



NWDA's Position on Reducing Carbon

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2006 Regional Economic Strategy – Three Main Drivers

- Improve Productivity and grow the market
- Grow the size and capability of the work force
- Conditions for Sustainable Growth

2010 North Regional Strategy

- Developing the North West as a Low Carbon Economy – provide the framework for taking this forward

Construction in a Low Carbon Economy

- **Waste**
- **Design & Innovation**
- **Skills**
- **R&D**
- **Supply chains**
- **Transport**

Low Carbon Economy a Challenge and an Opportunity

- **New business opportunities**
- **New ways of working**
- **Better buildings**
- **More diverse and multi skilled workforce**
- **A competitive NW economy, living within its carbon means**