



Smart Investing Now and for the Future

INTRODUCING SMART PERTH

Driving place and business innovation in energy and mobility

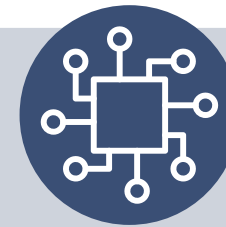
Focused on delivering economic resilience and long-term growth through innovation and sustainability, Perth's smart agenda for the future has started now.



ENERGY



MOBILITY



DIGITAL

As a progressive city, Perth aims to effect long-term, meaningful change that will give rise to inclusive, sustainable, economic growth and positive human capital.

Our Flagship Investment Project: Perth West

- Perth Innovation Highway
- Perth Eco Innovation Park
- DR.ECO solar park

Wider Opportunities For Smart Investing

- Perth Smart Energy City Programme
- The Electric A9 and EV charging
- Binn Eco Park
- Gigabit Connected Perth

Supported by a £300M City Deal with upwards of £400M Inward Investment projected over 15 years.

SMART INVESTMENT OPPORTUNITIES

Perth is a leader in the field of smart technology and offers opportunities for purpose-driven investors and corporates. A number of projects are now underway with commitment made to developing solutions that proactively support our position within the Internet of Things. This includes smart mobility, smart energy, industrial IoT, AI and machine learning, as well as bolstering the potential for data centres.



PERTH SMART ENERGY CITY PROGRAMME

In collaboration with the Can-Do Innovation challenge fund and Innovate UK, PKC is developing a prototype smart energy system with the ability to generate renewable energy and transfer that energy to a different site for storage and use. Future plans aim to make Perth one of the first UK cities to be net zero using smart and off grid systems.

BINN ECO PARK

As an established and growing circular economy focused resource management centre, Binn Ecopark Development is at the forefront of plastic recycling and includes two Material Reclamation Facilities (MRF) treating commercial, industrial and municipal waste, an anaerobic digestion facility, in-vessel and green-waste composting facilities, a Residual Waste Solid Recovered Fuel Plant and waste wood processing.

THE ELECTRIC A9 AND EV CHARGING

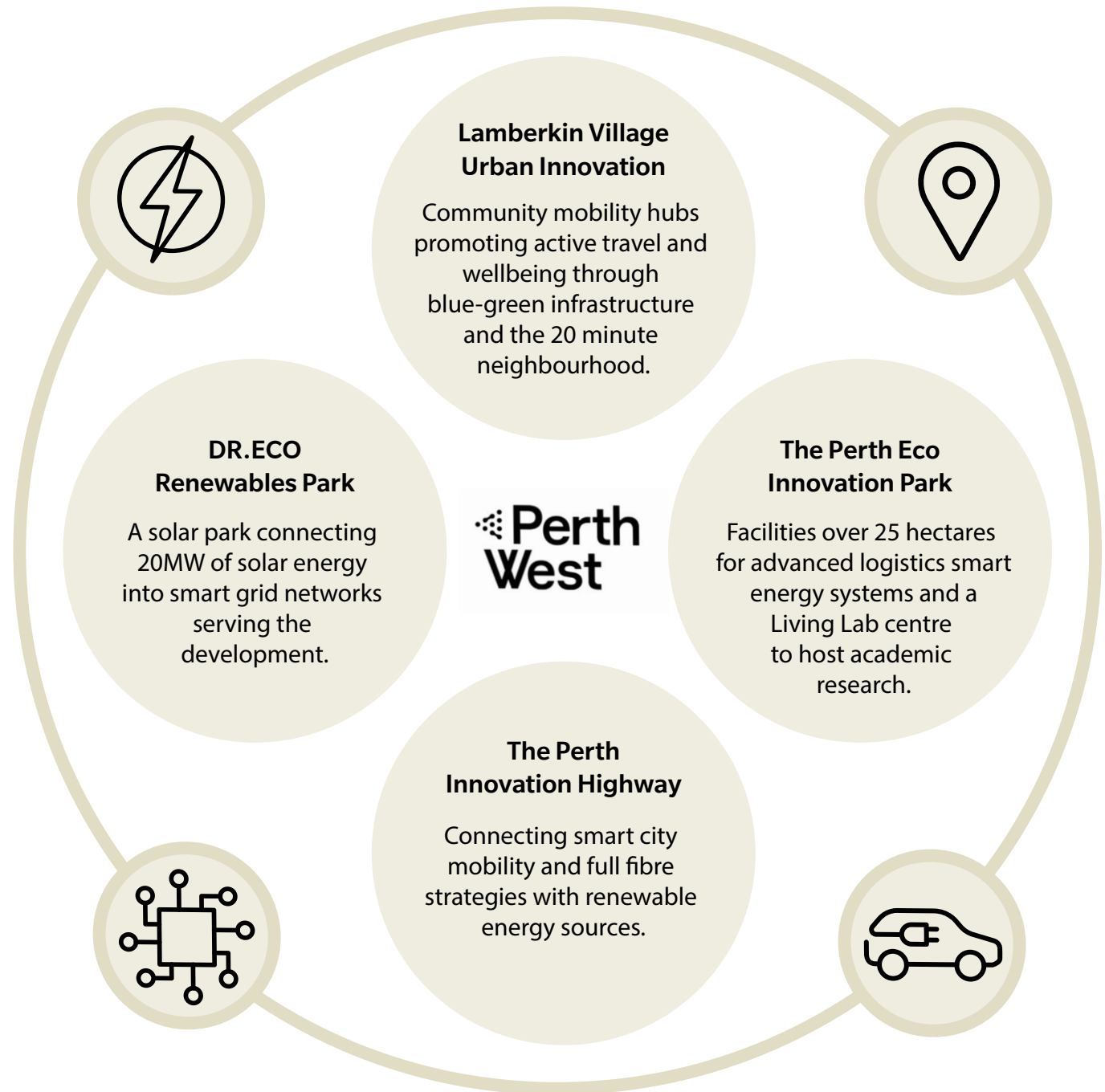
The Electric A9 will expand and reinforce Scotland's existing EV charge place infrastructure, helping drivers in rural and urban Scotland access the benefits of driving EVs. 75 miles of this crucial project sit in Perth and Kinross, which will enhance the region's growing EV charging network - already above the Scottish average - even further.

GIGABIT CONNECTED PERTH

Using council owned ducting, this end-to-end full fibre network spans 19.5km connecting key Council data centres, public buildings and community establishments, as well as City Operations Centre. It stretches out to the north and west of the city, close to the new 5,000 home developments and commercial sites.

INVEST IN PERTH WEST

Driving business and place innovation through smart energy and mobility solutions, Perth West is a unique opportunity in the heart of Scotland for purpose-driven investors and corporates to co-create this exciting residential and commercial, net-zero exemplar, with a view to generating long-term and sustainable benefits.



SMART PERTH AND KINROSS ROADMAP

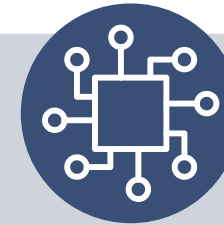
As a progressive city, Perth aims to effect long-term, meaningful change that will give rise to inclusive, sustainable, economic growth and positive human capital. This is already underway.



Smart solutions for energy monitoring, resourcing and repurposing will collectively focus residents and businesses promoting greater awareness of consumption and costs.



Using smart mobility to leverage technology and innovation, multiple forms of transport can be managed in more efficient, resilient and sustainable ways.



An increase in connectivity and improved efficiencies will impact behavioural change using digital network enabled technologies.

IN ACTION: INTELLIGENT STREET LIGHTING

Existing street lighting has been upgraded to LED lights and intelligent, lighting with sensor-controlled dimming capability in response to motion has been installed in pilot locations.

IN ACTION: CITY OPERATIONS CENTRE

An upgrade in CCTV and integrated City Operations Centre boasts quality, real-time data for safer streets and improved traffic management.

IN ACTION: SMART WASTE

Through the use of sensors that measure the fill-level of public litter bins, and dynamic on-board weighing systems on vehicles, data is facilitating an improved commercial waste service.

IN ACTION: OPEN DATA PLATFORM

The Open by Default approach to publishing non-sensitive data, which will include both existing and new smart city datasets, is now underway. Visit it here >> [Our Open Data Platform](#)

SMART PERTH'S STRENGTHS AND ASSETS

A focus on attracting inward investment that drives innovation and sustainability.

Private-public partnership with multi-level buy-in across key sectors and significant investment in transformational projects.

Exceptional land and commercial property opportunities at highly competitive rates.

Entrepreneurial support focused on enterprise, prosperity and nurturing human capital.

An unrivalled location with superior physical infrastructure and digital connectivity.

Strong links with Perth College UHI, and universities in Dundee and St Andrews, as well as skills academies in industry.



Invest in Perth

Innovative | Sustainable | Connected

How we work, live, and do business is evolving and Perth's ability to adapt and evolve in an ever-changing global marketplace, has secured its reputation as an innovative business destination on the world stage. If you are seeking an ambitious, vibrant city in which to invest your capital, build your start-up or better place your national and international headquarters, contact the Invest in Perth team.

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