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RHEINISCHES REVIER

RHEINISCHES REVIER: A NET-ZERO VALLEY OFFERING INVESTMENT OPPORTUNITIES FOR UK BUSINESSES

NRW.Global Business commissioned YouGov to survey professionals and executives in the United Kingdom. The survey focused on planned investments in climate-neutral technologies, awareness of the EU's Net-Zero Industry Act (NZIA) and the attractiveness of Rheinisches Revier as a recently designated Net-Zero Valley.



Investment in climate-neutral technologies is on the agenda in the UK.

35%* of businesses are **investing in green technologies.**

11% are planning short-term investments.

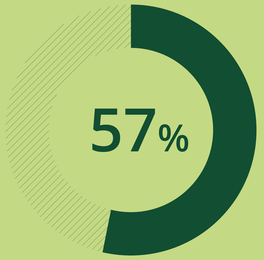
24% are planning medium-term investments (in 2 to 5 years).

What UK companies look for when choosing a location:

- **74%** Good infrastructure
- **72%** Availability of skilled workers
- **65%** Fast, straight-forward approval procedures
- **70%** Access to funding

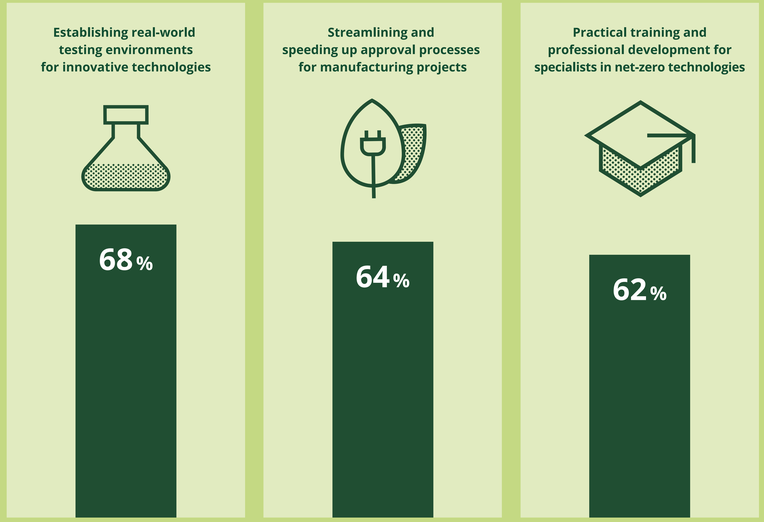
*Figures may not add up to the total due to rounding.

The EU Net-Zero Industry Act (NZIA) is a powerful tool – yet remains largely unknown in the UK.

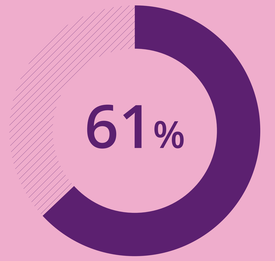


"I know little or nothing about the NZIA."

UK companies consider the following measures important:



Rheinisches Revier offers the advantages UK businesses are looking for – but has yet to make its mark on the UK investment landscape.

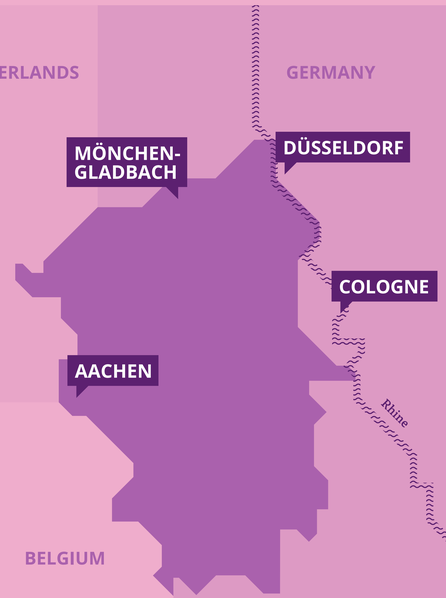


"I'm not familiar with Rheinisches Revier as a business and investment location."

- **10%** have some awareness
- **5%** are more familiar with the region

The advantages of Rheinisches Revier as a Net-Zero Valley:

- Fast-track approval procedures under the NZIA
- Developed industrial sites
- Excellent infrastructure
- Direct access to the EU single market
- Strong links to leading research institutes



The survey was commissioned by NRW.Global Business and conducted through online interviews with members of the YouGov panel who had previously agreed to participate. A total of 746 professionals and executives were surveyed between 12 and 30 July 2026: 256 in the Netherlands, 234 in Switzerland and 256 in the United Kingdom. No quotas were applied to the sample, and the results were not subsequently weighted. The findings are therefore not representative. When publishing the survey results, YouGov must be credited as the source and NRW.Global Business as the commissioning organisation.

For more information, visit rheinisches-revier.com.