



Andy Whyte



Amanda Campbell



Debbie Ward



Ailsa Gibson

About Us

- Three main areas of work:
 - **Membership:**
 - We are a cross-sector membership organisation with a difference; we connect, promote, and prioritise our members throughout everything we do
 - **Consultancy:**
 - We provide trusted independent, expert advice across all sectors and areas of sustainability
 - **Engagement:**
 - We use the power of storytelling and sharing of best practice to inspire action on sustainability. We use our communications, events and networks as platforms for engagement

Our 180+ members



Member Support

- Key member management: two meetings a year with dedicated SWM Account Manager
- Promotion of your brand, events, news, achievements, and job opportunities via our communications
- Opportunities to collaborate with SWM events, projects and awards
- Free attendance at our high-profile Annual Conference (Summer 2024) and annual exclusive SWM Members Social (November 2024)
- Use of our membership logo to demonstrate your commitment to sustainability and to enhance your corporate social responsibility.
- Opportunity to work with us to deliver and support the implementation of the regional Roadmap to 2030.
- Twice yearly FREE use of the meeting rooms for up to 14 people based in central Birmingham
- 10% off any SWM consultancy work plus access to the SWM team's in-house expertise

West Midlands Net Zero Business Pledge

What is the pledge?

- Launched by WM Mayor Andy Street in March 2021
- Managed by SWM on behalf of the WMCA
- Free, no technical requirements, for organisations at the start of their sustainability journey or those that are well on their way
- Organisations in the 17 local authorities of [West Midlands Combined Authority](#) (WMCA) are eligible



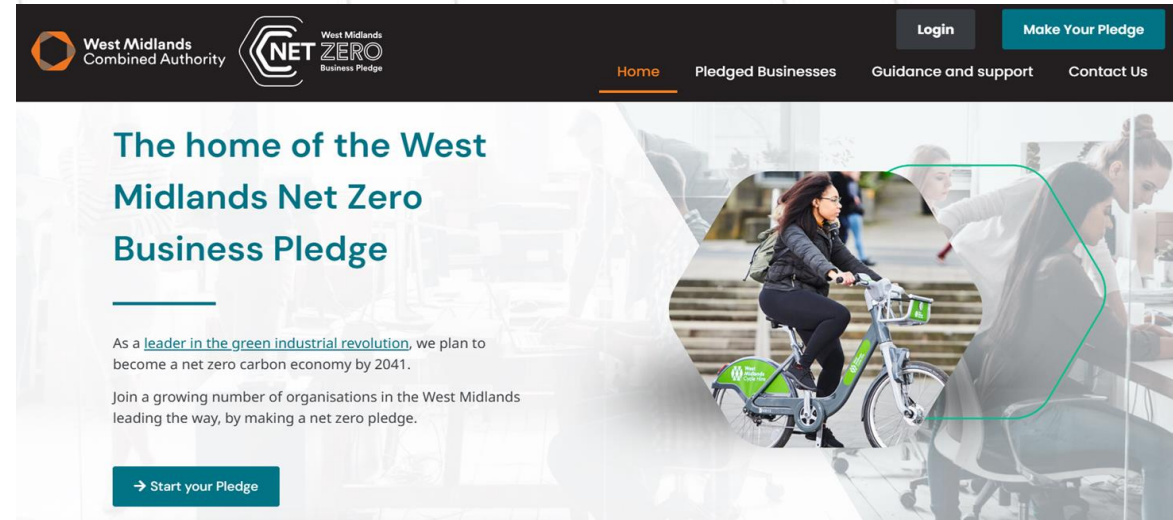
West Midlands Net Zero Business Pledge



West Midlands Net Zero Business Pledge

Highlights 2023

- Launched new website
- Hosted first in-person event
- Published net zero toolkit



The toolkit process



West Midlands Net Zero Business Pledge



Looking forwards

- Delivering this work for another year.
- Surveying our pledgers to ensure they are getting as much out of the experience as possible
- Connecting with the vast ecosystem of business support organisations, networks and services
- Continued drop-ins
- Getting more organisations signed up – 120 to date!



Scan to find out
more and register
now

WM Innovation Programme (WMIP)

- Innovation Alliance WM is the 'engine' for WMIP
- Virtual Innovation Team experts embedded in sector specific support organisations, connected by a central support team:
 - SWM lead on low carbon and run the [Innovative Zero Carbon Working Group](#)
- A range of sector and cross-sector innovation support :
 - Newsletters featuring funding, events, collaboration opportunities
 - Development of a portfolio of pilot innovation support projects and support to scale successful existing programmes of support
 - Regular thematic and sector-agnostic networks and events bring together businesses, universities, public sector and wider stakeholders
- Collaborate with Innovation Accelerator and other support activity



Partners

UNIVERSITY OF BIRMINGHAM | BCRRE



sustainability west midlands



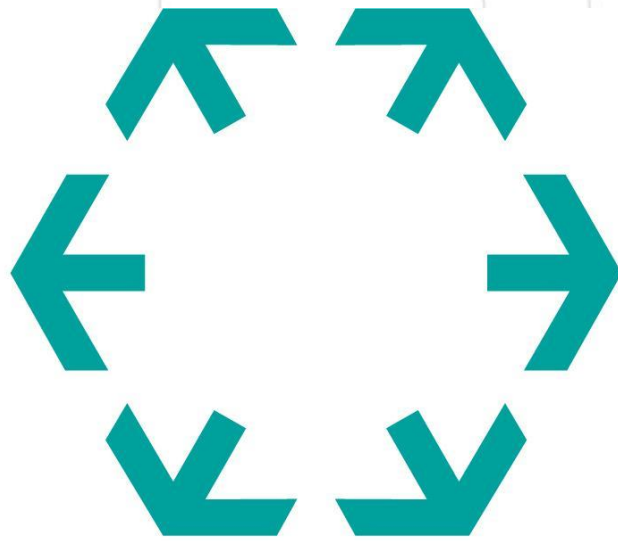
Venturefest West Midlands



VENTUREFEST
WEST MIDLANDS 2024

- Connects and informs innovators, entrepreneurs, early and growth-stage businesses, investors, universities and support organisations
- Brought to you by IAWM partners and six WM universities
- Annual event in Birmingham with 600+ attendees: **21 March 2024** :
 - Keynotes and panel discussions
 - Minerva Birmingham PitchUp finals
 - Exhibition and networking
- Venturefest Mobile Hub events targeting local ecosystems:
 - BCIMO (Dudley), 15 November – focus supply chain innovation
 - Coventry University, early Feb – focus on immersive technology
 - Further events in planning for spring/ summer 2024





Business Growth West Midlands

[Net Zero \(businessgrowthwestmidlands.org.uk\)](https://businessgrowthwestmidlands.org.uk)



What is Business Growth West Midlands?



WMCA and seven Local Authority partners have developed a new **connected, coordinated business support service** for businesses, which will support and increase productivity, start-ups, job creation and growth for our region.



Business Support

- WMCA is seeking to support businesses to **reduce their environmental impact** and to **reduce the rising energy costs** these companies are experiencing.
- The **WM Decarbonization Net Zero Programme (DNZ)** will provide information, expert advice and support to businesses enabling them to make significant decarbonisation and money saving changes to their business.
- Get in touch now!
- [Decarbonisation Net Zero Programme \(businessgrowthwestmidlands.org.uk\)](https://businessgrowthwestmidlands.org.uk)



DNZ programme will provide:



Information and Advice

Helping businesses to understand how they can get to net zero carbon emissions by 2050, and enable them to take larger/longer term investment decisions.



Energy Audits

On-site carbon reduction surveys supporting businesses to quantify and benchmark their emissions, identify cost-effective energy saving measures, set validated emissions targets, embed low carbon strategy within the company.



Knowledge Transfer

Technical Research and Development (R&D) support aimed at carbon accounting and sustainability software



Grants: [West Midlands Net Zero Grants \(businessgrowthwestmidlands.org.uk\)](https://businessgrowthwestmidlands.org.uk)

£4.5m in net zero grants available (50:50 match funded) through the seven Local Authority partners.

Circular Economy – International Synergies (1)

- The **Circular Economy: Birmingham & Solihull (CEBAS)** project provides free support to **Birmingham and Solihull based SMES** (from both manufacturing industry, service providers and social enterprises).
- Support available includes:
 - One to One support to improve your business resource efficiency, saving you both cost and reducing your carbon footprint
 - Free training events covering topics such as 'basic carbon literacy', 'best practice in waste management' and 'greening your company office'
 - Introduction to new technologies and processes to reduce waste and your company's carbon emissions
 - Free access to our resource matching software to post information on your waste, which others can then seek to use as an alternative raw material input

Circular Economy – International Synergies (2)

- Companies receive short diagnostic visit from business experts to identify opportunity to both reduce waste and increase energy efficiency
- Physical resource can then be provided to help you move identified actions onwards
 - Focus on **quick win, no or low cost** improvements
 - Where capital investment may be needed, assistance can be given to identify and apply for regional grant funding
- If interested in reducing your business costs and carbon emissions, then call 0121 4332660 or email: CEBAS@international-synergies.com
 - This FREE support is available **NOW** until March 2025
 - <https://international-synergies.com/ourprojects/cebas-resource-efficiency-project/>



Funded by
UK Government

POWERED BY
**LEVELLING
UP**



Business Growth
West Midlands
in Birmingham & Solihull

Carbon Literacy Training

Free training to empower you to make a positive impact on climate change and help to influence others around you to drive action.



Don't Neglect Adaptation!

- [Link here!](#)
- Guide for SMEs in the West Midlands.
- Will help you to understand how you could be affected by weather, including extreme events, and how you can improve your chances of a quick recovery.
- Sets out business opportunities from responding to a changing climate and provides useful tools and contact information to help you become more resilient.
- Includes information on how to enhance your resilience to other shocks too, such as those related to the economy, pandemics and cyber security.



Useful resources

- [Monthly Newsletter](#)
- [Website](#)
- [@SWMtweet](#)
- [LinkedIn](#)
- [Various events & webinars](#)



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07 February 2024

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