



EEDA and the InCrops project

Fiona Bryant

Head of Rural and Sustainable Development, EEDA

29 June 2009

Strategic Value

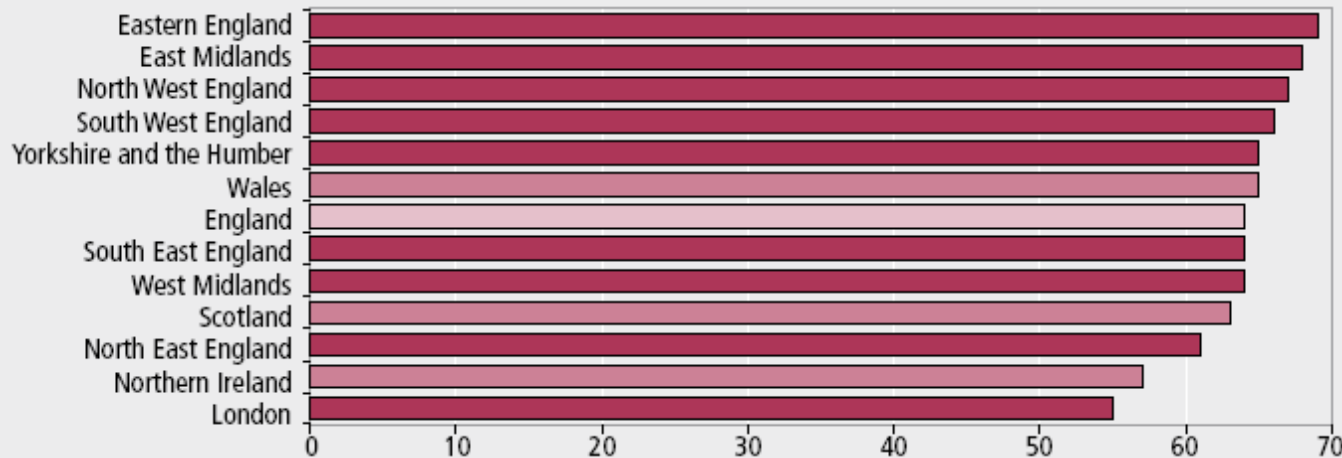
- Government Priorities
- RES - priorities for the region
- Headline targets - GVA, carbon emissions
- Goals – eight for the region
- Developing partnerships to deliver the ambition

Productivity drivers - innovation

Figure 5

Shares of innovation-active businesses: by region

Percentages



- Highest R&D investment by private sector as % of GVA of English regions
- Highest level of EU business R&D partnering; 2nd highest level of non-EU international R&D business partnering
- Leading English region in terms of innovating companies getting new product to market

EEDA Initiatives

- Innovation Clusters
- CleanTech Innovation; Energy & Environment
- Lifesciences; Health and Wellbeing; and
- ICT (including the digital element of Creative Industries)
- Business Support
- Regeneration and Skills
- Rural Contribution



Collective Action

- Partnership in Action
- National, regional, local
- To meet global leadership challenge and opportunity





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InCrops and Innovation in Europe

David Morrall
Director, Europe and International, EEDA

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European Regional Development Fund Towards Low Carbon Economic Growth



ERDF

low carbon economic growth
in the East of England



East of England
Competitiveness Programme
2007-13





Why? Objectives & Opportunity

→ “Towards Low Carbon Economic Growth”

- 1. Innovation & Knowledge Transfer
- 2. Enterprise & Business Support
- 3. Sustainable Development, Production and Consumption

→ Opportunity

- Investment €110.9m (~£100m)
- With matched funds €275m (~£247m)
- Programme open to 2013





InCrops, strategic fit

- **Sustainable, low-carbon growth at core**
- **Regional scope and partnership**
 - “Distributed hub” accessible to all
- **Transfer of world-class knowledge**
 - Partners European/world leaders in field
- **Impact**
 - Transfers knowledge
 - SME innovation and growth
 - Added value for rural businesses

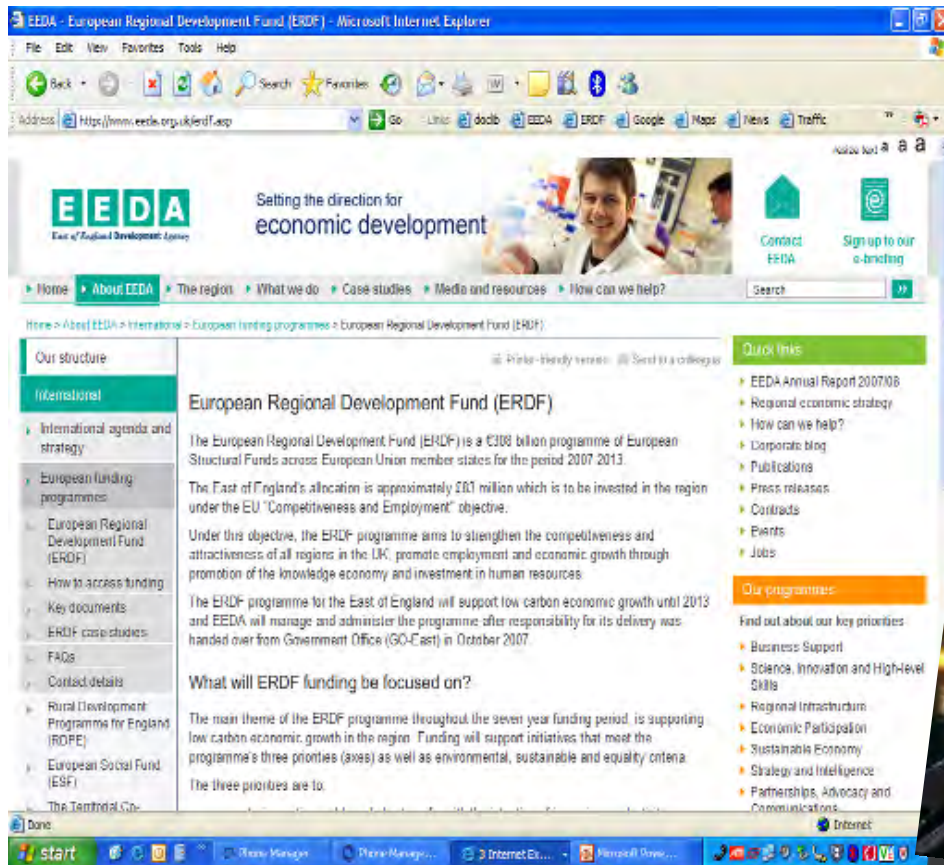




ERDF; more information

→ www.eeda.org.uk/erdf

Next round closes 27th July





InCrops, in Europe

CIVITAS Smile biofuel project

- InCrops partner, CRed and City of Norwich
- Improved urban air quality, sustainable, safe and flexible traffic systems
 - modal shift towards public transport, cycling and car-sharing
 - stimulate efficient & clean distribution of goods.
- Norwich and Malmö (Sweden) lead
 - Tallinn (Estonia), Suceava (Romania) and Potenza (Italy) “follow”
 - Transferable knowledge
- Hardstaff biomethane dual-fuel
 - Biomethane produced from waste biomass or from purpose grown crops / crop residues





InCrops, in Europe

→ The Hemp House

- Timber frame, Hemcrete® walls, lime render
- High thermal efficiency low embodied energy
- Material can be recycled
- At least Level 4 Code for Sustainable Homes

→ Variety trials at Easton College, Norfolk

- Sourced from France & Holland
- Working with European Hemp Association

→ Easton College and Czech Republic

- UK Students visit Czech Republic with EUROPEA (Association of European Agricultural Colleges)
- Czech students training in UK in EU Leonardo programme,
- Both colleges benefit from the relationship



InCrops, in Europe



→ World-class knowledge partnerships

→ John Innes Centre

- ⇒ 27 *current* collaborations with EU business worth £1.9m
- ⇒ FP6 & FP7 programmes involving 10 countries

→ Rothamsted Research

- ⇒ “ICON” EU FP7 project. 23 partners in 11 countries producing “added value oils” for lubricants / chemicals

→ UEA School of Biological Sciences

- ⇒ FP6 ERA-NET Plant Genomics project investigating growth of Poplar, economically important biomass crop

→ ...and many more!

European funding in action



European Union
European Regional
Development Fund
Investing in your future

→ Orbis Energy

- Enterprise hub for renewable energy sector
- Landmark building, showcase for sustainable development: solar thermal heating, biomass boiler
- Space for 30 businesses / 150 staff

→ £9.4 million investment

- £6.3 million by EEDA
- £2.7 million Objective 2 ERDF 2000-06
- £250k Waveney DC → £100k Suffolk CC



Topping out, 28 January 2008

- Danuta Hübner, EU Commissioner regional policy
- Richard Howitt MEP, •Richard Ellis, EEDA Chair
- Eddy Alcock, councillor, Suffolk CC.

Step change



The scale of economic and housing growth forecast for the region requires **bold thinking** and rapid, **widespread adoption** of low carbon **technologies** and **standards**.





We will only succeed in bringing about long-term sustainable and lower carbon economic growth if we work together to achieve common goals.



InCrops and Innovation in Europe

David Morrall
Director, Europe and International, EEDA

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