

# InCrops Enterprise Hub event

## Designing Green Interiors



8<sup>th</sup> December, BRE, Watford

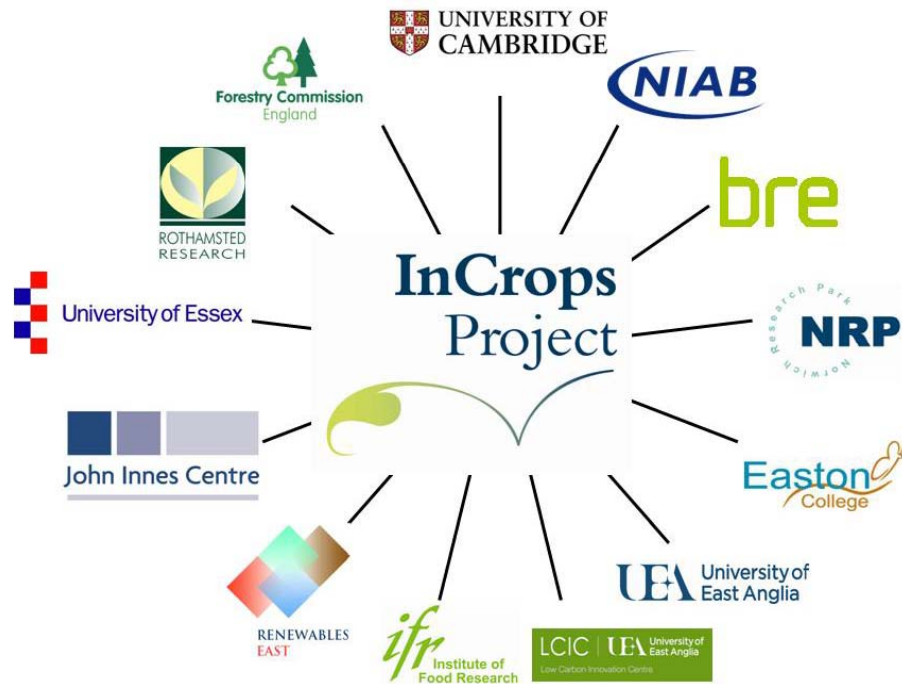
*interior design inspiration from Kube by Linea Italia*

# About InCrops

- InCrops is a **not-for-profit spin-out company** from the University of East Anglia, based in Norwich.
- InCrops runs an **enterprise hub funded** by the East of England Development Agency and the European Regional Development Fund.
- It **bridges the gap between academia and industry** to help the region capitalise on global markets for **alternative and non-food crops**.
- InCrops offers support in the **creation of new businesses, jobs, products and services** for companies and entrepreneurs.



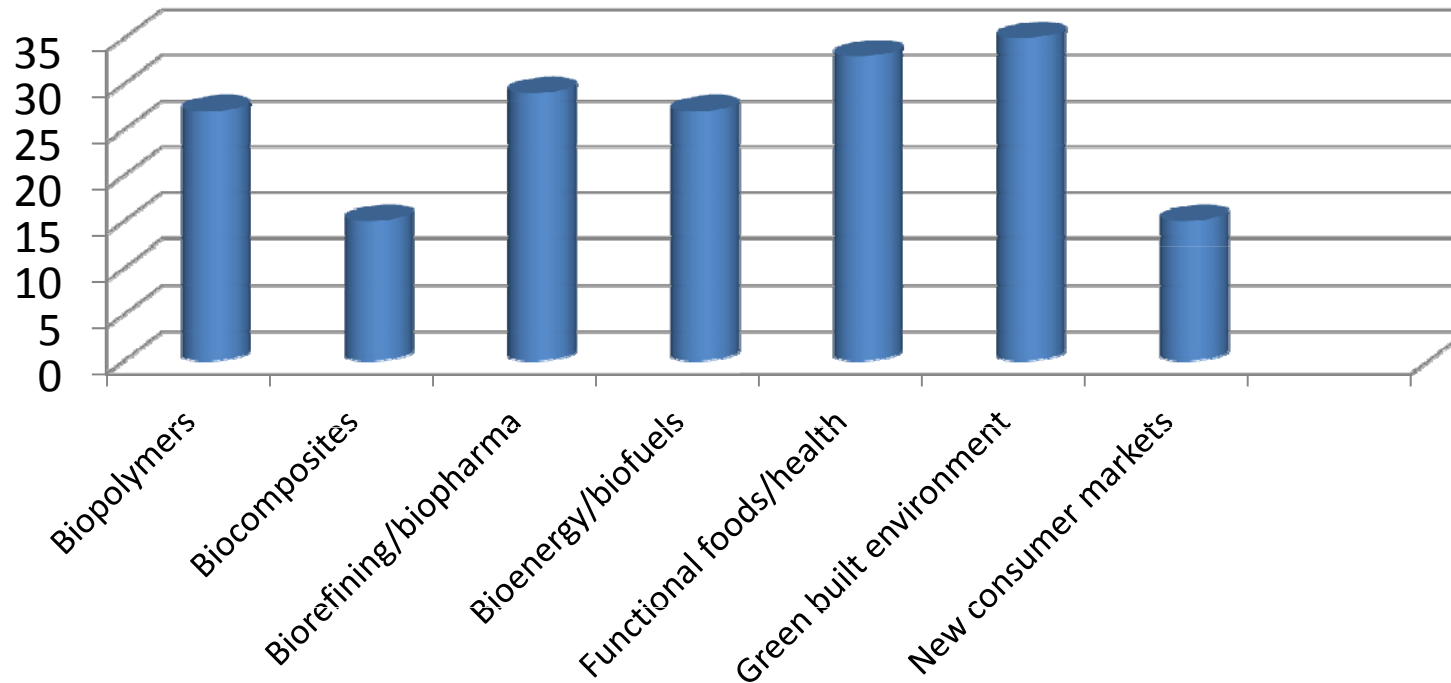
# Partnership at the core



In order to maximise impact, InCrops draws upon the expertise of **13 world-class research partners based in the region**

# InCrops Sectors

Number of businesses supported in each sector,  
2008-2010



# Nature of InCrops support

- Up to 14h FREE business support for SMEs in the East of England
- Commercial consultancy
- Knowledge transfer, scientific and technical reports
- Supply chain development
- Assistance with acquiring external funding
- Market research and technology assessments
- Sourcing samples
- Carbon Footprinting (partnership with LCIC)



# InCrops and Sustainable Design

InCrops  
Project

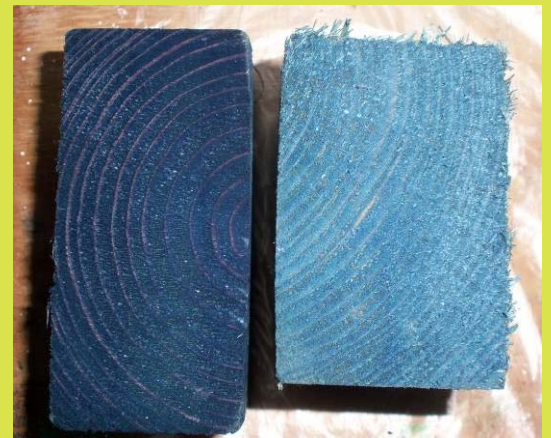
Power of design:

- material selection that can improve reduce environmental impact;
- development of energy-efficient processing;
- customer-oriented branding and marketing

InCrops supports development of concepts and prototypes using natural materials in mainstream products.

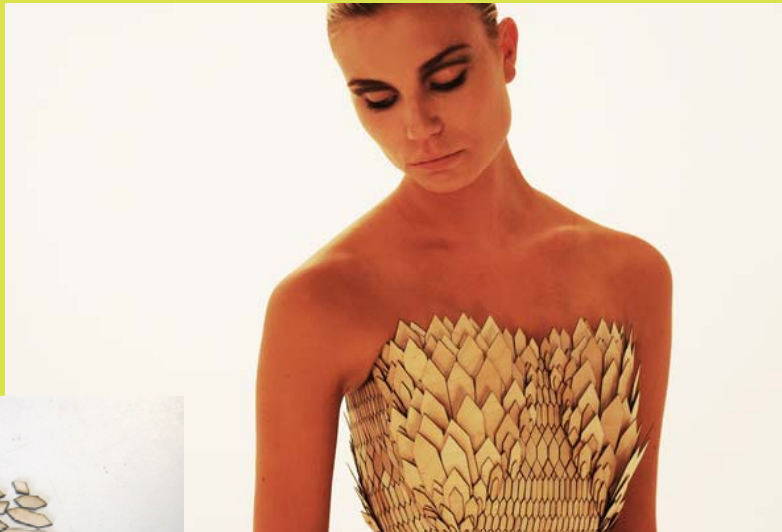
# Innovation and Art Project

Joint project between the Sainsbury's Centre for Visual Arts and InCrops

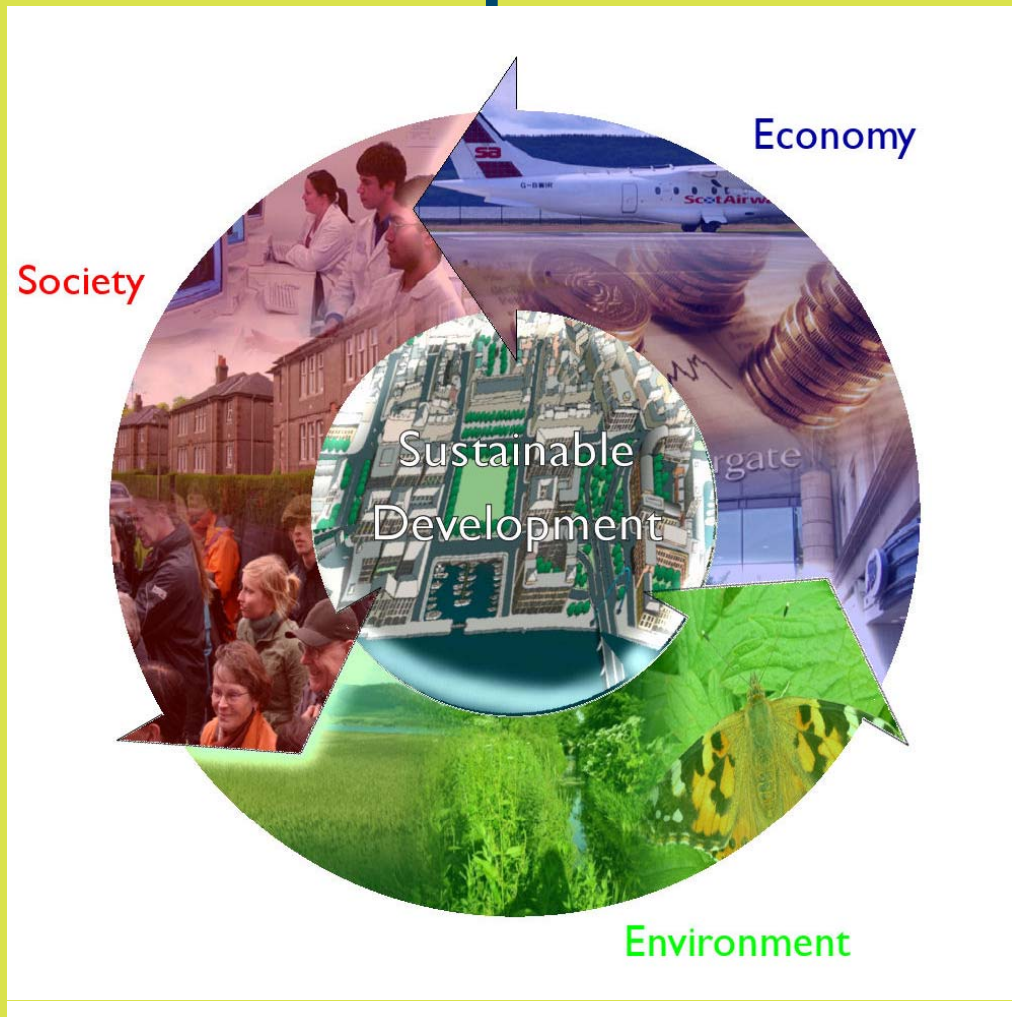


# Sustainable Luxury

Joint project between InCrops and Kingston  
University  
Fashion MA student module



# Triple Bottom Line of Sustainable Development





**InCrops Enterprise Hub**  
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