

Encouraging partnership working



Supporting low-carbon innovation



Celebrities taking the pledge



It is an inescapable fact that the climate is changing, both in the UK and globally. Climate change is a permanent problem that will only get worse unless people are prepared to take steps to limit its damaging effects.

Since the Industrial Revolution, which Greater Manchester played a major part in, levels of carbon dioxide (CO<sub>2</sub>) have increased by 30%, and as one of the UK's largest and most productive regions, Manchester has a responsibility to reduce the impact of its activities on the environment.

This increase in CO<sub>2</sub>, emitted when burning fossil fuels, causes the planet to heat up and leads to climate change. The dramatic increase in energy use by industry and in people's everyday lives is resulting in dangerous levels of CO<sub>2</sub> accumulating in the atmosphere. Climate change will affect everyone, it is not a problem with simple solutions but there are things people can do to lessen its negative consequences.

## The business of climate change

Manchester Enterprises has commissioned the consultancy Deloitte to assess the economic implications for Greater Manchester of forthcoming UK and EU climate change legislation. This builds on the internationally respected work of Nicolas Stern's review for the UK government of the economic impacts of climate change. Early results suggest that failure to adapt to the changing legislative framework could cost the city regional economy some £21bn by 2020.

Once complete it will help guide important investment decisions and position the city region to maximise the market opportunities presented by the need for new environmental services and technologies.



**Did you know?  
People who take the  
Manchester is my Planet  
pledge have chosen to  
take individual action to  
tackle climate change as  
well as demonstrating  
their collective desire for  
a low-carbon future.**



## Businesses to confront climate change

Encouraging employees to take the Manchester is my Planet Pledge is one way to heighten people's awareness of climate change and how their efforts to be more environmentally friendly can reduce carbon emissions.

Participants could send a group email encouraging people to pledge online at [manchesterismyplanet.com/pledge](http://manchesterismyplanet.com/pledge). Or staff could ask their website manager to install a pledge widget straight on the site – everything they need is at [manchesterismyplanet.com/widget](http://manchesterismyplanet.com/widget).

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