

EcoMind – New ideas, New Thinking

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A changing economy

Climate change is driving remodelling in world economic activity. Cutting carbon emissions, reducing waste and maximising raw material use are all key areas for new business opportunities. There are over 3 million green jobs currently in Europe and sector growth will only continue, stimulated in the short term by EUs €17.6bn green funding. Businesses' contribution is vital as technology innovation and design transformation play a key role developing the low carbon economy of the future.

Overcoming barriers to business growth

The environmental market and innovation development programme, EcoMind, is committed to support small and medium sized companies overcome barriers in

- developing and promoting innovative eco-technology products
- ensuring sustainable design is incorporated into products and services

Through the vision and expertise of specialists drawn from universities, specialist consultancies and innovative business professionals, participating business will benefit from support to:

- Gain a share of new green markets
- Increase profits
- Enhance their reputation
- Safeguard future business
- Reduce Costs

Benefits for the participating businesses:

1. Confidential access to experts who are committed to spend time with businesses to understand and help overcome barriers to success.
2. Supported by partner expertise, develop a business action plan; regularly reviewed.
3. Meet and learn from other participating businesses at regional and cross borders events
4. Access project research on customer views and wants.
5. Knowledge sharing on new technologies, new markets and networking.

The Programme partners

The EcoMind programme brings together eight partners from across Europe who have specialist skills in the development and promotion of eco-technology, sustainable design and environmental support services. All members of the team have proven business support expertise and currently work with a wide range of small and medium sized businesses

Partners' corner

The success of EcoMind is a well-balanced mix of service providers.

In the Netherlands:

- Enviu and Delft University – Innovation and Design Technology

In the South East of England:

- WSX Enterprise – Innovation and Design
- EnviroBusiness – Eco-technologies and the global market
- The Centre for Sustainable Design, University for the Creative Arts – Sustainable Design

In the North of France:

- CD2E – Eco-technologies
- Chambre du Commerce et d'Industrie Grand Lille – Sustainable Business Models

Project Management

Business Support Kent CIC currently manages the Business Link Sustainable Business team across the South East of England and is the project manager for EcoMind.

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For further information about the EcoMind Programme please contact Magalie Birch, Project Manager on 01732 878036 or e-mail magalie.birch@businesslinkkent.co.uk

Partners



www.businesssupportkent.co.uk



www.enviu.org



www.tudelft.nl/dfs



www.envirobusiness.co.uk



www.cfsd.org.uk

www.ucreative.ac.uk



www.cd2e.com



www.grand-lille.cci.fr

INTERREG IVA 2 Mers Seas Zeeën Cross border cooperation Programme 2007-2013

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