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Lord Iveagh

## InCrops Launched

The InCrops Enterprise Hub was officially launched on 29th June 2009 at Chilford Hall, Cambridge. Introduced by EEDA Board member, Lord Iveagh, the event highlighted some of the major challenges facing society in addressing climate change, the use of plant based products in a low carbon economy and the role of InCrops in promoting innovation in

the East of England to an audience of over 150 delegates.

The keynote address was given by Quentin Cooper, the well-known BBC presenter of Radio 4 programme 'The Material World', who addressed the challenging subject of how to promote green innovation and how to bring about change. This and a wide variety of other talks and workshops were well received by the diverse range of attendees, from industry, academia and government.



Quentin Cooper

Specialist workshops at the event included; green and high value chemicals; composite materials; renewable construction; bioenergy and biomass and agronomic issues.



The presentations and discussion notes can be found on the InCrops website [www.incropsproject.co.uk/events](http://www.incropsproject.co.uk/events)

## New Staff at the InCrops Enterprise Hub



### Events Co-ordinator

Julia O'Rourke joined the InCrops team in August. With a background in events and marketing Julia has worked in both the private and public sector. She will be supporting the full schedule of business support and other events programmed for around the region including the Eco-furniture competition.

## InCrops News

### Senior Industry Consultative Group

Nitin Dahad, EEDA Board member and Director of corporate marketing and business development firm Techspark will be working with InCrops as Chair of the Senior Industry Consultative Group. The group, with a membership of senior figures from commerce and industry, will begin to meet this autumn.



### London 2012 Olympics – How Companies Can Adhere to the Sustainability Code

Opportunities for businesses with the London 2012 Olympics were highlighted at an August breakfast meeting organised by the Commission for a Sustainable London 2012 and attended by InCrops Business Innovation Manager Dr Beatrix Schlarb-Ridley.

The London 2012 Olympics has a strong commitment to sustainability in preparation, staging and legacy. Companies who would like to tender for contracts with the Olympics, eg through the online business brokerage 'CompeteFor' (<https://www.competefor.com/business/login.jsp>), will be required to adhere to a strict Sustainability Code (<http://www.london2012.com/plans/sustainability/index.php>).

InCrops can act as a route for businesses to pursue procurement opportunities for London 2012. We can provide expert advice on the sustainability code, in particularly in the areas of temporary surfaces, insulation, disposable tableware, biomaterials for sport equipment and fabrics, bioremediation, recreational services, and energy from waste. InCrops is also keen to make available the considerable expertise of its team and, through them, of its partner organisations, to liaise with and provide advice to relevant decision-making bodies.

### Bioplastics and Biopolymers – InCrops event

Innovation in renewable packaging was the theme of the InCrops bioplastics and biopackaging event held at Hughes Hall Cambridge on 16 July 2009.

This event attracted a lot of interest from industry and academia and provided an opportunity to hear from industry representatives and researchers in the rapidly expanding area of bioplastics.

The programme included keynote speakers from Novamont, NatureWorks LLC, the University of Bangor, the University of Warwick and the University of East Anglia.

The presentations were followed by a plenary discussion on "What is needed to accelerate innovation in renewable biopolymers and bioplastics?". A more detailed record of the discussion can be read at <http://www.incropsproject.co.uk/events>.



The seminar was well attended with 40 delegates from diverse backgrounds. Industrial delegates included representatives from the areas of packaging, plastic manufacturers, organic recycling, construction, and automotive. Attendee feedback was very positive - *"It was an excellent bridge between industry and academia, "[This event] allowed me to expand my knowledge and make some useful contacts"*. Both speakers and audience enjoyed a productive discussion session, the outcomes of which will be used to inform future InCrops activities. One of the actions resulting from this event was proactive involvement of InCrops in providing its expertise for Sustainable London 2012.

### East of England Low Carbon Vehicle Consultation

InCrops Innovation Fellow Dr Mark Coleman attended an EEDA Consultation Workshop held at the Hethel Engineering Centre in July. The low carbon vehicles sector is set to play a major role in the CleanTech business landscape in the region.

Speakers from the automotive industry – Ford, General Motors, Lotus, and Nissan – outlined the global and national context and how collaborative

research and development is leading the way forward. Representatives from the Technology Strategy Board, Technologies Institute and EEDA described the funding support available.

The initial results from the Cleantech industry baseline study for the East of England, undertaken by Innovas Solutions for EEDA, showed that the East of England is in a leading position for low carbon vehicle development, with strengths in a number of key areas. Of particular relevance to InCrops are the development of Alternative fuels for vehicles (biofuels) and the Design and development of vehicles. These areas were discussed in breakout sessions which included 'More efficient internal combustion engines and hybrids (inc. application of gaseous & liquid biofuels)' and 'Vehicle weight & cost reduction (materials, composites and improved aerodynamics)' which outlined the regional expertise in vehicle design, materials, including natural fibres, and relevant biological science.

Summaries of the workshop sessions can be found on the EEDA website at <http://www.eeda.org.uk/4255.asp>.

### Launch of The Genome Analysis Centre (TGAC)

A new national genome centre was officially opened on the Norwich Research Park on 3 July. The Centre has been established by the Biotechnology and Biological Sciences Research Council (BBSRC) in partnership with regional economic development partners including EEDA. The centre represents an investment by all the partners in the capital infrastructure of £13.5M. TGAC science will concentrate on understanding the genomes of economically and socially important plants, animals and microbes.

InCrops clients and partners will be able to benefit from the capabilities of the TGAC. InCrops projects facilitated by TGAC will include development of a germplasm bank for historical and alternative crops, genomic analysis of mechanisms underlying disease resistance and projects on the development of new industrial crops, renewable materials, and by-products of the food and drink industry.

### International Sea Buckthorn Association Conference 2009

The first week of September sees specialists from across the world gathering in Russia to exchange and update findings in Sea Buckthorn research, and together set about developing long-term strategies and partnerships for scientific and commercial co-operation on Sea Buckthorn. The six-day conference will also be showcasing new technologies in Sea Buckthorn development. InCrops Innovation Fellow Dr Mark Coleman and Essex-based farmer David Eagle are attending the Conference in Belokurikha, Siberia and have sourced a range of varieties that can be grown in the UK at trial sites across East Anglia.

### IBTI second call announced on 2nd September

The Integrated Biorefining Research and Technology Club (IBTI Club) is inviting expressions of interest from eligible bodies (UK higher education institutions, independent research organisations and institutes of BBSRC) to the IBTI funding programme. Approximately £3m is available in grant awards.

The call should be of interest to scientists with either a biological or physical science background.

Applications may be for either feasibility studies (max. one year's funding) or standard grant applications (up to 5 years funding). Partnerships and consortia may be built after the outline stage.

There are three themes for this funding call:

- Optimisation of feedstock composition
- Integrity of bioprocessing
- Enhancing product value

Expressions of interest must be registered by **16 September 2009**. Visit the website at [http://www.bbsrc.ac.uk/business/collaborative\\_research/industry\\_clubs/ibti/apply.html](http://www.bbsrc.ac.uk/business/collaborative_research/industry_clubs/ibti/apply.html) for full details.

**Industrial Biotechnology Strategy launched** The Industrial Biotechnology Innovation & Growth Team (IB-IGT) published its strategic assessment of the future challenges and opportunities for IB to Government earlier this year. The Government's response to the recommendations of the IB-IGT report and the strategy for industrial biotechnology was launched by Science Minister Lord Drayson on 22 June. Read the Government response at <http://www.berr.gov.uk/files/file51891.pdf>.

### DECC launches UK Low Carbon Transition Plan

On 15 July Energy and Climate Change Secretary Ed Milliband announced how the UK will meet the cut in emissions set out in the Budget of 34% on 1990 levels by 2020. The White Paper can be found on [www.decc.gov.uk](http://www.decc.gov.uk) in the Publications section.

### Events for your diary

8<sup>th</sup> October 2009

#### Natural fibres in construction seminar, Bedford i-Lab

Natural fibres are being increasingly utilised in demonstration projects but have yet to enter mainstream application. Why is this? What are the opportunities and challenges facing natural fibres in construction?

This free InCrops seminar aims to address these issues and promote a wider confidence in the use of these materials by the construction sector.

To register for this event please contact Julia O'Rourke on 01603 591765 or [j.orourke@uea.ac.uk](mailto:j.orourke@uea.ac.uk).

13<sup>th</sup> October 2009

**Innovate 2009, London** - The Technology Strategy Board's major annual event focusing on business innovation.

[www.innovateuk.org](http://www.innovateuk.org)

15<sup>th</sup> October 2009

#### Regional Algae Meeting, UEA, Norwich

InCrops Enterprise Hub and Renewables East are organising a series of regional algae meetings to lever out the East of England capabilities in algae technologies.

The first of these events will address the opportunities and challenges in high value applications, bioremediation and bioenergy, with a special emphasis on current and upcoming funding opportunities.

To register please visit <http://renewableseast.eventhq.co.uk/algae>

5-6<sup>th</sup> November 2009

#### NNFCC Green Supply Chain 09, Leeds

The conference will present an update of recent activity in the renewables industries, celebrating successes in the renewable fuel, energy and materials sectors. It will also provide a glance into

the exciting opportunities of the future. To register for the event please visit the NNFCC website [www.nnfcc.co.uk](http://www.nnfcc.co.uk).

17<sup>th</sup> November 2009

#### Natural fibres in construction seminar, Cambridge

The second in a series of seminars from InCrops around the use of natural fibres by the construction sector.

To register for this event please contact Julia O'Rourke on 01603 591765 or [j.orourke@uea.ac.uk](mailto:j.orourke@uea.ac.uk).

14<sup>th</sup>/15<sup>th</sup> December 2009

**Natural Fibres 09, London** - Institute of Materials, Minerals and Mining International Conference to celebrate and highlight the increasing use of natural fibres, to raise awareness of their diverse properties, and stimulate an increased demand.

Co-sponsored by InCrops

[www.iom3.org/events/fibres](http://www.iom3.org/events/fibres)

### Keep in touch

If you'd like to receive regular news from InCrops, including our newsletter, InC, and details of our business support events please contact Penny Wright on 01603 597184 or [penny.wright@uea.ac.uk](mailto:penny.wright@uea.ac.uk).

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