

## Universities help SMEs go green



**Knowledge Transfer Programmes (KTP) have grown in popularity over the last few years and remain a highly regarded and effective way for businesses to access and benefit from the knowledge base of higher educational institutions.**

Now a new low carbon knowledge transfer programme has been developed by the Association of Universities in the East of England specifically to help businesses

improve their competitiveness, productivity and performance by reducing their carbon emissions.

Managed by the Anglia Ruskin University, the Low Carbon KEEP Programme gives businesses easy access to the low-carbon expertise held in the region's universities.

Project director, Dr Tony West, from Anglia Ruskin University, explained: "Whilst classic KTPs typically run for about 24 months, this specialist low carbon programme aims to deliver the relevant knowledge over a period of four to twelve. This tactical intervention enables businesses to reap the rewards almost instantly.

"The Low Carbon KEEP Programme has been designed specifically for those businesses looking to achieve a reduction in carbon emissions, either within their own business by changing the way they operate, via their supply chain or via their customer base by developing a new product or service, or by exploring a new market. "


Projects eligible for help from the Low Carbon KEEP Programme could be in one of the following areas: technology development or adoption; process improvement, for example the reduction of energy consumption; change in behaviour, such as waste reduction and recycling; and the reuse or extension of a component or products life. However the possibilities for projects are broad and all good ideas are encouraged.

Innovation is essential if businesses are to move efficiently and effectively towards a low carbon and sustainable existence, so the new initiative focuses on helping businesses create new products, processes and services. It is also hoped that they

will subsequently influence others to reduce their own carbon emissions by demonstrating tangible examples.

As well as Anglia Ruskin University, other members of the Association of Universities in the East of England will be delivering the Low Carbon KEEP projects including Cranfield University, University of Essex and University of Hertfordshire with an 'Associate' from the university or academic institution being responsible for transferring the knowledge. It is also possible for universities outside the East of England to take part in the programme.

The Low Carbon KEEP Programme has been made possible as a result of £2,842,759 funding from the (ERDF). At a total cost of £7,106,898, the programme aims to help 331 individual businesses over the course of two and a half years.

Priority Axis 1			
<b>Funding:</b>	Total Project Cost: £7,106,898 ERDF: £2,842,759		
<b>Solution for Business Product:</b>	Knowledge Transfer Partnerships		
<b>Scope:</b>	East of England	<b>Project Duration:</b>	Jan 2010– Dec 2012
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<b>ERDF Details:</b>	<p>The European Regional Development Fund (ERDF) is a seven-year investment programme financed by the European Union. Its objective is 'towards low carbon economic growth in the East of England' and €110.9 million has been allocated to our region.</p> <p>The fund aims to help small and medium size enterprises respond to the challenges of climate change and the huge commercial potential behind a low carbon economy.</p> <p><a href="http://www.communities.gov.uk/regeneration/regenerationfunding/europeanregionaldevelopment/eastengland/">http://www.communities.gov.uk/regeneration/regenerationfunding/europeanregionaldevelopment/eastengland/</a> or tel+44 0303 4446400</p>		

