

Milton Keynes Council developing Regional Action Plan for INTENSIFY project

Press Release #5 November 2020



2nd November 2020

Milton Keynes Council is developing a Regional Action Plan for the Interreg Europe INTENSIFY project.

Milton Keynes Council is a partner in the innovative INTENSIFY project which works towards reducing carbon reduction through working with MK citizens.

The MK carbon reduction targets are ambitious and urgent. Significant changes need to take place today if we are to make the differences required. This means every citizen and business needs to make changes in the way we live and work. MKC policies include carbon emission reductions but individual's behaviour can reduce CO₂ emissions immediately. We are all receiving greater understanding what needs to be done thanks to environmental educators such as David Attenborough and Greta Thunberg. Covid-19 lockdown has also raised the profile of the importance of building back better with greener policies.

The INTENSIFY project is now at the stage where project partners are

organising regional dissemination events. Each partner has learnt about good practices in other regions that may be adopted to speed up carbon reduction.

There are now 18 Good Practices from INTENSIFY partners, 8 of these have been successfully published on the Interreg Europe good practices database. Policymakers around Europe can now consult these good practices online. These include three from Milton Keynes: Green parking policies and the EV charging network, The Citizen Interest Board and the EV Experience Centre.

INTENSIFY is part-funded by Interreg Europe through the European Regional Development Fund.

Visit INTENSIFY website:

<https://www.interregeurope.eu/intensify/> .