

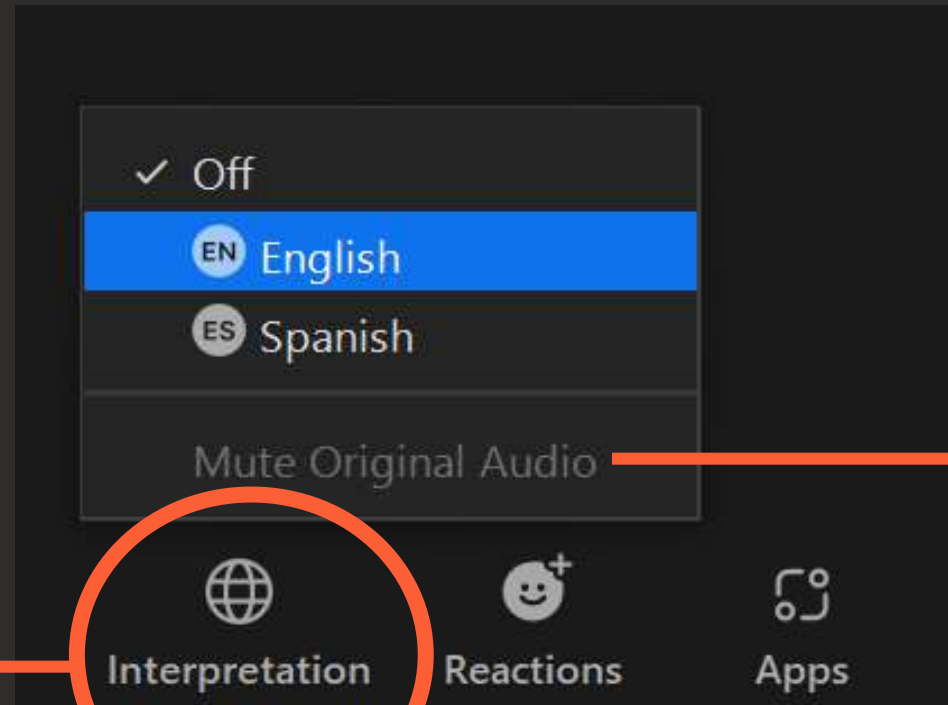
Zoom Tips



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Pulse Mute Original Audio si tiene dificultad para escuchar

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Agenda

Part 1: Explanation of the project.

9.30 - 9.40: Welcome and Introduction – **Paul Wilson**, *Chief Business Officer, Connected Places Catapult*

9.40 – 9.50: Welcoming Remarks, **Mr Jon Benjamin**, *Ambassador-Designate to Mexico*

9.50 – 10.00: Addressing Net-Zero Challenges in Mexico: Project Findings - **Dr Tim Moonen** & Ben Gowers, *The Business of Cities*

Part 2: City challenges and strategy to Implementation

10.00 - 10.30: Addressing Net-Zero Challenges in Mexican Cities
Alejandra Bolio, Director for Sustainable Development- Mérida
Laura Ballesteros, Secretary for Sustainable Urban Development, Secretariat for Sustainable Urban Development & Environment - Monterrey
Mario Silva, Managing Director, IMEPLAN (Metropolitan Planning Institute) - Guadalajara


10.30 - 10.55: Delivering Net-Zero solutions
Edgar Villaseñor Franco, Managing Director, ICLEI
Luis Bonilla Ortiz-Arrieta, Senior Consultant, Resilient City Network
Maria Carolina Torres, Climate Change Executive, CAF

10.55 - 11.00: Closing remarks



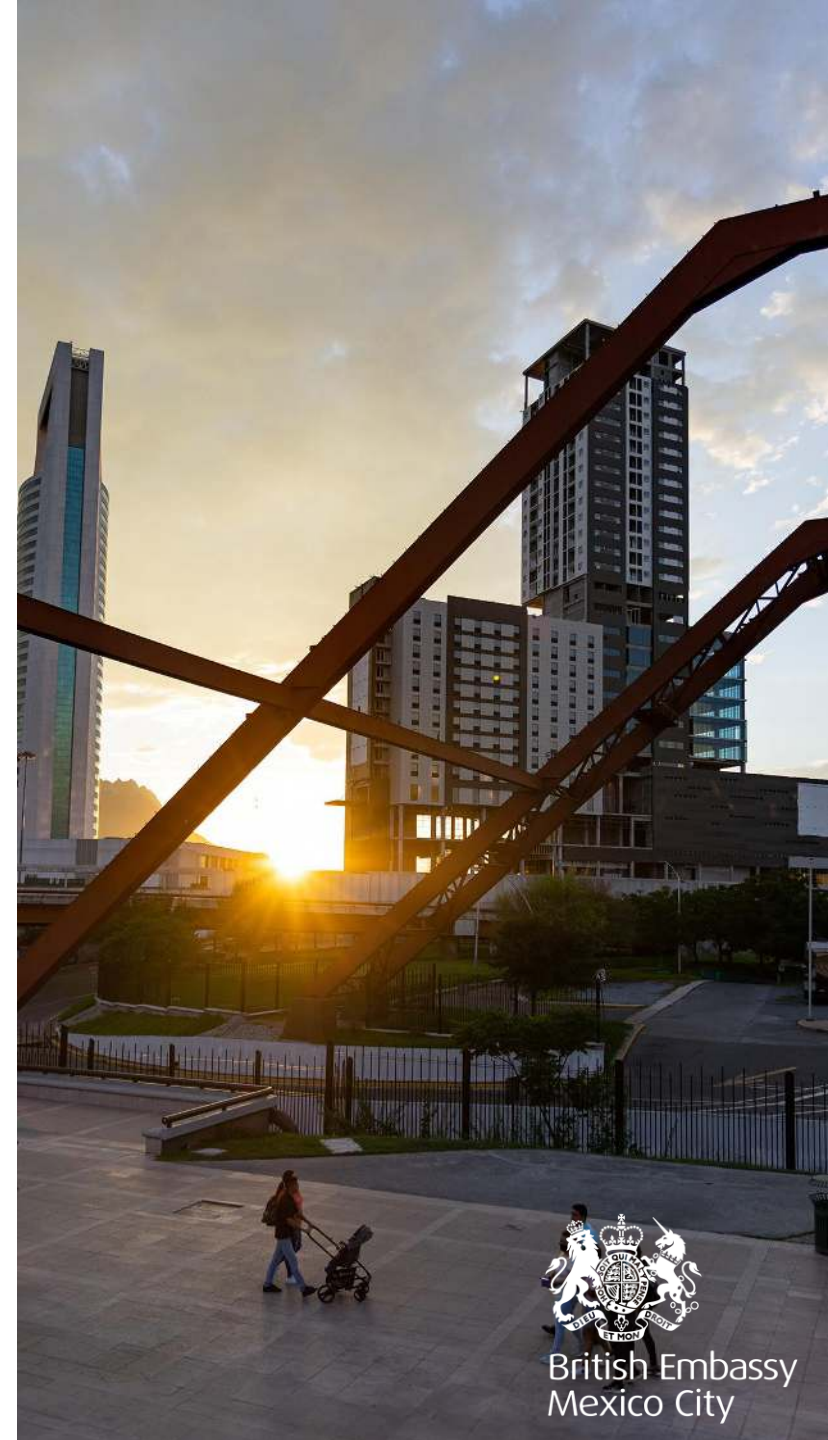
British Embassy
Mexico City

CATAPULT
Connected Places

An aerial night view of a city with glowing light trails from traffic and a network diagram overlay of white arcs connecting various points. The background shows a dense urban landscape with buildings and roads illuminated at night.

The Connected Places Catapult
accelerates smarter living and
travelling **in and between the**
places of tomorrow.

We focus on growing businesses
with innovations in mobility services
and the built environment that
enable **new levels of physical,**
digital and social connectedness.



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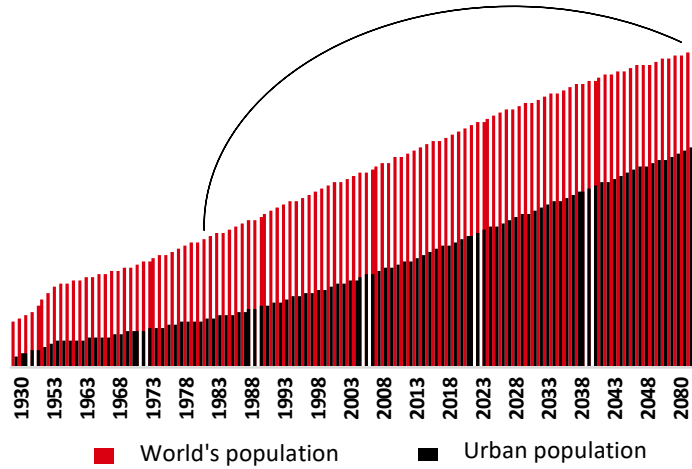
Addressing Net-Zero Challenges in Mexico: Project Findings

Dr Tim Moonen, Director, The Business of Cities

Ben Gowers, Associate, The Business of Cities

The Century of Cities




The Rise of Global Urbanisation



- ✓ Poverty reduction and social mobility 
- ✓ Economic development and productivity 
- ✓ Reduced carbon emissions 
- ✓ Increased trade and connectivity 
- ✓ Tax revenues, asset values and population management 







The Risk of Bad Urbanisation



- Today**
-  Carbon Intensive and Congested
 -  Unequal and inefficient
 -  Unsafe and over-crowded

The Promise of Good Urbanisation



- | What? | How? |
|---|---|
|  Intelligent |  Technology |
|  Connected |  Capitalised |
|  Data Driven |  Planned and coordinated |

Latin American cities: towards productivity, trade, economic diversification, and decarbonisation.



A City Typology Lens for Net Zero

- City systems and assets
- Ecosystem and enterprise dynamics
- Strategic capacity and ambition



Review of existing projects, priorities and partnerships

Interviews with key organisations in the region

- Net Zero Assets
- Net Zero Strategy
- Net Zero Powers
- Net Zero Catalysts
- Net Zero Innovators

500 cities

+

Indices + Real Time Data + Strategy Analysis



The Journey to Net Zero for Cities

A framework for action

1	Inherited assets to go net zero	How well set up is the city to shift towards net zero?
2	Ambition and strategy to become net zero	What is the level of ambition and awareness?
3	Span of powers and influence to shift to net zero	In which sectors can governments lead and partner?
4	Platforms and projects to catalyse net zero	In which areas and at what scale are projects being mounted? Where are the gaps?
5	Investment and innovation environment for net zero	What local innovation and investment edges can propel net zero?



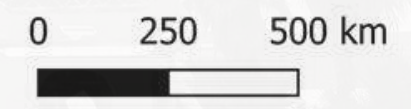




Guadalajara

Monterrey

Mérida



Guadalajara

- ✓ Ambitious aims in energy efficiency and green buildings
- ✓ Willingness to find tools and partners to become climate leader
- ✓ Completing big cycle of infrastructure investment, especially high-capacity public transport

! Imperatives:

- Strengthen last-mile connectivity
- PPP design and alternative financing for scaling pilots
- Frameworks for repurposing under-used city centre buildings

Guadalajara can claim several net zero 'firsts'...



1st metropolitan climate action plan in Mexico

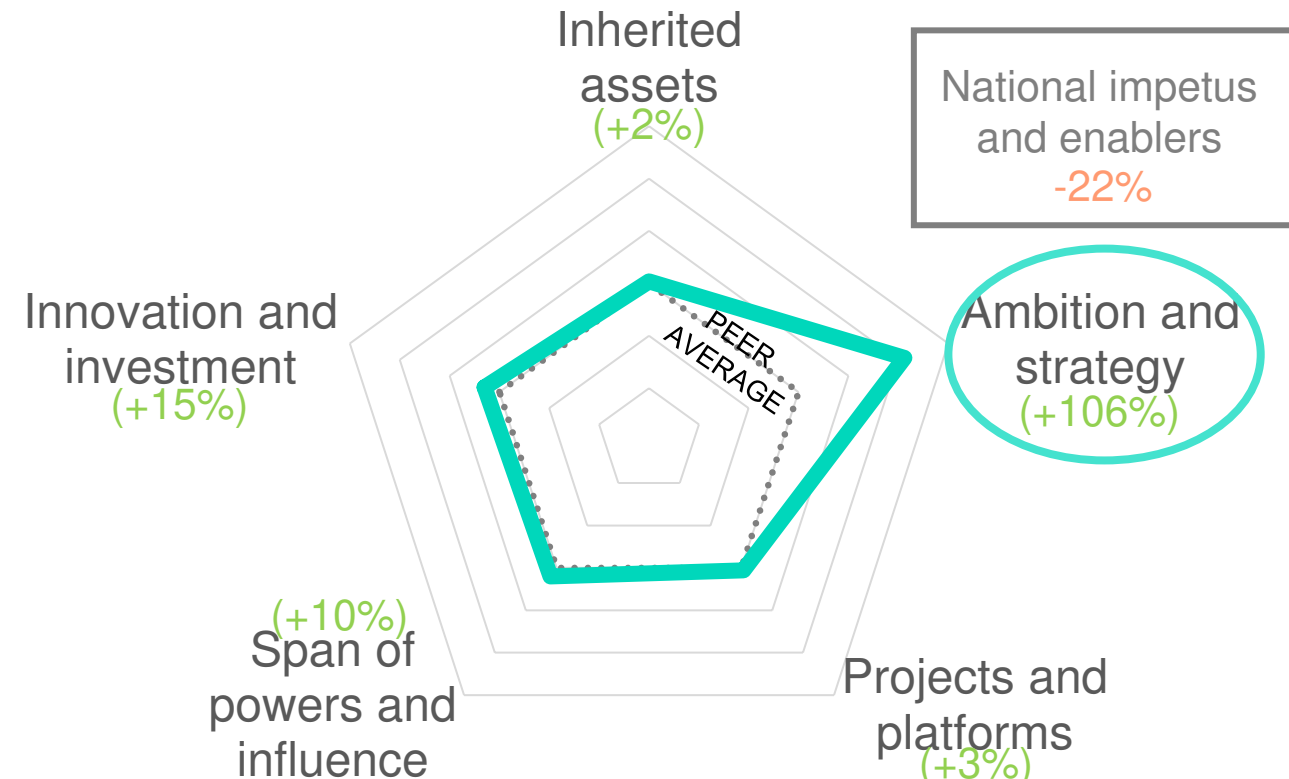


1st fully electric bus route in Mexico



1st in Mexico with multi-sector Alliance for Climate Action

...reflecting strong ambition and strategy for decarbonisation



Monterrey

Engaged universities

+

Socially aware corporates and forward-thinking architecture and built environment firms

+

Several testbeds, pilots and demonstrators

+

Momentum and appetite to invest in public transport

=

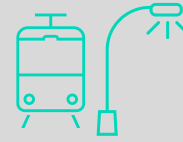
Demand for 'software': integrating pricing, providers, data and markets

Focus for UK-Mexico partnerships:

- Better resourced academic collaboration
- Data-driven modelling and inventories
- Integration of city's Bus operators



Track record of city-wide projects and engaged universities



Sustainably powered high-capacity public transport and public lighting



A university-led smart mobility testbed (Distrito Tec)



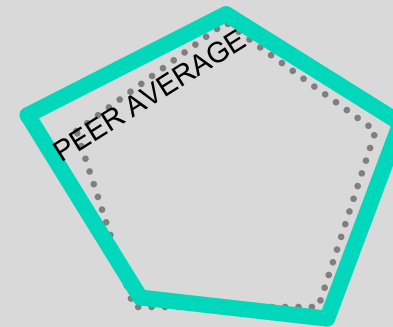
High-profile sustainable buildings projects

Pioneering net zero innovation ecosystem

Inherited assets
(+8%)

National impetus and enablers
-22%

Innovation and investment
(+49%)



Ambition and strategy
(+25%)

Span of powers and influence
(-11%)

Projects and platforms
(+14%)

Mérida

- ✓ **Smaller, more political party continuity = longer-term focus on sustainability**
- ✓ **Track record of sticking to ambitions**
- ✓ **Can align sustainability agenda with quality of life and visitor appeal**

! Innovations to deliver regulatory and behavioural changes:

- Incentives for compact development
- Improvements to pedestrian and cycling experience
- Proof of concept demonstrators in climate impact modelling and alternative mobility

Fast becoming one of Mexico's most policy-creative cities



Only Mexican city to include energy efficiency in construction code



First city to develop cross-sector digital climate action platform



Expansion of 'Puntos Verdes' recycling points with Nestlé



Pilot of 20 Scania-supplied eBuses

Potential for partnership across many projects

EV charging infrastructure

Tactical urbanism pilots

Public sector EV procurement

Electric buses

Cycle lane network expansion

Sustainable sports venues



Common Agendas for Partnership

UK

**Built Environment Project
Deliverers & Integrators**

**Satellite/GIS/Digital Planning
SMEs**

**Data Analytics & Visualisation
Firms**

Sustainable Investors

**University Cyber and
Transport Research Depts**

**Integrated Transport
Authorities**

Standards Bodies

Translate public transport momentum into integrated multi-modal and last mile improvements

Shape the market opportunity for data-led monitoring, emissions inventories and baselines

Apply green finance, circular business models, adaptive reuse know how

Build on existing links (academic, institutional, B2B)

Combine net zero with gender, health, anti-poverty and air pollution outcomes

Mexico

**Decarbonising
Multi-nationals**

Urban Innovation Centres

**University Testbeds and
Energy Centres**

Real Estate Alliances

Central City Municipalities

**Ambitious Metropolitan
Planning Organisations**

**Willing State Govt
Departments**

Civil Society Groups

Thankyou!

Download the profiles from
our website!



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