

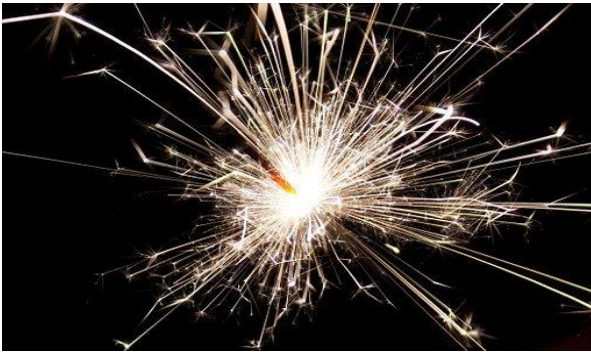


## The Pledge

Signing the Zero Carbon Shropshire pledge shows your support for our shared goal of a Zero Carbon Shropshire by 2030. A multitude of folk have already signed the pledge, many of whom have also got more hands-on with the ZCS2030 project to do their bit in achieving zero carbon for Shropshire by 2030. It would be great if you could join us and it just takes a couple of minutes at <https://zerocarbonsshropshire.org/sign-up/>

It is incredible what we are already achieving, bringing proven solutions and local perspective to create the first practical Zero Carbon Shropshire Plan for implementation starting January 2021.

## What ideas do you have?



We are gathering examples of successful carbon reduction and environmental work both within Shropshire and further afield. We can all contribute ground-breaking ideas and we need to align our activities with the goal at all scales: Severn Trent Water has planted 700,000 trees since 2015 and pledged to plant another 1.3m in the next five years; Louise from Hughley has put a new bat box up outside her home; Sue from Harley is encouraging biodiversity by letting weeds grow.

What examples of practice do **you** think are going to help Shropshire reach zero carbon and start restoring nature by 2030?

Does your enterprise have plans and policies in place that you would like to share?

Can you send us examples via the [Zero Carbon Shropshire website](#) today?

The key dates we are working to are:

Calls for evidence ends on 13 November 2020

First draft Zero Carbon Shropshire Plan ready for comments on 7 December 2020

Publication by 31 December 2020

Since our launch in August 2020 we have seen crystal clear evidence, if any were needed, of the urgency of our mission: The [Tyndall Centre has set budgets](#) for local carbon emissions ceilings aligned to [United Nations Paris Agreement](#) – for Shropshire a maximum emissions budget of 17.2 million tonnes (MtCO<sub>2</sub>) for 202b0 to 2100. At **2017 CO<sub>2</sub> emission levels, Shropshire will use its entire budget by 2027**. The urgent priority is to start right away with an immediate programme to cut emissions averaging a minimum of -13.5% per year.

A daunting task! And we are in last chance saloon. The good news is that Shropshire can achieve net zero by 2030 based on existing technologies and proven solutions, while creating a successful and prosperous sustainable future along the way. Most of the work is **within the power of Shropshire producers and consumers to achieve** if we work to a common plan that we all believe in. So please tell your friends, family and business colleagues what we are doing and help us reach all communities of Shropshire. Our overarching vision is:

*‘Shropshire will become net zero carbon by 2030. Starting immediately, organisations, businesses and communities across Shropshire will participate in a collaborative approach to rapid decarbonisation; large-scale restoration of biodiversity and the natural environment; and the development of sustainable, resilient and inclusive communities and the enterprises required for a sustainable future.’*



There are many excellent discussions taking place in our Working Groups, and you will be very welcome to join in. For example, a date for your diary which should be of particular interest:

**Zoom briefing event by the Land and Biodiversity Working Group**  
10.00am on 3 November 2020  
**Dr Sarah Faulkner** of the **National Farmers Union** will set out and discuss NFU net zero 2040 policy.  
All Supporters welcome – sign up at the [Zero Carbon Shropshire website](#)

## Businesses are vital to our success

Shropshire businesses are vital to our achieving net zero 2030. Please ask your employer to join as a Member of [Shropshire Climate Action Partnership working towards Zero Carbon Shropshire](#). It only takes a couple of minutes to sign up.

## We want to expand our team

We want, in fact we urgently need, to expand our team. And right now! During the first few weeks of our project the eight working groups have grown into a brilliant team, but there is **much more to do**. We need help with research, graphic creation, reporting on working groups, communication within and outside of Zero Carbon Shropshire, editing, subject matter expertise, social media, video making, writing, website and other IT ... well, basically all sorts really. And the only selection requirement is **willing to have a go!**



So, if you want to help please email us at [admin@ZeroCarbonShropshire.org](mailto:admin@ZeroCarbonShropshire.org)

### **Tell20Target** = 20 others around you get the ZCS message

To help us 'go viral' and further strengthen the power of Shropshire producers and consumers to achieve zero carbon, please take part in our Tell20Target challenge. Tell your family, friends, work colleagues and people you meet about us and [encourage them to sign the pledge](#).

Pledge – 10,000 by Christmas? Why not!?

[Zero Carbon Shropshire \(ZCS\) website](#)

[ZCS Facebook](#)

[ZCS Twitter](#)

[ZCS Instagram](#)

[LinkedIn](#)

This new initiative offers a rare opportunity to achieve a common plan through a true partnership, enabling us to bring together the best ideas from the best of Shropshire and showcase the excellent local enterprises that will be part of the future sustainable economic success of our lovely county. We are off to an excellent start but need your help to succeed. We are truly in last chance saloon and cannot afford to fail. Please help us set a new sustainable path for Shropshire this autumn.

**Thank you for your support**

