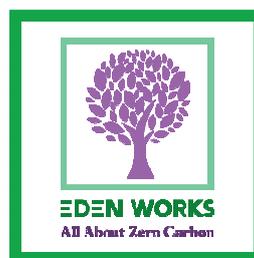


## PRESS RELEASE

For immediate release

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## **Partnership to Galvanise Green Investments for Cumbria Launches**

A new and innovative green investment plan for Cumbria is being developed by a consortium of local and national partners. The plan will enhance the county's competitiveness nationally, benefit the county's economy, boost employment opportunities and help tackle climate change.

The investment plan will identify a set of iconic projects across Cumbria in sectors such as energy generation, transport, agriculture and waste management, along with exploring the sources of finance required from institutional investors, banks, public finance and community funding institutions. Key partners involved include Grantham Research Institute of the LSE, the multinational engineering and design company Arup, local charity Cumbria Action for Sustainability (CAfS) and local consultancy EdenWorks Green. The project is also collaborating closely with Friends of the Earth, Cumbria Local Economic Partnership (LEP), local authorities, utilities, businesses, NGOs, community groups and residents who will also help develop the plan.

Professor Nick Robins of Grantham Research Institute and project chair said: "More and more banks and investors recognise the opportunity of investing in green projects and for good returns from supporting climate friendly projects. This project will highlight Cumbria's significant green economy potential and will bring together a range of investable projects that will work for the Cumbrian people."

Project lead, Ciara Shannon of EdenWorks Green, said: "Cumbria's outstanding mix of natural assets and workforce skills makes its potential to reduce carbon emissions unprecedented. To fully capitalise on this potential, we need a joined-up investing strategy which can unleash a wave of green investments and employment possibilities."

Michael Osborne, Director of Arup, said: "Cumbria's potential for generating green electricity is massive. For example, the county could produce green hydrogen from wind energy quite quickly. Investment in Cumbria's net-zero energy system needs to start as soon as possible. This innovative plan will attract vital climate finance in Cumbria's future."

Karen Mitchell, CEO of Cumbria Action for Sustainability (CAfS), said: "We are delighted to be the NGO partner on this project. Our '*Potential for green jobs in Cumbria*' report earlier in the year showed that investments of £8.88 billion

could put in place measures to reduce Cumbria's carbon emissions to reach net zero, create thousands of jobs and deliver big savings on energy bills for businesses. This work will help to make that vision a reality."

Chief Executive of Cumbria LEP, Jo Lappin, said: "Cumbria LEP is fully committed to achieving a net zero Cumbria at the earliest opportunity through supporting clean energy generation and helping our businesses to decarbonise. The green investment plan can clearly help to deliver on these priorities alongside supporting wider clean energy initiatives. Cumbria has the potential to make a significant national contribution to clean energy generation based on our nuclear, advanced manufacturing, offshore wind and renewable capability, alongside outstanding natural capital, which has allowed our visitor economy, agricultural sector and food production to flourish. The green investment plan will help us to deliver major green projects and create substantial new job opportunities."

The investment plan will be published in November 2021 and is intended to lead to significant new funding coming into the county from a host of different sources.

\*\*\* E N D S \*\*\*

### **CAPTION:**

Two photos are attached, showing green energy generation in Cumbria. The green investment plan will identify opportunities to realise Cumbria's potential for green energy generation, among other sectors, boosting existing clean energy generation in the county, such as those shown in the photos.

**Photo 1: Phil Davies from Burneside Community Energy (left) and Mark Cropper (from James Cropper PLC), pictured during installation of solar PV at the James Cropper plant in Burneside, Cumbria, funded by community shareholders.**

**Photo 2: The Lambrigg Wind Farm near Kendal, Cumbria.**

### **Notes to Editors**

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- Visit [www.edenworksgreen.com/green-investment-plan-cumbria](http://www.edenworksgreen.com/green-investment-plan-cumbria) for more information or <https://cafs.org.uk/2021/06/17/partnership-to-galvanise-green-investments-for-cumbria-launches/>

## **About – A Green Investment Plan for Cumbria. A Partnership Project**

Local and national organisations have come together to work in partnership on a green investment plan for Cumbria. Key partners include EdenWorks Green, Grantham Research Institute of the LSE, local charity Cumbria Action for Sustainability (CAfs) and the multinational engineering and design company Arup. The project will also collaborate closely with the Westmorland Family Group, Friends of the Earth, Cumbria Local Economic Partnership (LEP), South Lakeland District Council, the Woodlands Trust, the National Trust, local authorities, utilities, business and community groups whose input will help develop the plan.

### **Project Team**

- Nick Robins, Grantham Research Institute, LSE (project chair)
- Ciara Shannon, EdenWorksGreen (project lead)
- Karen Mitchell, CAfs (partner)
- Michael Osborne, Arup (partner)
- Anne Chapman (independent consultant)
- Ian Callaghan Associates (sustainable finance advisory)
- Ian Dickie, etec (economics for the environment consultancy)

### **Partners**

Key partners include:

- [EdenWorks Green](#), a sustainability consultancy
- [Cumbria Action for Sustainability \(CAfs\)](#)
- [Grantham Research Institute](#), LSE
- [Arup](#)

### **More Information**

- Prof Nick Robins & Ciara Shannon, Cumbria is one place that will benefit from a green recovery plan.
- CAfs Potential for green jobs in Cumbria report, calculates that around 9,000 jobs could be created for local people during a 15-year 'transition period' towards the county reaching net-zero by 2037, and 3,800 jobs in the longer term across sectors including transport, industry, improving the energy efficiency of buildings, renewable heat, renewable electricity and waste recycling and reuse.

### **About CAfs**

CAfs' vision is a zero carbon Cumbria, bringing about a better way of life in balance with our environment. Our mission is to empower and enable people, communities and businesses to live and work more sustainably by sharing our knowledge, practice, skills, networks and practical experience. We promote low-carbon living, energy saving and reduced use of fossil fuels across Cumbria through our inspiring events, training courses and practical projects.

CAfs is a registered charity and company, based in Penrith.

Eden Rural Foyer, Old London Road, Penrith, Cumbria, CA11 8ET  
Company Number: 6492907 | Registered Charity Number: 1123155