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Baroness Jones  
Chair, Economy Committee  
London Assembly  
City Hall  
The Queens Walk  
London  
SE1 2AA

Wednesday 21 January 2015

Dear Baroness Jones,

**Promoting London firms in the climate change adaptation sector**

Thank you for your letter of 25 November 2014.

Also, thank you for inviting London & Partners staff to your recent workshops on the adaptation economy. My Head of Strategy and economist both attended and they gave very positive feedback.

The adaptation economy is of interest to us in our role of attracting foreign direct investment; attracting investment for development and regeneration projects; and supporting the Mayor's export programme.

We would welcome further research into this sector, which would help us to quantify the scale of the opportunity and understand the business drivers better. This would, critically, allow us to develop compelling propositions, with clear cost benefit analysis, which can be used to influence commercial decision making.

We will, therefore, speak to the relevant teams in the GLA which might be able to assist with these matters, as well as help to identify opportunities to attract further investment in, and promote London expertise relating to, the adaptation economy.

Finally, however, I would want to point out that our three-year strategy, as agreed with the Mayor, focuses the majority of our limited resources on two sectors of the London economy (amongst other things), namely digital technology and life sciences.

Yours sincerely



**Gordon Innes**  
**CEO, London & Partners**