



East of England
European Regional Development Fund
Competitiveness Programme

Your questions answered



What is the European Regional Development Fund?

The European Regional Development Fund Competitiveness programme or ERDF is a seven year investment programme part financed by the European Union.

Its aim is to support 'low carbon economic growth' in the East of England (Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk) and £88 million has been allocated to our region.

What is ERDF for?

The fund aims to help small and medium size businesses and communities respond to the challenges of climate change and the huge, commercial potential behind a low carbon economy.

By helping our businesses and communities seize the opportunities of a low carbon economy, we hope to create a bright, new and more sustainable environment by showcasing the East of England as a leading low carbon region.



Who can apply for ERDF?

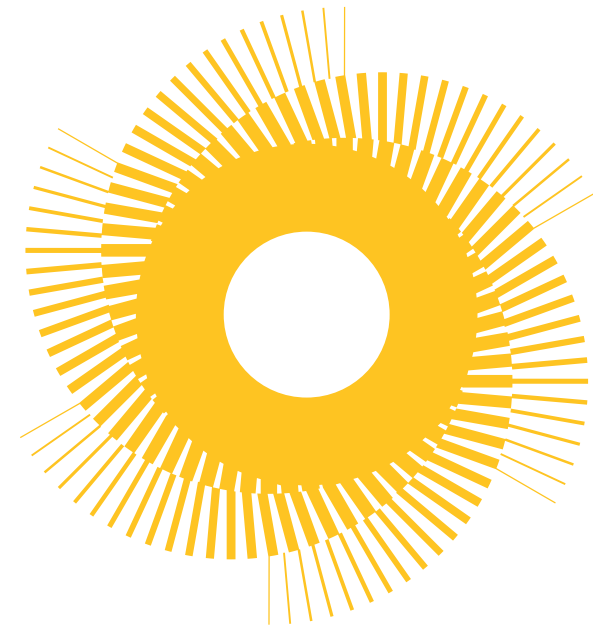
To make our goal of a low carbon economy a reality, we need your project proposals.

If you're an organisation* based in the East of England and work in:

- the public sector,
- the private sector (normally non profit-making), or
- the voluntary sector,

...then we'd like to hear from you.

*Organisations who apply for ERDF investment funding must be a legal entity.



We will invest in projects that help the region deliver economic growth in a low carbon way. To be awarded investment, your project must adhere to the core theme of the fund.

For example, it must:

- demonstrate new and innovative approaches to using resources more efficiently and/or
- support the development of renewable energy and/or clean technologies

low carbon...

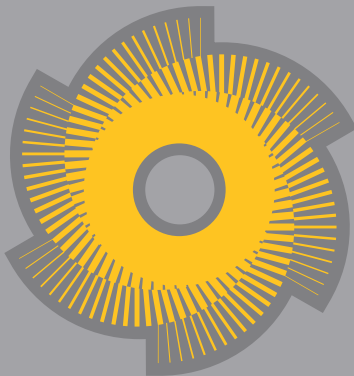


...and, whilst doing this it must also stimulate, encourage or boost

...economic growth

To sum up: 'low carbon economic growth' project proposals are what we're looking for.





Are there any other application criteria?

In addition to satisfying the core theme of 'low carbon economic growth' your application needs to meet the criteria of one* of three sub-categories. We call these 'Priority Axes'.

They are as follows...

* There may be some instances when an application can be submitted under more than one axis.



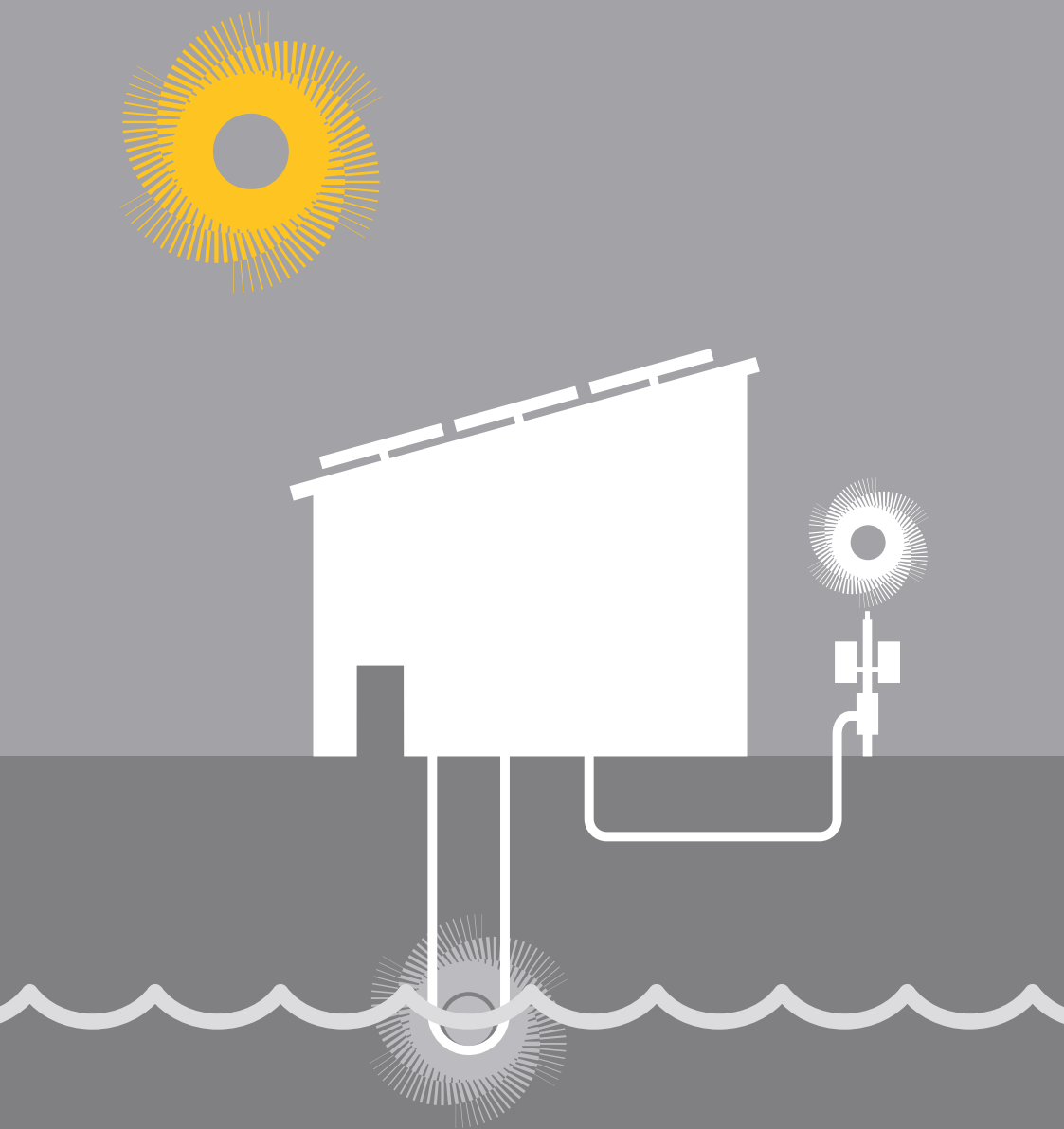
**Priority Axis 1:
'Promoting innovation and knowledge transfer'**

This category is aimed at project proposals that encourage businesses to become more involved with the region's research and development base – so projects that turn research into real commercial products and services.



**Priority Axis 2:
‘Stimulating enterprise and supporting
successful business’**

This category is aimed at business support programmes that help companies improve their resource efficiency and their overall competitiveness. It is also for projects that provide financial support, for example, venture capital /loan finance, to early stage and start-up companies involved in low carbon, clean or renewable technologies.

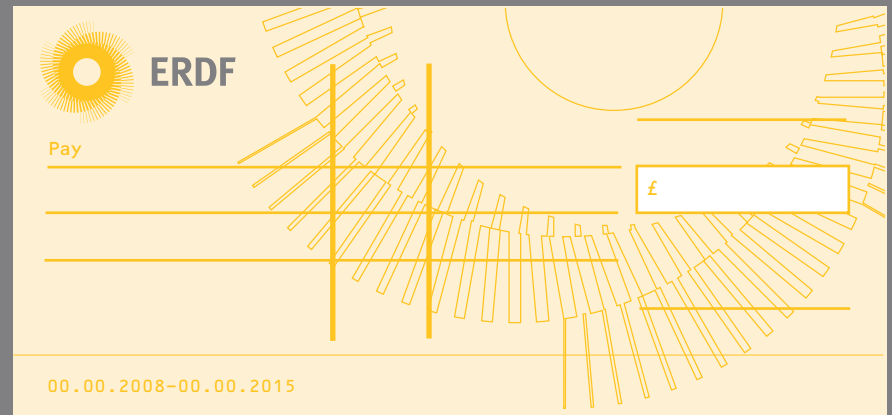


**Priority Axis 3:
‘Sustainable development’**

This category is aimed at project proposals that help businesses and communities identify and implement best practice in reducing their carbon footprint. It supports projects that focus on innovative ways to reduce carbon emissions, including; demonstration projects, renewable and clean technologies, waste reduction, new low carbon design and social enterprise schemes which will deliver low carbon economic growth

How much funding can we apply for?

At least 60 per cent of the funding that your project requires will need to come from other public or private sources. It is unlikely that ERDF investment will exceed 40 per cent of the total project cost. ERDF investment in a project will only be considered as a funding option if other funding avenues have been exhausted.



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Where can I read more about ERDF?

Visit www.eeda.org.uk/erdf. There you will find key documents on the programme including the ERDF Operational Programme and the Prospectus which provide detailed information on funding criteria and the application process



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What do I do next?

To discuss whether a project idea could be funded through the programme, please contact the ERDF team at EEDA on 01223 484622 or email: erdf@eeda.org.uk

The team will also be able to provide information on the application process and application deadlines. Alternatively, for detailed information on the programme and any upcoming events visit our website at: www.eeda.org.uk/erdf



ERDF

low carbon economic growth
in the East of England