



For Immediate Release

“We will trash our children’s future” lead speaker tells climate change conference.

“Without radical governments committed to radical action, we will not achieve the targets set by the Paris Agreement – no ifs, no buts. We need a radical committed approach to transitioning to a low carbon economy and building resilience. If the next UK government and others around the world are not committed to such essential action we will not meet the net zero carbon target for 2050 and we will trash our children’s future”

John Firth, founder and CEO of Acclimatise Group Limited, was speaking at the largest multi-sector conference on climate change to be held in the West Midlands this year. A capacity 200 delegates at the Tally Ho conference centre in Edgbaston included multi-national companies, micro local businesses, community project groups, academia, NGOs, and faith groups. They heard speakers talk about the challenges and opportunities created by climate change.

David Middleton, Birmingham based joint organiser of the event with Climate Change Solutions of Coventry, said afterwards: “I cannot believe nobody from the West Midlands Combined Authority or Birmingham City Council, the largest council in Europe and host to the 2022 Commonwealth Games, turned up. They were invited, reminded and chased. With school children striking and tens of thousands of people protesting on the streets of our major cities – all calling for the sort of radical political response John Firth was alluding to, Birmingham and the region ignored us. The transition to a post fossil fuel, zero carbon future is an incredible opportunity for West Midlands businesses. With local councils declaring emergency status to climate change, their absence raises questions about the legitimacy of their declared commitment and their understanding of the opportunity.”

Acclimatise, based in Nottingham but with offices around the world, provides advisory and analytical services to assist corporates, investors and governments integrate climate change risk into their business processes. In its 15 year history, it has completed over three hundred and fifty projects in eighty countries.

David Middleton, now largely retired, was the founder and CEO of the MEBC business network focussed on sustainable development, and CEO of the UK branch of the World Business Council for Sustainable Development.

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