

*enviro*TRADE update

John Turner

Chairman- enviroTRADE

Background JT

- Campaign started in 2002
- Supported by AWM as part of the Cluster initiative
- Supported by Business Links, Learning & Skills Council, HEI and the Environment Agency
- Directed by a business led Cluster Opportunity Group

Activities JT

- Directly funded activities, such as the WindSupply and National Industrial Symbiosis projects
- Networking activities around specific marketplaces, such as contaminated land remediation.
- Strong commitment to partnership working across both Public and Private sector

This update is the first report back to the Region

The Team JT

- Ralph Hepworth
- Chris Lilly
- John Smallwood
- Gareth Stanley
- Terry Armstrong

enviroTRADE campaign- Overview of 2004 RH

Key thrusts have been

Market Linkage

Innovation

Skills

2004 Activities RH

- **The WindSupply Project**
- **The National Industrial Symbiosis Project**
- The Bridge-it Project
- The EnviroINNOVATE Project
- **Market entry support**
- Demonstration projects, such as Enviromulch project and the Ludlow Waste to Asset project
- Targeted skills provision

Market entry support CL

- Strong regional presence at et2004 and Irish Water and Waste Water Shows.
- Positive company feedback; group attendance valued and opportunities to 'work' show more effectively identified.

Market Entry Support 2 GS

- UKTI point 1
- UKTI point 2

Future Plans CL

- Continue support for et as the major national show and a contributor to Regional profile
- Support for one other UK show each year
- Direct support for one EU show per year, joint with UKTI

Market Linkage RH to link

- WindSupply
- Industrial Symbiosis

WindSupply A Bob

- 4Slides

Industrial Symbiosis A symbiote

- 4 Slides

Going Forward JS

- Pressing priorities are the marketplace and innovation
- Skills are emerging as a major issue
- Active networking seen as a major delivery mechanism
- Cross cutting responsibilities for the Business Resource Efficiency and Waste Programme

Actions 2005 on

- Continue and extend market linkage work (WindSupply, NISP and EBOP)
- Initiate Resource Efficiency actions (BREWM)
- Build networking

Results for 2004 RH

The *enviro*TRADE Campaign- The Opportunity

“Sustainable Development seeks to break the link between economic growth and environmental degradation. It is built in to Government policy and the process is driven by legislation.”

It could give rise to the biggest marketplace of the 21st century.



The *enviro*TRADE campaign aims to maximise the Region’s share of this market.

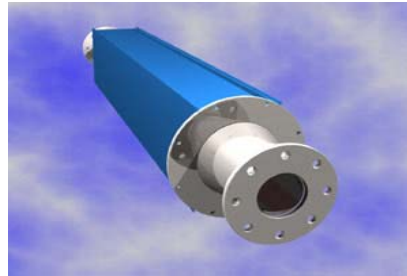
EGS Markets Annual growth

Waste Management	7%
Environmental Consultancy	5%
Water & Waste Water	5%
Energy Efficiency & Renewable Energy	8%
Cleaner Technology & Processes	10%
Air Pollution Control	2%
Contaminated Land Remediation	5%

The *enviro*TRADE Campaign- Taking the opportunity



***Market
Linkage***



Innovation



Skills