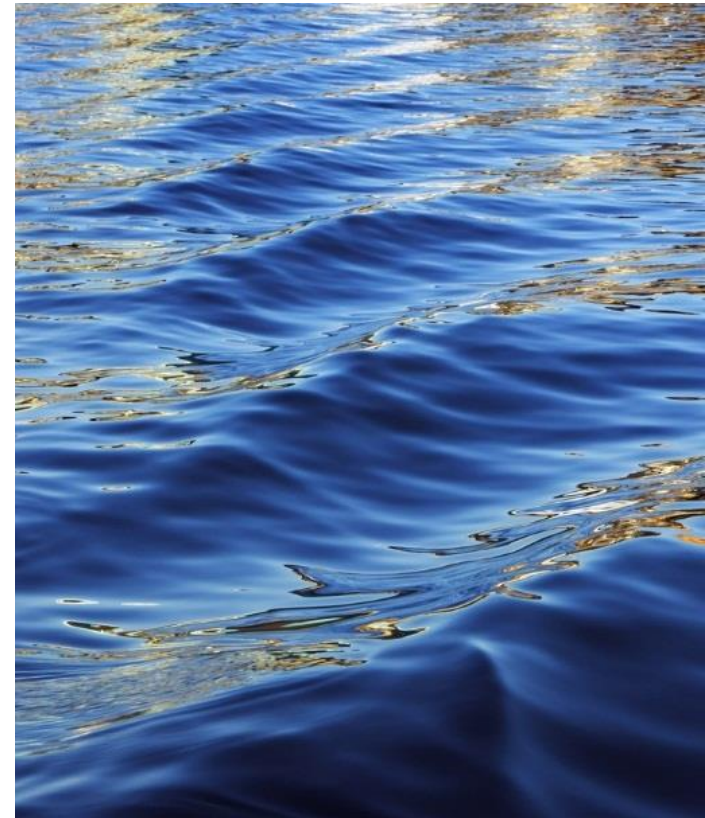


Norfolk Net Zero Communities

Clean Growth and Citizen Preparedness

Innovate UK – Net Zero Living
Fast Followers Programme



Competition Overview

- **IUK's Net Zero Living – Fast Followers Programme** set-up to support local authorities (up to 20 places) to further develop their net zero delivery plans, improve delivery pathways and enable adoption at scale of innovative products and services
- Total fund of £6 million to build skills and capabilities to accelerate local progress towards net zero
- NCCP has been awarded £300,000 to spend across 2 years from Innovate UK
- IUK's Fast Followers Programme runs 1 July 2023 to 30 June 2025
- £150,000 for a '**Net Zero Innovation & Delivery Officer**' via a 2-year Fixed Term Contract
- £150,000 allocated to a project aimed at tackling 'non-technical barriers' and 'supporting learning by experience'
- NCCP's project title: **Norfolk Net Zero Communities – Clean Growth & Citizen Preparedness**

IUK's Expectation



- NCCP must complete a series of activity modules managed by Innovate UK.
- Provide better definition to our net zero plans and identify at least one project to demonstrate the impact of the funding.
- Produce a clearly defined net zero delivery plan that is supported by our stakeholders.
- Participate in monthly Fast Follower peer network cohort activities arranged by Innovate UK and participate in mentoring activities.
- Participate with training modules and expertise made available by Innovate UK to improve net zero delivery and disseminate this learning into our organisations and to our partners.
- Openly share learnings with the cohort and publicly, contributing to communications within our own organisations and other agencies.
- Develop a long-term plan demonstrating how the programme activities will support net zero delivery using a whole systems approach, including financing, beyond the funding period.
- Monitor impacts and share these and wider insights with Innovate UK and publicly.
- Produce a final report, in an agreed format, that documents all this list of requirements.

Project Focus: non-technical barriers

- Identifying and addressing human, process and non-technical barriers, not infrastructure and technical barriers.
- Demonstrating the impact that these alternative approaches can make through application within a live project.
- Delivering net zero activities relating to heat, power, mobility or manufacturing.

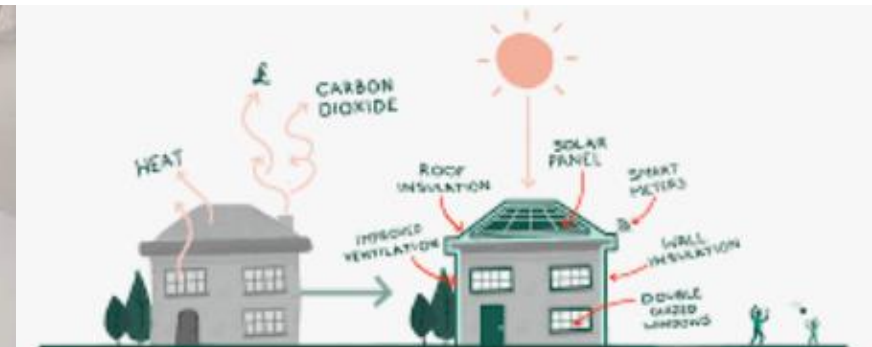
Non-technical barriers such as:

- Financing
- Capacity, capability and skills
- Consumer engagement and behaviour change
- Policy and regulation
- System governance
- Common data standards for open source and interoperability
- Ability to influence strategic grid reinforcement

Norfolk Net Zero Communities Project Outcomes:



1. Enable citizens' Net Zero options to be easily understood and info/advice navigable.
2. Co-produce key messages and engagement with citizens to bring clarity to the topic of what Net Zero Living can mean in practice.
3. Stimulate consumer demand.
4. Ignite Norfolk's clean growth business sector to meet the higher consumer demand.
5. Adopt a place-based approach to identify specific barriers for specific cohorts of the population (energy, housing, transport) through the establishment of a network of 'Norfolk Net Zero Communities'.
6. Measure, test and ultimately reduce territorial emissions.
7. Share learning via Norfolk Net Zero Communities Network, business networks and other exemplar UK places with proven transferrable products and services pertinent to Norfolk.



Intervention Logic and Theory of Change

Net Zero Living - Fast Followers Project: Clean Growth & Citizen Preparedness

Challenges and opportunities

- Diffuse centres of population and physical connectivity constraints
- Current and projected specific skills and qualifications
- Fragmented net zero activity and lack of resourced coordination
- Demand-side information market failure
- Demand-side adoption rates, preferences and 'behaviours'
- Supply-side capability and capacity in respect of emerging demand

Lessons learnt, succession and replication

Monitoring and evaluation, capturing and communicating key learning

Monitoring and evaluation, capturing and communicating key learning

Impact

- Adoption at scale of innovative products and services
- Increased resilience of local communities and economies
- Incremental decarbonisation

Non-technical barriers

Legal (e.g. supportive planning/development consent regimes)

Political (e.g. the peripheral nature of net zero considerations in respect of policy-formulation and decision-making)

Social (e.g. trust in technical solutions, consumer preferences and a failure to link behaviours to elevated local or global risks)

Contextual factors (e.g. elevated susceptibility to the impacts of climate change, local skills/qualifications challenges, opportunity to engage re-entrants to the labour market, displaced older workers – i.e. targeting local frictional and cyclical unemployment – those vulnerable to technological unemployment as local economies recalibrate)

Outcomes

- Consolidation of Norfolk Climate Change Partnership as a delivery pathway
- More supportive local strategy landscape and local planning policies
- Development and regeneration plans integrating net zero considerations
- Shift in consumer preferences and increased demand for clean tech
- Growth of the Low Carbon and Environmental Goods & Services sector
- Economic opportunities and higher-value, more resilient jobs for residents

Inputs and responses

- Deploying a place-based approach to specific cohorts/dimensions (i.e. housing, transport)
- Identifying enterprise-level opportunities for diversification, upskilling, reskilling and growth
- Accelerating demand-side development through localised/personalised messaging
- Establishing, mainstreaming and reinforcing positive 'behaviours' and consumer preferences
- Low Carbon and Environmental Goods & Services sector advocacy and media engagement
- Rapid identification, evaluation and replication of good practice internally and externally
- Active syndication of messaging/comms and cross-referrals to sources of support and finance
- Capitalising on and extending activity within organisations and communities already active
- Enabling and mobilising institutional and community champions
- Direct engagement with strategic place leadership and decision centres

- Norfolk Climate Change Partnership
- Skills-focussed functions, strategies and organisations
- Business clusters and enterprise bodies
- Knowledge-leaders and innovators
- Place leaders and community institutions

Outputs

- Further development of Net Zero Delivery Plan
- Consistent, coordinated and targeted communications
- Quantified increase in specific indicators of 'behaviour'
- Integration of net zero into key policies and strategies

Bringing 'Norfolk Net Zero Communities' to life

- 7 x pilot Net Zero (NZ) communities
- 1 x NZ community per place (district/city/borough)
- Map by socio-economic and demographic data across Norfolk
- Community engagement and co-production with citizens
- Commissioned specialist partner agencies to work with us and citizens in pilot areas

Housing Type

Tenure

Age

Affluence / Deprivation

Adjacency to transport network

Household transport need

Sense of community



Norfolk Net Zero Communities – 2 sides of the same coin



Clean Growth

“Clean Growth, skills and supply chain readiness
- Implement the right changes to grow the capability of Norfolk's business sector to grasp green growth opportunities:

- Identify opportunities to accelerate green skills development to meet expected consumer demand and implement changes.
- Attract investment to grow businesses, & change business models in line with demand.”

Benefits

- Scoping of local Net Zero supply chains
- Signposting opportunities to do business
- Supplier awareness
- Supplier skills development
- Link with other NALEP, NIF, NCC skills-focused commissions presently underway
- Create demand for jobs in the clean growth sector

Norfolk Net Zero Communities – 2 sides of the coin



Citizen Preparedness

“Apply a behaviour change approach to provide targeted guidance to citizens & visitors to Norfolk on what they can personally do to make changes to adapt to the effects of climate change.”

- How citizens/communities make changes to their homes, travel and invest, access funding, where to find trusted up-to-date sources of information and support.
- Seamless customer journey to access local services and local skilled tradespeople.
- Targeted local interventions in urban, rural, and suburban community settings to include a range of socio-demographics from citizens most likely to financially invest themselves in Net Zero adaptations and lifestyle choices, to citizens in less affluent areas who require financial support and convincing to make a switch.
- Leveraging local examples to illustrate impacts of climate change and how Net Zero options will provide 'pay back'.

Benefits

- Understand knowledge base of our citizens
- Test propensity to move to and invest in NZ:
 - For travel (Transport)
 - At home (Retrofit)
- Co-produce NZ marketing based on community intel
- Build a Norfolk (NCCP) NZ information digital hub/resource:
 - Contextualise national advice for local people
 - Create trusted go-to site for Norfolk citizens
 - Provide signposting to local NZ sector/supply chain
 - Provide signposting to NZ investment advice