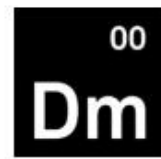


# WMCA: Project CAMPOS

Creating A Market for Place-based Outcomes



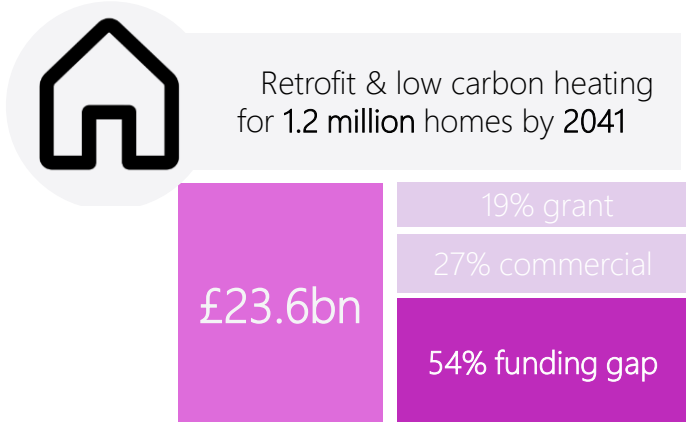
ENERGY CAPITAL



West Midlands Combined Authority

## The challenge for the West Midlands

## Key non-technical barriers



Accessibility of non-traditional **finance** to suit place based value streams

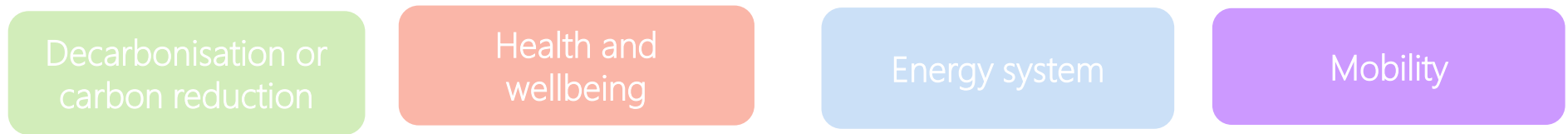
Lack of **evidence base** that proves place-based works to access finance

Lack of **regional data infrastructure** to evidence co-benefits and outcomes from current place-based projects (and lack of resource to be able to do it)

Not enough **contractual examples** of outcomes funding being linked to Net-Zero outcomes

## How we addressed it

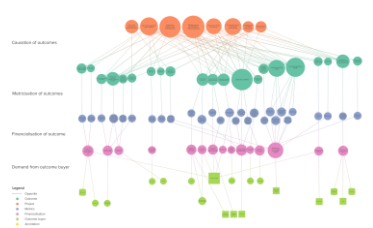
Exploring the **feasibility of outcome buying** to plug the funding gap for NZ & retrofit projects



## What we learned

- Demand does exist from outcome 'buyers'
- Place projects in the West Midlands are 'generating' significant outcomes whilst experiencing a funding gap
- 'Citizens of place' are interested
- Creating a language that works for all 3 is necessary but will be challenging
- Hierarchy of outcomes will develop over time – carbon is a front runner we can learn from as a next step towards the creation of a regional market

## What we made



| Outcome              | Value         | Impact | Measurement  | Verification             | Issuance       | Trading               |
|----------------------|---------------|--------|--------------|--------------------------|----------------|-----------------------|
| Carbon reduction     | 1000t         | High   | Smart meters | UKAS                     | Green Deal     | London Stock Exchange |
| Health and wellbeing | 1000 people   | Medium | Surveys      | Local Health Authorities | Local Councils | Local Markets         |
| Energy system        | 1000kWh       | Low    | Smart meters | UKAS                     | Green Deal     | London Stock Exchange |
| Mobility             | 1000 journeys | Medium | Surveys      | Local Health Authorities | Local Councils | Local Markets         |

