

GROW PROGRAMME LEGACY ★ REPORT

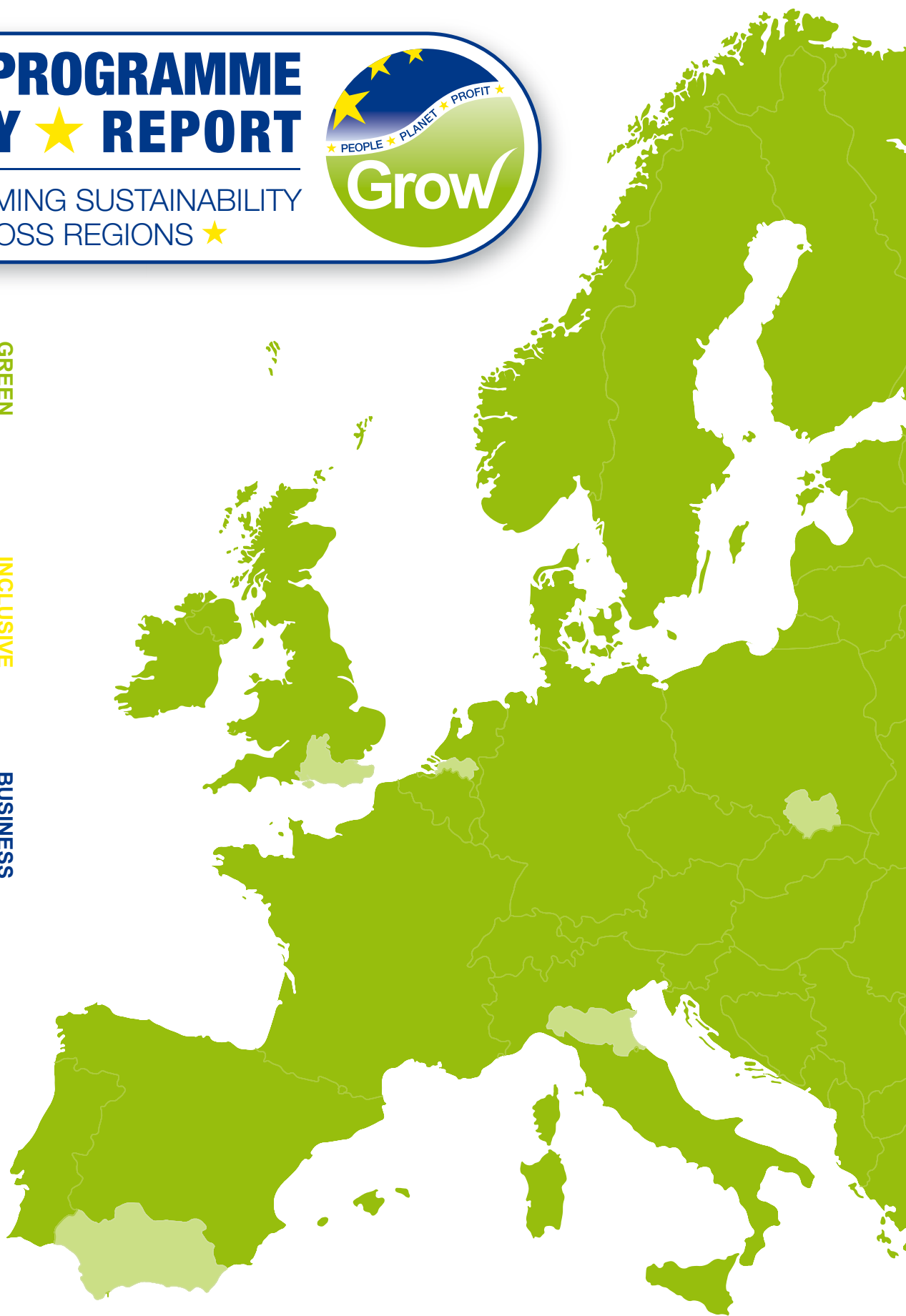
MAINSTREAMING SUSTAINABILITY
★ ACROSS REGIONS ★



GREEN

INCLUSIVE

BUSINESS



GROW PROGRAMME LEGACY REPORT

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SECTION 1 - BACKGROUND

1.1 Grow Programme Summary

GROW was led by the South East England Development Agency (SEEDA) - a 7.5 million Euros programme between Andalusia, Emilia Romagna, Noord Brabant, Malopolska and South East England. These five relatively high growth regions at different stages of development shared the same vision - not growth at all costs but the achievement of 'smart growth'. The regions joined forces to contribute towards implementing the Lisbon Agenda; which sets out to make the EU the most competitive and dynamic knowledge-based economy in the world, capable of sustainable economic growth with more and better jobs and greater social cohesion. There were three pillars to the GROW Programme: GREEN GROWTH for the environment, BUSINESS GROWTH for business cooperation, innovation and entrepreneurship and INCLUSIVE GROWTH for employment and social inclusion. GROW was launched in Seville in June 2005 and ended on 31 December 2007 having funded 16 successful sub projects working with 82 partner organisations.

GROW was partly funded under INTERREG IIIC an EU programme that helped Europe's regions to form partnerships to work together on common projects. It enabled partners to share knowledge on how to create the best policies and initiatives to foster sustainable development. Sustainable development can be achieved more widely when more local and regional authorities have access to the best methods available. Innovation, social inclusion and the environment were cross cutting themes aligned with the aims of the Lisbon and Gothenburg Agendas.

Participating in the GROW Programme provided an opportunity for the partners involved to improve their skills and knowledge. For some partners this was increased competence in leading or participating in an EU funded project. Others benefited from training sessions, study tours and exchanges in their chosen field.

Throughout 2007 GROW project partners were looking to the future and planning the next steps. Partners discussed how to maximise the dissemination of results achieved, ways to encourage sub projects to continue their collaboration independently and the legacy of the GROW Programme. This report is a **signposting** document to the tools, results and networks generated through the programme with preliminary information about the successor bids.



*Kathy Vuillaume,
GROW Programme Manager*

Acknowledgements:

The activities of the GROW Programme would not have been possible without the EU funding through INTERREG IIIC and the helpful assistance provided by the Joint Technical Secretariat West. The GROW Team would like to thank all the project partners, stakeholders and SEEDA colleagues who have supported the programme, with special thanks to the Environment Agency and the South East England Regional Assembly (SEERA).

SECTION 2 - GROW'S ACHIEVEMENTS

2.1 Sub Projects:

This section gives some brief examples of tools/guidance produced and initiatives transferred from one region to another. They are arranged by sectoral theme and signpost where to find more detailed information.

ENVIRONMENTAL ACCOUNTING

RAMEA



RAMEA is a tool that tracks different production sectors of the economy ranking them in relation to their relative contribution to a range of indicators and environmental aspects. It exemplifies the best in interregional cooperation in a move towards a *one planet economy*. It aims to improve regional policies by helping regional policy makers identify and quantify the potential environmental impacts associated with different sectors of the economy, based on best practice and robust regional data. The tool was developed and trialed in the four participating regions – Malopolska, Noord Brabant, Emilia Romagna and South East England.

Received interest from

- 60 press articles (available on their website).
- The project not only generated interest in each of the participating regions but also in many other EU regions and as far afield as Russia and Turkey.
- Several articles in scientific journals.
- Promoted at numerous conferences across Europe and Russia with dates booked beyond the life of the project.

The future beyond the project

Project partners have agreed to monitor the success or otherwise of the application of the findings of the RAMEA tool over the next three years.

- The Sustainable Consumption and Production Network are now constructing a new set of RAMEA accounts for all eight other UK regions, which will be used by regional government to inform policy making. RAMEA data will form the baseline for the Regional Economy Environment Input Output Model (REEIO) which models 'what if' scenarios forecasting the potential environmental changes in regional economic activity. It should be noted that the English regions already have economic/environmental accounts but the RAMEA format presents the data in a simpler more accessible way.

- In the Netherlands, Overijssel and Groningen regions have developed RAMEA models and several other Dutch regions have expressed interest.
- RAMEA will be presented at The Institute of Environmental Management and Assessment (IEMA).
- In Malopolska, strong interest has been expressed in the tool by neighbouring regions.

Upgrading – could potentially include data on the social dimension – for consideration.

The European Commission, DG Regio has invited Paolo Cagnoli to present the RAMEA tool at the Open Days in Brussels in October 2008.

Policy linkages

Homogeneous regional statistics will in turn, lead to stronger national statistics. Using RAMEA, policy and decision-makers are better informed on the implications of their decisions on both the economy and the environment. It also gives the general public access to simpler environmental information and support to those whose job it is to work out sustainable development strategies and to evaluate the effect of their policies in a simplified format.

- Responds in broad terms to the aims of the Gothenburg Agenda and the EU Sustainable Development Strategy.
- Tracks data on progress towards meeting the EU target to reduce CO₂ emissions.
- Dutch partner pilot indicates RAMEA provides evidence for lobbying on subsidies such as agricultural subsidies and development aid.
- In the UK, the development of RAMEA looks set to influence policy relating to climate mitigation measures and the support offered to businesses for achieving Resource Efficiency (RES and BSSP).

Where to find out more

Downloadable guide on case histories – Regional Economic Environmental Accounts

www.arpa.emr.it/ramea/

BUILDING FOR THE FUTURE

Skills

There is an acute shortage of sustainable construction skills in the workplace. The Building for the Future Project targeted Further Education (FE) colleges in particular, to raise awareness of the need for sustainability in construction. FE colleges are both providers of training in construction skills and construction clients themselves.



In the South East region, spend on new college builds will amount to approximately £1.7 billion over the next five years.

The Building for the Future Project produced guides on:

- How to commission sustainable construction in FE colleges (in English).
- Conserving energy in FE colleges (in English).
- Conserving water in FE colleges (in English).
- An index of sustainable construction in Andalusia – (in Spanish and translated into English).

The SEEDA Sustainability Checklist was introduced and adapted for use in Andalusia via the organisation Fundación Laboral de la Construcción.

Received interest from

Project activities attracted press coverage at regional and national level in both Spain and the UK. Working with the Oxford Institute for Sustainable Development (OISD), attracted interest beyond the participating regions, for example OISD promoted the 'How to Commission Sustainable Construction in Further Education Colleges' guide, at a conference in New Delhi, India organised by the British Council and project materials were circulated in the USA via a collaborative venture with the University of Arizona. On 13 Dec 2007 the Association of South East Colleges (AOSEC) AGM was held at the EU Parliament building in central London. The GROW Project was showcased to the delegates and published material from both regions (Andalusia and South East England) was deposited in the EU Parliaments Information Resource Centre.

The future beyond the project

The lead partner organisation AOSEC, has approached partners and submitted an application under the Intelligent Energy Europe Programme to continue the success and develop further.

Policy linkages

The Building for the Future Project has been instrumental in bringing about a BREEAM standard for Colleges in the UK. The LSC (Learning and Skills Council) now requires all new college builds to attain at least a rating of 'Good'. They have supported this by funding the development of the standard which will be ready by the spring 2008.

The Oxford Institute for Sustainable Development (OISD) will continue to build on this work in 2008 with a regional conference in 2008 in collaboration with SE Excellence.

Where to find out more

Owen Barfield, Project Leader. Email: owenbarfield@aosec.org.uk

- Conserving Energy in Further Education Colleges.
- Conserving Water in Further Education Colleges.
- Building Case Study: Merton College, London.
- Building Case Study: City of London Academy.
- Sustainable Construction in practice diagram.
- How to Commission Sustainable Construction in Further Education Colleges.



STANDARDS IN HOUSING CONSTRUCTION

The GROW SusPurPol Project, led by The Environment Centre, Southampton successfully influenced the 2007 South East Plan, Policy SH14. This policy provides the framework to ensure a minimum standard of sustainable construction will be achieved in new housing developments in the Southampton/ Portsmouth area, which exceed current national UK regulations.

SusPurPol partners cooperated with another GROW funded sub project, Pilot Project for Sustainable Construction, led by the South East Centre for the Built Environment (SECBE) in Reading and attended five of their one-day conference events as a key presenter explaining the development and delivery of SH14 to areas in the South East region outside of Hampshire, extending the awareness and impact of the policy into Oxfordshire, Berkshire, Kent and Surrey. Over 100 delegates (including many different local authorities from the region) attended these events, along with businesses and other interested parties.



The Prime Minister, Gordon Brown, as the then Chancellor of the Exchequer, was briefed on the SH14 Policy by SusPurPol Project Leader, Dr Richard Williams. May 2007.

The Prime Minister, Gordon Brown, as the then Chancellor of the Exchequer, was briefed on the SH14 Policy by project leader Dr Richard Williams during a visit to Southampton in May 2007. Mr Brown was visiting Southampton to see new housing developments in the city which take into account issues relating to climate change.

One of the major SusPurPol events, The 'Low Carbon South East' conference was staged in Southampton on 29 and 30 November 2007. The speaker list included the Secretary of State for Innovation, the Right Hon. John Denham MP, the Co-Chair of the Intergovernmental Panel on Climate Change, Sir John Houghton, the Chief Executive of the Environment Agency, Sir John Harman, the Chair of the Local Government Association Environment Panel, Councillor Paul Bettison, the Chair of SEEDA, Jim Brathwaite, the Chair of the All Parliamentary Renewable and Sustainable Energy

Group, Alan Whitehead MP and the Leader of Eastleigh Borough Council and SEEDA Board Member, Councillor Keith House. SusPurPol ran three workshops and an interactive architecture studio at the event, one for re-use of construction materials specifically, run by the University of Seville, one on the processes that supported new construction materials (again by the AIT and University of Seville) and one on the GROW SusPurPol Project itself at which the Polish and UK partners spoke and the 'GROW Club' was established.

STANDARDS IN COMMERCIAL CONSTRUCTION

The GROW – Pilot Project for sustainable construction gained the commitment of 20 companies to reduce their construction waste and assisted a further 24 companies to gain ISO14001.

The project led to several spin off activities:

- Set up of a commercial accelerated environmental management system for construction clients and their suppliers.
- Low Carbon Homes Project.

Received interest from

SUSPURPOL



Ian Pearson in his former role of Minister of State for the Environment and Climate Change launched the Suspurpol Project, 18 July 2006.

- The GROW SusPurPol Project was launched by the UK Minister for the Environment and Climate Change at an exhibition of renewable technology in Southampton, staged by regional companies providing products that can already be procured into new developments (ground heat, domestic wind, grey water etc.).
- A press release following Gordon Brown's visit to the project partners in Southampton resulted in numerous articles in the media.
- Discussions from the Low Carbon South East Conference were broadcast on the Southern Area part of the Politics Show on BBC1.

Pilot Project for Sustainable Construction

- Waste Portal Flyer sent to 2000 construction companies.
- Article published on FastTrack to ISO14001 (FT-14) in DEFRA Energy Resource and Environmental Magazine.
- FT14 Supply Chain Management press interview undertaken for ENDS Report.
- GROW articles published in Your Business Newsletter on FT14.
- Waste Agencies Forum Meeting and GROW Sustainable Construction Portal, sent to 2000 construction companies.

The future beyond the projects



Commissioner Danuta Huebner with Jim Brathwaite, Chairman of SEEDA during a visit to the South East, at Ebbsfleet Observatory, 29 January 2007.

During the visit of Commissioner Huebner from DG Regio to the Greater South East in January 2008 it was agreed to stage a 'Low Carbon Conference' early 2009 which could pick up on some of the threads of the 2007 Low Carbon Conference. In particular how the region is overcoming the current shortcomings highlighted in the SusPurPol Blueprint to meet the scale of building projected in the South East region, such as:

- Too few opportunities to procure renewable energy components.
 - Difficulties of sourcing reusable material locally.
 - Too few trained staff with sustainable construction skills.
- and analyse how their recommendations have worked.

The 'GROW Club' established by the Polish region is a network of under-grad architecture students from the Universities of Krakow and Portsmouth who exchange ideas and will continue to do so beyond the life of the programme.

Policy linkages

Implementing SH14 into the South East Plan was a central deliverable of the SusPurPol Project in the South East England context. However, it also has significant relevance and resonance across the other areas of the project. Firstly, it demonstrated that collective policy development across public authorities is achievable and this alone is a key message for other regions. For sustainable construction to have any real chance of success it must be able to be delivered at a sub-regional (at least) level. Otherwise the fears, so well articulated by private and social housing developers in the consultation process, will become a reality and the policy goals will be 'picked off' by individual developers undertaking negotiations with different local authorities to drive costs and standards down at the price of taking the development to local authority A as opposed to local authority B. The policy removes this possibility. Secondly, it physically creates a new business market for the development, installation and maintenance of sustainable technology which can be manifested in regions / sub-regions that produce and implement such policies. The challenge is then given to the market and to businesses to be able to satisfy the needs (such as renewable energy components) to supply the market of the construction industry.



This has significant economic benefits for the area in the form of job creation, training and business expansion, which are fundamental to the success of Europe at the macro level, as articulated in the Lisbon Directive. The jobs and industries that such policies create are, by their very nature 'sustainable' particularly in high growth regions. Such benefits will not only be accrued to the South Hampshire area of the South East England region, but to the whole of the region as well as to areas such as Malopolska and Andalucia (project partner regions), if they are adopted in a similar context there as well.

Where to find out more

SusPurPol Project:

www.environmentcentre.com/SusPurPol/SusPurPolHome.php

Download '*Blueprint for sustainable built development*'

A Pilot Project for Sustainable Construction:

www.secbe.org.uk/secbe/searchresults/grow_home

FLOOD RISK MANAGEMENT

FLORISPRE

The GROW Florispre Project achieved the following:

1. An established network of national and international experts in innovative Flood Risk Management.
2. Shared experiences and methods currently used by each region in combating flood risk bringing together different agencies in this sector.
3. Toolkits on Flood Risk Management which have been disseminated to civil protection agencies, schools and those working in flood risk management.
4. Innovative ways of raising public awareness on flood risk.
5. Trained communities living in flood risk areas on how to deal with flood risk working through a support structure of community leaders.

Received interest from



Environment Agency Stand – Flood Risk Awareness Raising at the Maidstone Mela through the FLORISPRE Project.

- Kent County Council, although not a project partner, has taken elements of the Florispre Project's approach and built these into their flood awareness plans.
- Green Week June 2007 – was attended by approximately 3,000 participants where FLORISPRE had a very prominent stand, handing out their toolkits and materials. They were interviewed by Spanish regional and national TV and a Turkish TV chain.
- GROW Florispre Project was nominated under three categories for the Environment Agency's Communications Awards.
- The final event at the Committee of the Regions in Brussels drew together experts in flood risk management with a representative from the European Commission, Maria Braetemark, DG Environment to debate the findings of the Florispre Project and discuss the latest EU directive on the assessment and management of floods.
- Florispre Flood Risk Awareness materials are available at the Bibliotheque Royale de Belgique for the public to consult.

Policy linkages

As a result of this project, flood risk awareness has been introduced into the curriculum in Malaga and Piacenza in elementary and secondary schools. The project was the catalyst to bring the civil protection agencies together for the first time to draw up joint plans on flood risk management in Piacenza.

Where to find out more

EGMASA (Spain)

www.egmasa.es/europa/florispre/index.html

Environment Agency (UK)

www.environment-agency.gov.uk/regions/southern/290158/1526786/?version=1&lang=_e

Municipality Piacenza (Italy)

www.comune.piacenza.it/florispre/index.asp

BROWNFIELD SITE REGENERATION

What did they do?



Request a copy of the RELECOM handbook on redevelopment of waste and brownfield sites

The partners in the GROW RELECOM Project conducted an overview of former landfill and brownfield sites in the participating regions. They compared the different methods used for choosing development partners and looked at alternative approaches to valuing land.

As an additional output they invited members of Portsmouth City Council to share best practice and engage with the Italian Partners who have had a lot of success in the area of public participation – particularly their work in Bolognina through a workshop approach which has successfully reinvigorated a plan which had stood at an impasse for more than 10 years.

Policy linkages

The inclusive processes used throughout the planning cycle in Italy, which proved so successful in the RELECOM Project are fuelling the on-going debate for the revision of the Emilia Romagna Regional Urban Planning Law.

The Community Strategic guidelines on economic, social and territorial cohesion 2006 adopted as a framework for the Member States for the preparation of the operational programmes declare that 'the preparation of a medium to long-term development plan for sustainable urban development is generally a precondition for success as it **ensures the commitment and participation** of the private sector in urban renewal... **all citizens should be encouraged to participate in the planning and delivery of services.**

UK partners have exchanged know how and ideas with the UK partner of REVIT, a brownfield development programme funded through INTERREG IIIB.

The future beyond the project

Partners are currently looking at various funding streams to continue and build on their work possibly through the Two Seas Programme.

Portsmouth City Council and the Municipality of Bologna are planning to exchange regeneration staff and organise visitor centre study tours in an INTERREG IVC Project.

Where to find out more

Jan van Rijen: Brabant Environmental Federation, RELECOM Project Leader,
email: jan.van.rijen@bmf.antenna.nl
or Gordon Harris: SEEDA Project Manager,
email: gordonharris@seeda.co.uk

SOCIAL ENTERPRISE

What did they do?

The GROW Social on Business Project determined the framework needed across four regions of the EU to support people from disadvantaged groups who were interested in enterprise. Reaching their estimated target numbers, set at the development stage of the project, to set up new businesses amongst disadvantaged groups proved very challenging. Helping the most vulnerable people in our societies requires tailored 1:1 long-term support.

Received interest from

In the UK at the same time that the Social on Business Project was running, the Government was also reviewing support given to disadvantaged groups under the Business Support Simplification Programme (BSSP). A number of the recommendations from the Social on Business Project are also reflected in the latest BSSP proposals.

Policy linkages

Conclusions and Recommendations:

1. More specific recommendations from policy makers should be made about the economic and social value of enterprise for disadvantaged groups.
2. Support activities should be coordinated across a region.
3. There needs to be a mechanism to monitor and improve the effectiveness of the coordinators acting in the region.
4. Coordinators should be given suitable support and training to handle disadvantaged groups and their problems (i.e. mainly psychological and language).
5. There should be a forum to discuss policies with representatives from public, private and voluntary sectors including the organisations engaged in offering support to Disadvantaged Groups.
6. Support given to disadvantaged groups must be easily accessible and well publicised.



The Social on Business Project contributed to the development of local communities helping individuals and families improve their social and economic status.

The future beyond the project

The UK project leader has been asked to be a member of a national working group (BSSP Enterprise Project Group, led by BERR) developing proposals for working practices to improve the business start up support to disadvantaged groups. Proposals will be put to Ministers later this year.

The processes developed through the GROW Social on Business Project have already been replicated by Business Link and East Midlands Development Agency and Derby and Derbyshire Economic Partnership. The programme has been delivered by Disability Dynamics Ltd in Berkshire.

Where to find out more

Final report available to download from:

www.businessinberkshire.co.uk/socialonbusiness/extra8.html with results from all participating regions.

WOMEN'S ENTERPRISE

FUNDING ENTERPRISING WOMEN (FEW!)

What did they do?



The GROW FEW! Project provided practical help and support to women seeking external finance to start or grow their business. The project involved partners from four countries (the UK, the Netherlands, Poland and Spain). In the South East partners were Finance South East, Business Link Solutions, and Business Link Berkshire & Wiltshire. Project research found that throughout Europe there is scarcely any finance specifically targeted for women.

The support in the UK was delivered through a series of workshops across the region providing information on the types of finance available and how to identify the most appropriate source of finance for business. They staged four women-only 'Access to Finance Workshops' raising awareness with 135 participants. A further 12 women received specialist advice on how to prepare to successfully

raise finance. An updated Guide to Finance is now available on the Finance South East website. More than £150,000 of external funding was secured for women project beneficiaries.

The future beyond the project

As an indirect result of FEW! through the National Women's Task Force, a micro-fund was established to lend women from the South East region up to 7,500 Euros in hard to reach communities or for women with poor or zero credit records.

Policy linkages

In the Netherlands, the concept of Women Business Angels networks such as those run in the UK were replicated following a FEW! workshop and are now championed by the Queen's Commissioner.

Where to find out more

www.financesoutheast.com/advisoryservices/index.aspx?id=244

SUSTAINABLE COMMUNITIES

What did they do?

The GROW Championing Neighbourhoods Project, led by Hope in the Community developed a Management Framework for community development workers, also useful as a guide to those who want to champion their neighbourhood. In the UK there has been a decline in the level of concern about ones neighbours and neighbourhood. Policy makers are beginning to listen to local communities as local people are best placed to resolve local problems. The guide produced by Championing Neighbourhoods serves to persuade policy makers that local people should be consulted fully when planning local interventions. The Championing Neighbourhoods publication includes the 'Process Model' which helps to guide local people and develop their confidence to establish projects that will catalyse sustainable communities.

Received interest from

The voluntary sector is vibrant in North Kent and the main vehicles used to promote the Championing Neighbourhoods Projects were the community forums, local community groups, local authorities and NGOs. A considerable email distribution list was established and the Council for Voluntary Services also publicised the Championing Neighbourhoods events and the DVD of the Management Framework.

The future beyond the project

Partners in the three participating countries have committed to using their well established neighbourhood networks to bolt on 'The Sense & Sustainability Method', a proven technique developed originally as a team building exercise to alter people's approach to energy saving, transportation, use of resources and the effect their projects and indeed own actions have on our planet. They are currently reviewing potential funding streams to see how they can make this 'behaviour change' work further. They have



been approached by IAT from Seville, a GROW partner from a different project, who has expressed an interest to become part of the Championing Neighbourhoods Partnership.

As a result of the dissemination event held in Rochester, 22 November 2007, Capacity Building and Assertiveness Training will be offered across North Kent to better prepare individuals and groups who may aspire to develop community projects requiring funding.

Sessions will be delivered by a consultant acting on behalf of North Kent Community Forum and will take place in March and extend through to end of June 2008. Funds are provided by Global Grants.

Where to find out more

www.championingneighbourhoods.eu/cms/

Contact: Kevin Jennings email: hitc@btconnect.com

*Championing Neighbourhoods Project:
Aiming to bring about change from the
'grass roots' up and keep it local.*

CLUSTERS (HEALTH TECHNOLOGY SUPPLY CHAIN)

What did they do?



The cluster maps produced by GROW Health provide a basis for understanding a region's store of expertise, business, competitiveness and innovation potential.

The GROW Health Project led by South East England Technologies Alliance (SEHTA) produced a cluster and network analysis of the health technology supply chain in the SEEDA and Emilia Romagna regions. The SEEDA region contains a vast cluster of over 5,000 companies in the supply-chain which generates huge revenue in the region. However, the financial data is influenced dramatically by some key multinational pharmaceutical companies. The SEEDA regional cluster is particularly dominated by large pharmaceutical R&D companies and manufacturers. The cutting-edge methodology used to produce the cluster map supported by the representation of three dimensional maps is of use to individuals involved in economic development and academics. It has proved particularly useful in identifying the major clusters of companies working in this field, and their inter-relation. This tool has further helped with the development of linkages, trade relations and targeted inward investment between the two international clusters.

Received interest from

A Swiss company has used the cluster maps as an economic risk tool to highlight the most competitive of these companies. The same cluster mapping principles will be used as part of a wider EC Partnership under the Biosmile Project involving the UK, Netherlands, Germany, France and Belgium. For more information visit www.biosmile.eu

The future beyond the project

GROW Health's work on clusters provided the foundation for further studies of clustering in the sector and has resulted in the creation of a group to fund and develop a Greater South East health technology cluster map for the SEEDA, EEDA and LDA regions.

Policy linkages

The maps can be used to inform regional economic policy in the health technology sector and support inward investment activities.

Where to find out more

The cluster map is on the GROW health web site
www.growhealth.eu

For a hard copy contact Claire Ansett
claire.ansett@sehta.co.uk

BRIDGING BUSINESS AND SCIENCE (BBAS) (KNOWLEDGE TRANSFER)

What did they do?

The GROW BBAS Project facilitated collaboration between university researchers and SMEs specifically focusing on the environment, biotechnology and health and IT and new materials sectors. This resulted in multiple collaborations, spin offs, Framework Programme (FP7) and Competitiveness and Innovation Programme (CIP) applications across five European regions. Some examples of the type of collaborations facilitated through BBAS between SMEs and Universities:

- The Millennium Block entered into collaboration with Eindhoven University of Technology and established a contact with a Dutch company, Thermeco who work on a similar project.
- Riomay a small enterprise in South East England installing solar heating panels has entered into collaborative research with the University of Mining and Metallurgy in Krakow.
- Joint research was undertaken on photonic devices between the University of Surrey and Cedova NL.
- University of Brighton, Xpress and one of their German customers entered into a collaboration on the development of a biotechnological application of one of their products.
- Spin off: Dutch Ministry of Foreign Affairs funded a research project on heterogeneous enzymatic process for bio diesel production.
- University of Surrey, Advanced Technology Institute assisted Zinir Limited to secure 'proof of concept funding' through Finance South East. The Enterprise Hub in Eastbourne has further enhanced the relationship.

Received interest from

The BBAS Project highlighted the SEEDA Hubs at their events as providing a forum for SMEs to tap into the knowledge within universities across South East England.

The future beyond the project

BBAS made a recommendation for regionally funded Knowledge Transfer (KT) facilitators who are scientifically trained and familiar with the research expertise in their region. Through delivering the GROW BBAS Project, the Polish partner CITTRU recognized the importance of trained KT facilitators and obtained a Leonardo Grant to train KT Professionals in their region.

Policy linkages / recommendations

Right across the EC, university staff evaluation systems must reflect the value of university-industry research collaboration. (The evaluation systems are currently based on numbers of publications, research grants/PhD students and teaching activity).



Where to find out more

Contact Dr Sophie Stos at the University of Surrey
Email: S.Stos@surrey.ac.uk for the BBAS final report and presentations from their study tours and details of the various collaborations resulting from the project.

ENTERPRISE IN SCHOOLS

What did they do?

The GROW EEA Project - Enterprising Exchange Academy was about 'teaching and learning' enterprise. They delivered:

- Courses for teachers from Poland and the Thames Valley run at Oxford Brookes University, introducing a variety of tools, techniques and pedagogies associated with, for example, the breaking down of artificial barriers to creativity and idea generation, whilst also focusing on the complementary skills associated with idea evaluation and business planning.
- Conference for Key Stage 4 (years 10 and 11 for 14 – 16 year olds) students from across the Thames Valley, providing an introduction to the skills and techniques required to start a business - Creative Thinking, Business Planning, Sales and Marketing and Presentation.
- Four one-day Business and Enterprise workshops for KS4 students, run at The Marlborough School, Woodstock, covering the steps to business creation in greater detail, resulting in a completed idea.
- Three one-day Business and Entrepreneurship workshops for Key Stage 5 (years 12 and 13 for 16 – 18 year olds) students, run at Oxford Community School, giving participants the opportunity to understand better their own skills, ambitions and attributes, as well as refreshing their understanding of Business Planning and Presentation techniques.
- Workshops in Poland for Gymnasium (14 – 16 year olds) and post Gymnasium (16 – 18 year olds) students using materials developed in the UK.

The training materials in the form of a 'Business Plan' proved a great success in delivering enterprise training and will continue to be used beyond the life of the project.



Hollie Higa and Joe Kempton – Enterprising Exchange Academy.

The most outstanding pupil to take part in the 'Enterprise Journey' was Hollie Higa. As recognition of her achievement, Hollie was invited to the GROW Final Event in Brussels and took part in one of the panels sharing her experience as a direct beneficiary with the conference participants.

Received interest from

The course (and project) has been promoted within key education networks including Higher Education Entrepreneurship Group (HEEG), Enterprise Educators UK (EEUK), and within the Schools Enterprise Network (SEN).

The future beyond the project

A commitment was made to follow on from the Enterprise Journey with Continuing Professional Development Programmes for teachers across the area, to improve their understanding of how to turn enterprise into real business ideas and to inspire students to be enterprising.

Lessons learnt / recommendations

The Business School Board is currently reviewing a credit rating system which if approved, will give these courses even greater appeal to teachers in the future.



Pupils who followed the 'Enterprise Journey' Enterprising Exchange Academy.

Where to find out more

Course material is available free of charge by emailing:

alison.cetnik@oxfordshire.gov.uk or on the website www.theenterprisejourney.org.uk



BUSINESS MATCHMAKING AND MENTORING

What did they do?

GROW Trade and Innovation led by UKTI organised a series of major international business matchmaking events where SMEs from the participating regions would initiate trading and partnership agreements amongst each other. The most successful of which was the final event 'Grow into World Class Maintenance' held in Tilburg in the Netherlands, which united 115 companies. In total 250 companies benefited from the GROW Trade and Innovation Project. At the last count, eight UK, five Dutch and nine Polish companies were trading including one hospital.

GROW Enterprise helped young entrepreneurs and small, mainly technology based companies to build contact networks, find out about sources of help and created a continuing programme of international mentoring for five selected companies as a pilot.

Received interest from

Events were publicised through their respective websites.
An article appeared in the Dutch BOM magazine.

The future beyond the project

GROW Trade and Innovation

Following 94 per cent satisfaction feedback from the 'Grow into World Class Maintenance' event, partners plan to repeat it next year with a fee charged to participants to ensure it can be sustained.

GROW Enterprise

- In the UK three companies have benefited from local area knowledge and expertise through contacts with the Chambers of Commerce in Spain and Poland. Following a visit by a UK partner to the Netherlands, the local council of Aylesbury Vale approved a sum of £150,000 to revitalise redundant properties for use by entrepreneurs.
- The Mentoring Programme format has been adopted in Poland.
- The UK Business Link Model has been replicated in South Poland.
- Oxford Innovation has begun talks with the British Polish Chamber of Commerce (BPCC) and Polish Universities to aid in establishing a network of science parks across the 15 regions in Poland.
- The Netherlands model of developing a seed corn fund from defence offsets has been scrutinised by the Hub network and Finance South East and discussions have begun between industry and the UK Government to determine if such a fund can be developed for the UK.
- The BPCC is working with Southampton City Council to build a support structure for Polish workers in the City.

Policy linkages / recommendations

- Targeted and specific sectoral events are more attractive to SMEs than broad matchmaking events.
- Translation and culture negotiation tips were useful.

Where to find out more

For Growing Trade and Innovation contact Richard Hall

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For Grow Enterprise contact Steve Davis

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SECTION 3 - IMPROVING REGIONAL POLICIES & INSTRUMENTS

3.1 Examples from regional bodies participating in the programme:

Andalucia Region

GROW was recognised as an example of good practice and the most ambitious initiative under INTERREG IIIC within the Andalusian Regional Government. It is recognised that elements of the programme have informed and helped to deliver on the Lisbon strategy through the following policies:

- New Economic Plan for Andalusia, called the Competitiveness Strategy 2007/2013, as a continuation of the Andalusian Plan for the XXI Century, which incorporates the new financial perspectives of the European Union, with whose temporal scope it coincides, and with the renewed Lisbon Strategy and the National Reform Programme.
- Andalusian Plan for Social Inclusion: among its objectives, those to be highlighted are that of promoting to people in or at risk of exclusion; access to employment, guaranteeing access to social resources and minimum economic resources and establishing mechanisms for them to access housing or accommodation.
- The Andalusian Environmental Plan 2004/2010: the general objectives of the new plan, replacing the plan which has been in effect since 1997, are aimed at reinforcing the horizontal nature of environmental policies, using integrated town planning to consolidate a model for sustainable cities and promote a balance between preservation and the sustainable use of natural resources.
- Plan for Innovation and Modernisation of Andalusia, necessary framework to make the project to transform the social and economic culture of the region, into a reality.



For more information

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Emilia Romagna Region

The Emilia Romagna Region has indicated that as a result of the findings of the Social on Business Project they will appoint a dedicated 'Social on Business Professional' to oversee a simplification of the business start up support offered to disadvantaged groups and to liaise with the local authorities and other public bodies participating in the ESF 2007 – 2013 Programme.

The inclusive processes used throughout the planning cycle which proved so successful in the RELECOM Project are fuelling the on-going debate for the revision of the Emilia Romagna Regional Urban Planning Law.

Data modeled through RAMEA is being used to set up the strategic environmental assessments of the Regional Territorial Plan, the ERDF Operational Programme and other regional programmes targeting the economic sector.

Elements of the GROW Health Project findings have been used to shape the ERDF Operational Programme in the region.



For more information

Contact: Maria Paola Dosi, Regional Correspondent,
Regione Emilia Romagna

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Noord Brabant Region

The Noord Brabant Region commented that taking part in GROW helped their provincial organisation to improve their international policies. After the last elections in March 2007 a new coalition agreement was formed around six programmes. One of the programmes is focusing on improving Noord Brabant's economy called Dynamic Brabant and this programme has a special line in the policy on international cooperation. The success of GROW was in part the catalyst for forming this initiative.

The sub projects were also very successful and through their activities were able to influence policies at numerous levels:

- The Relemcom Project provided new insight on how to deal with Brownfield Sites. The citizens' involvement technique learned from the Italian partner has resulted in a new programme in our region to improve Noord Brabant landscapes.
- The results and experience of GROW Enterprise are built in a new economic support program on the growth of SME's.
- Due to FEW!, Noord Brabant has developed a support point for females who want to start their own business.
- The Action Labour Programme has a special focus on international cooperation gained through the experiences of the Learning Reps Project. This is key to the Province as Life Long Learning is one of the issues that Noord Brabant is aiming to improve.

Provincie Noord-Brabant



For more information

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Provincie Noord Brabant

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Malopolska Region

The Malopolska Region provided some examples of how GROW has had an impact in their region and more widely. Resulting from the work of the SusPurPol Project an agreement was signed by representatives of Counties and the Chair of the Housing Environment to include sustainable solutions and design in housing and it is hoped this initiative will influence Polish Construction Regulations.

A set of recommendations for interventions in the social sector have been widely distributed to increase the effectiveness of national and non governmental activities in this field. RAMEA was used to analyse data from the region and afterwards employees from the participating Marshall's Office were surveyed on their opinion of the tool and its findings.

The survey results stated that RAMEA is an important tool to establish sectoral goals but also useful to support the long-term goals of environmental protection policy in Malopolska. RAMEA generated much interest from neighbouring Polish regions.

The BBAS Project distributed a publication in Polish of their findings on the need to create a supportive policy environment at universities with knowledge transfer professionals to advise on: intellectual property, seed capital, access to venture capital and commercialisation; in order to improve on the rate of knowledge transfer. Polish teachers in the region were made aware of the benefits of teaching 'enterprise' within schools.



For more information

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South East England Region

The GROW Programme, led by the South East England Development Agency (SEEDA) and supported by the Environment Agency and the South East England Regional Assembly (SEERA), was selected as an example of best practice by the monitoring body, Joint Technical Secretariat, in Lille and featured in several of their publications.

European teams across all SEEDA directorates now regularly share good practice, particularly in relation to the management, audit and communication of European projects. These exchanges of best practice will help to improve the mainstreaming of results.

The South East's Competitiveness Operational Programme states that it has been influenced by GROW Programme structures and suggested to applicants of the ERDF Competitiveness Programme to refer to best practices developed through GROW. SEEDA is receiving an increasing number of approaches to collaborate in European Projects as its reputation as a sound delivery partner has been firmly established.

Initiated by Noord Brabant, discussions are underway on a potential Framework of Cooperation between the two regions to incorporate activities beyond the EU funded programmes. A small delegation from SEEDA made an initial visit to Noord Brabant, timed to coincide with The British Ambassador of the Netherlands' tour of the region.

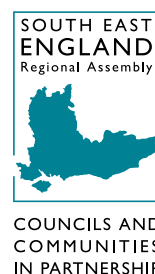
The South East Plan, a planning document setting out a vision for the future of the South East region to 2026, outlines how the region needs to respond to challenges such as housing, the economy, transport and protecting the environment. Policy SH14 was incorporated into the plan ensuring a minimum standard of sustainable housing construction as a result of the work of the GROW SusPurPol Project.

The GROW Building for the Future Project was instrumental in influencing the decision to make additional funds available where Further Education establishments are built to a higher sustainable construction specification. However, more work still needs to be done to meet the Energy Performance of Buildings Directive 2002/91/EC (EPBD) (currently out for consultation and 'recasting' as a large number of member states are struggling to meet the targets set). The main objective of the EPBD is to promote improvement of the energy performance of buildings.

The GROW on line monitoring system cut down on the paperwork associated with European Projects and helped regions to structure their own management systems.

The programme was successful in encouraging sub projects to consider their environmental, social and economic impacts and encouraged a cross fertilization of ideas across the three target groups: business, social and environment.

Following the launch of INTERREG IVC in Lisbon which Rob Douglas, SEEDA Deputy Chair attended – Commissioner Huebner visited the Greater South East in January 2007.



For more information

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3.2 Headline results from the sub projects

- 100,000 persons engaged with the programme.
- 39 new partnerships between Universities, Business and Research Centres.
- 9 policy recommendations.
- 40 good practices transferred/adopted between regions.

3.3 Mid-term evaluation conducted by Global 2 Local

Global 2 Local Ltd was appointed by all participating regions to:

1. Evaluate the outputs and results of the 16 GROW Projects.
2. Evaluate the management of the GROW Programme.
3. Make recommendations for taking forward 'GROW 2'.

The work was done through a study of the GROW files; an online questionnaire completed by a representative 66 per cent of project-partners; interviews with 33 project-partners, the five Regional Correspondents and the Interreg IIIC West Joint Technical Secretariat.

Click on the link to view the full report:

http://www.seeda.co.uk/Publications/European_Issues/docs/2007-07-27GROWExternalEvaluation.pdf

3.4 People, Planet, Profit – TELOS 3P Model Evaluation

Sub projects were encouraged to balance social, environmental and economic constraints to achieve sustainable growth. All sub projects and the GROW Programme activities were measured using the TELOS 3P Model to ascertain their individual contribution to sustainable development.

Click on the link to view the full report:

www.seeda.co.uk/Publications/European_Issues/docs/ModelFinalReportJuly2007.pdf

3.5 The future for sub projects

All partners expressed the desire to continue their collaboration through the various networks. Projects have submitted bids independently under INTERREG IVC, INTERREG IVB, FP7, Intelligent Energy Europe and others.



SECTION 4 - THE FUTURE AT PROGRAMME LEVEL

SUCCESSOR BIDS

Two applications for mini-programmes were submitted under the first call of INTERREG IVC which closed on 15 January 2008.

An application called **PEOPLE** was submitted under **Priority 1:**
Innovation and the knowledge economy - employment, human capital and education.

An application called **POWER** was submitted under **Priority 2:**
Environment and risk prevention - energy and sustainable transport.

4.1 Power

The partnership for **POWER Mini-Programme** will involve seven regions; South East England (UK), Malopolska (Poland), Emilia-Romagna (Italy), Noord Brabant (Netherlands), Stockholm (Sweden), Andalucia (Spain) and the most recent addition to the partnership Tallinn (Estonia).

Climate change has risen to the top of everyone's agenda and the partners are committed to exploring the best ways of driving low carbon economies and working jointly to meet the ambitious related targets set by the EU and national governments.

The plan for the mini-programme is to cover the following sub themes:

1) Energy Efficiency and Renewable Energies, 2) Sustainable Transport, 3) Eco-innovation and Environmental Technologies, 4) Behaviour Change and 5) Mainstreaming with EU Structural Funds. Activities under these themes will contribute towards the reduction of each region's ecological footprint. Results and feedback from the sub projects will inform the network of regional policy experts in their field and be used to influence policies at all levels to ensure a more integrated approach.

A decision on the application will be given during the week of 15 – 19 September 2008.

4.2 People

SEEDA is a partner in the programme led by the Junta de Andalucia, working in partnership with Venezia (Italy), Noord Brabant (Netherlands), Malopolska (Poland), Stockholm (Sweden) and Timis (Romania). The programme is scheduled to commence in October 2008 and run through August 2011.

The objective of the **PEOPLE Mini-Programme** is to explore the opportunities for new employment and for improving well-being in the current climate of demographic and societal change.

The thematic sub-themes will address: Social e-inclusion, Silver Economy, Civil Society Capacity Building, ICT for health and greater independence, Social Entrepreneurship, and Work Life Balance.

A decision on the application will be given during the week of 15 – 19 September 2008.



Acknowledgements

The activities of the GROW Programme would not have been possible without the EU funding through INTERREG IIIC and the helpful assistance provided by the Joint Technical Secretariat West.

The GROW Team would like to thank all the project partners, stakeholders and SEEDA colleagues who have supported the programme, with special thanks to the Environment Agency and the South East England Regional Assembly.

For further detailed information on the GROW Programme consult www.grow3c.com

This site will remain live until September 2008



INTERREG IIIC was an EU-funded programme that helped Europe's regions form partnerships to work together on common projects during the programming period 2000-2006. It enabled partners to share knowledge on how to create the best policies and initiatives to foster sustainable development. Sustainable development can be achieved more widely when more local and regional authorities have access to the best methods available. Innovation, social inclusion and the environment were cross cutting themes aligned with the aims of the Lisbon and Gothenburg Agendas.



For more information about the new programme, *INTERREG IVC* visit <http://interreg4c.net>