



UNIVERSITY of STRATHCLYDE  
**FUTURE CITIES**

# **Delivering Political Support**

# More than technology

- **Engage the enthusiasm and talent of people, communities, and businesses**
- **Create a supportive public policy environment**
- **Develop business models**
- **Draw in investment**
- **Change attitudes and behaviours**
- **Gain political support**

# Understand the political landscape

- **Who has power? What is the scope and strength of that power?**
- **Who's support do you need and why?**
- **What is their agenda?/their goals?**
- **What are the main issues in the city?**
- **What major changes are anticipated?**
- **What are the main opportunities?**
- **What are the decision processes and timescales?**
- **What is the wider regional/national context?**
- **What the risks? (eg electoral cycles)**

# Delivering the Support

- **Build a shared vision**
- **Create a partnership**
- **Create a long-term strategic framework**
- **Leverage existing strategies, investments, and plans**
- **Set out how the proposed project will deliver on their goals (not your goals)**
- **Give the politicians power and influence in your project**
- **Be flexible and understand their viewpoints**
- **Understand their constraints, limits., and processes**
- **Demonstrate added value**

# Potential Issues

- **Lack of skills and knowledge in local government**
- **Local governments may not believe it is their job to plan energy or carbon**
- **Lack of political willing to take “difficult” actions**
- **Access to long-term finance**
- **Lack of access to data**
- **Lack of powers to compel change**
- **Existing business models and regulatory structures**
- **Existing contracts**

# Deliver tangible benefits

## Sustainable Glasgow can:

- Create a decade of investment
- Deliver jobs
- Attract and grow businesses
- Help tackle fuel poverty
- Reduce carbon emissions
- Create new revenue streams
- Make Glasgow a cleaner city
- Help develop communities
- Develop and transfer new knowledge
- Make Glasgow a leader in sustainable urban living
- Help transform Glasgow's image on a world stage

# Key Messages

- **Understand your city first**
  - Energy use, infrastructure, future development, social issues, key stakeholders
- **Be technology and policy neutral**
- **Understand the political landscape**
- **Understand the decision processes**
- **Ensure the politicians own the project too**
- **Partnership will increase access to information, expertise, finance, opportunities – and deliver better solutions**
- **Deliver the right social and economic outcomes**
- **Create win/win projects**

# Key Messages

- **Grasp your windows of opportunity**