

Michael Addison

Director

Eco Birmingham



eco

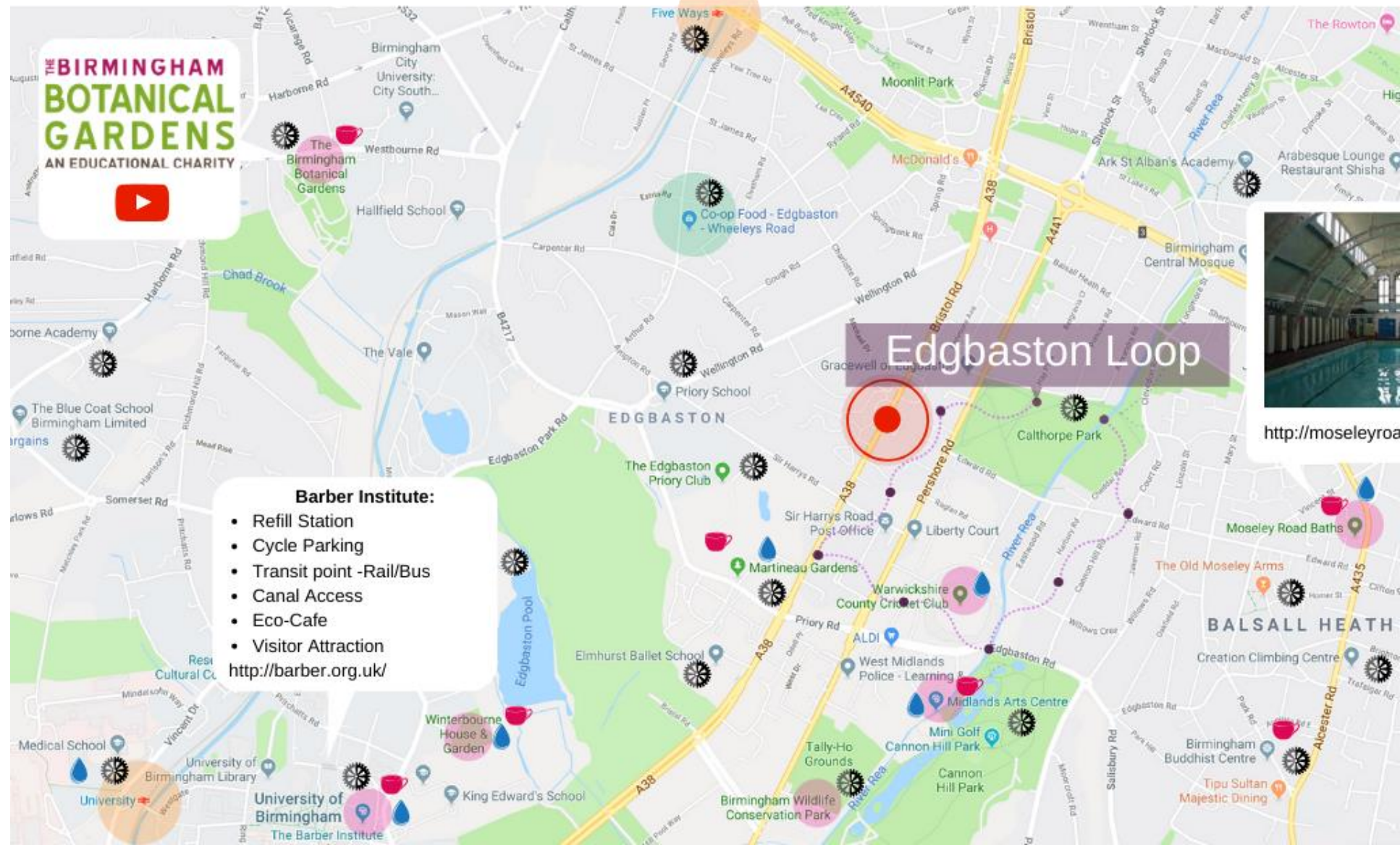
birmingham

Inspiring Positive Action

- Transit Points
- Visitor Attractions
- Refill Station
- Eco Cafe/Restaurant
- Ethical Shop
- Cycle Parking
- Your location
- Local Loop

ECO-CITY MAP

Birmingham



- Barber Institute:**
- Refill Station
 - Cycle Parking
 - Transit point -Rail/Bus
 - Canal Access
 - Eco-Cafe
 - Visitor Attraction
- <http://barber.org.uk/>



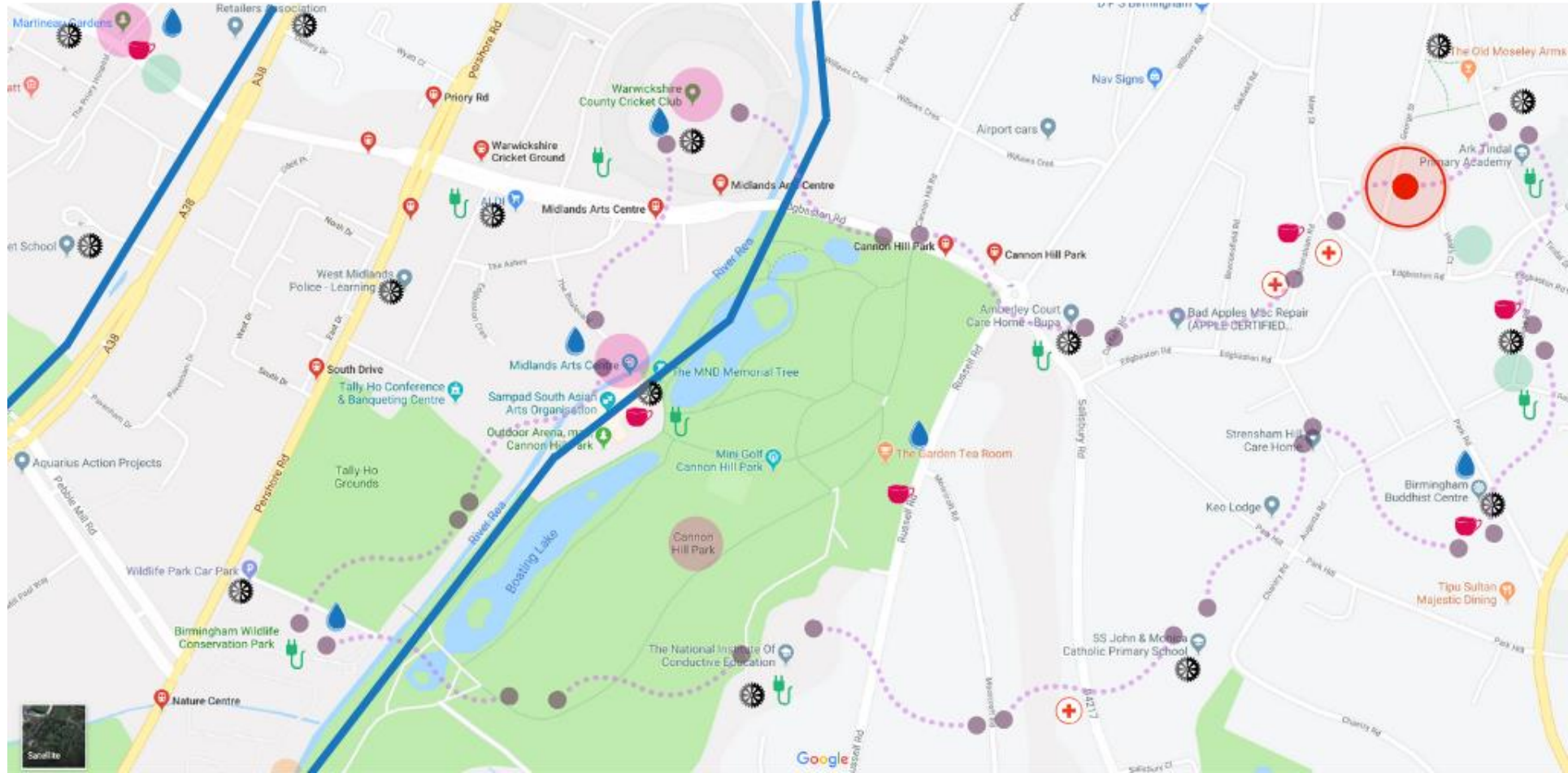
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ECO-CITY MAP

Birmingham

Edgbaston Loop

- Transit Points
- Visitor Attractions
- Refill Station
- Eco Cafe/Restaurant
- Medical Centre
- School
- Cycle Route
- Ethical Shop
- Cycle Parking
- Your location
- Local Loop
- Bus Stop
- EV charging point



Why?

- Birmingham takes a lead
- Sustainable Growth on our Route to Zero carbon journey by 2030
- Nudge the behavior of the 1m+ residents and 40m+ visitors
- Place environmentally positive services as the mainstream/norm
- Incentivise the behavior change of environmentally negative services
- Improve air quality and reduce carbon emissions
- It could be replicated in other cities
- Prepare for the Commonwealth Games 2022

What do we need?

- Buy in from Key Stakeholders across the city and region
- IT expertise
- Project Development Funding
- Marketing expertise
- Mapping data
- Ways to evaluate impact
- Consider sustainability of the project and data



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