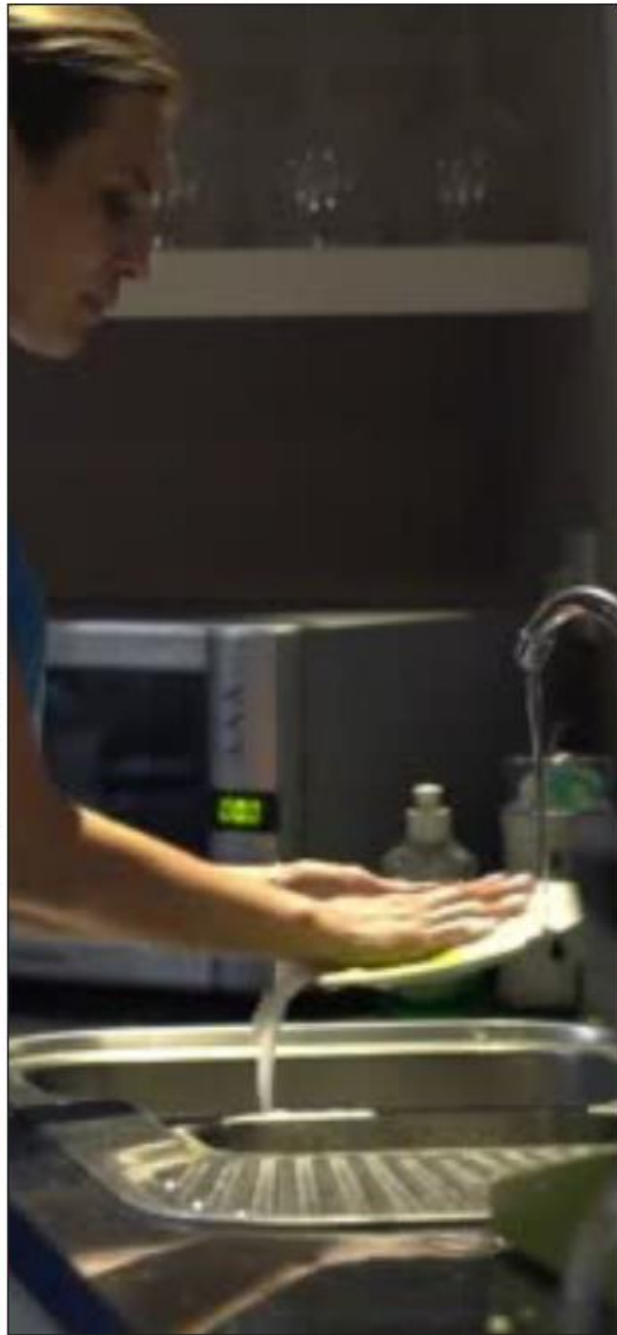
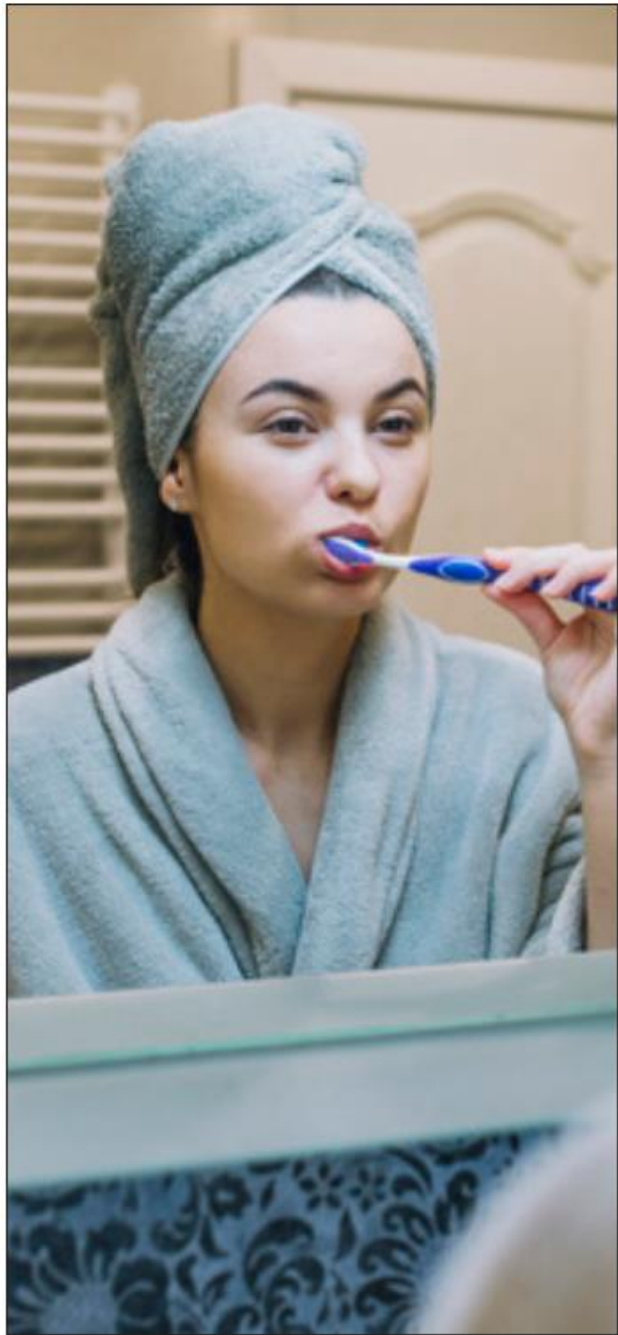


THE PROPOSITION

**IT'S AN EMERGENCY &
EVERY ACTION MATTERS**





Less is more

**LESS
SHORT
DRIVES
IS
MORE
BREATHABLE
AIR**

By walking and cycling more we can gain a lot and be a Net Zero Nation by 2045. #wearescotland

Less is more



RESPECT FROM OTHER COUNTRIES,
GREEN INVESTMENT,
OPPORTUNITIES,
SUSTAINABILITY,
CHANCES FOR GROWTH



More is less

By making some changes your business can gain a lot.
If you act now you can help avert the climate emergency
we all now face. And we'll be a netzeronation by 2045.

#wearescotland



Do nothing or do carbon zero?



Do nothing or do carbon zero?

In Scotland, we've made the choice. By making small changes we can be a Net Zero Nation by 2045. #weareascotland