



Scottish
Government
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NET ZERO NATION

TRANSFORMING INDUSTRIAL CLUSTERS AND SITES TO A NET ZERO FUTURE

2 November 2021, 14.00-17.00 (UK time)

Scottish Government, Atlantic Quay, Glasgow
(with online participation available)

Achieving net zero presents both opportunities and challenges in undertaking decarbonisation - led by industry but in partnership with governments and other stakeholders. Industrial transformation will require creative thinking along with support for new businesses and innovation, the demonstration and deployment of new technologies and enabling measures such as skills, retraining and the creation of new, good, green jobs.

This joint Scottish Government/Michelin event provides an opportunity to discuss international government and industry perspectives and experience of the transformation of industrial clusters and sites for future net zero uses.

The event will be opened by the Scottish Government (**Kate Forbes MSP**, Scotland's Cabinet Secretary for Economy) and **Florent Menegaux** (CEO, Michelin) who will speak about how working in partnership between government and industry can support industrial transformation for net zero.

Presentations and discussions will draw on the transformation of the Michelin Scotland Innovation Parc in Dundee, which is creating a centre for innovation in sustainable mobility. Similar work by Michelin in Bamberg focused on cleantech and other international examples from different sectors in Finland, Germany and Norway, showcasing transformation in practice, will also be highlighted.

For virtual participation please register here:

<https://visitscotland.eventsair.com/scotlands-climate-ambition-zone/public-programme/>

To attend in person please contact jacqui.vance@strath.ac.uk

