



	1: Promoting Innovation and Knowledge Transfer with the intention of improving productivity	2: Stimulating Enterprise and supporting successful business by overcoming barriers to business creation and expansion	3: Promoting Sustainable Development, Production and Consumption
Context and Rationale	<ul style="list-style-type: none"> Region has great strengths in R&D but there are relatively few innovative businesses, particularly amongst “indigenous” businesses Productivity in the region (measured in terms of GVA per capita) is not as high as it should be Many businesses in the region appear to have little or no appetite for technology transfer, despite the benefits it could confer Through collaborative work between the region’s HEIs, progress has been made and the OP could provide important complementary funding 	<ul style="list-style-type: none"> Business start-up rate is not as high as it should be, especially in more remote and rural areas Business survival rate is not as high as it should be The region has failed to grow big businesses in the past The social enterprise sector in the region is relatively small The UK and the EU has a commitment to renewables and the East of England has particular opportunities which need to be exploited 	<ul style="list-style-type: none"> Jobs growth is imperative in the East of England in the context of substantial planned housing growth, if the continuing growth of long-distance out-commuting is to be limited Steps need to be taken to reduce the creation of waste and to use resources better in both communities and businesses The development process – in the context of the growth agenda – offers opportunities for lower carbon forms of living and working
Axis level aims and objectives	<ul style="list-style-type: none"> <i>SUPPLY OF KT POTENTIAL</i> – encourage commercialisation across the region’s strong research and development base, including for energy efficient and clean technologies, in order to enable increases in productivity and resource use efficiency <i>ICT USAGE</i> – support the wider application and take up of ICT and other technologies which support innovation and productivity improvements <i>DEMAND FOR KT</i> – encourage demand from businesses to engage with HEIs and other institutions/organisations to effect knowledge transfer 	<ul style="list-style-type: none"> <i>ACCESS TO FINANCE</i> – improve access to finance for businesses, particularly those engaged in low carbon activities <i>SOCIAL ENTERPRISES</i> – support the development of social enterprises, particularly those engaged in low carbon activities <i>START-UP</i> – promote business start-up including among those currently under-represented in business (e.g. women, some ethnic minority groups and new migrant communities) <i>HIGH GROWTH BUSINESSES</i> – support the development of high growth, high value added businesses <i>SECTOR GROWTH</i> – develop the clean technologies and renewable energy clusters in the region <i>LOW CARBON BUSINESS PRACTICES</i> – encourage the uptake of management and operational practices that will reduce the carbon footprint of the region’s businesses, including through environmental management systems 	<ul style="list-style-type: none"> <i>LOW CARBON COMMUNITIES</i> – work with communities – in both urban and rural areas – to support local jobs and business growth in a manner that generates low carbon outcomes <i>LOW CARBON CONSTRUCTION / PHYSICAL DEVELOPMENT</i> – support the development of low carbon approaches to construction and refurbishment of properties <i>SUSTAINABLE CONSUMPTION</i> – promote the efficient use of resources and the minimisation of waste in the region

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Indicative activities	<ul style="list-style-type: none"> Support for Open Innovation focusing on the exploitation of energy efficient and clean technologies Programmes to encourage the uptake and further exploitation of ICT solutions within the region's businesses Support for innovation advice to businesses Outreach programme to businesses with the aim of engaging them in appropriate knowledge networks Initiatives to support collaboration between HEIs and businesses in the context of knowledge transfer Support for infrastructure to support innovation and knowledge transfer (e.g. complementing the network of Enterprise Hubs) 	<ul style="list-style-type: none"> Provision of venture capital facility and/or other access to finance measures Business start-up programme encouraging entrepreneurship Support for business-to-business networking and cluster development within the clean technology sector Interventions to support the development of the renewable energy supply chain Provision of business support to social enterprises, focusing especially on those which are intrinsically "low carbon" Support, advice and encouragement for businesses to improve environmental performance and resource efficiency 	<ul style="list-style-type: none"> Support for projects that effect sustainable consumption Provision of business space (potentially incubators and move-on space – and possibly third "spaces") with an eco-efficient design in accordance with local plans Support for physical developments linked to the growth of the clean technology and renewable energy sectors Support for initiatives within communities aimed at encouraging low carbon forms of economic growth Support for the development of waste management recycling facilities including opportunities for social enterprise engagement
Funding assumptions	<ul style="list-style-type: none"> Mix of capital and revenue funding Allocation - 33.6% of ERDF Funding 	<ul style="list-style-type: none"> Revenue funding only Allocation – 24.0% of ERDF Funding 	<ul style="list-style-type: none"> Mix of capital and revenue funding Allocation – 38.4% of ERDF Funding
Link to Sustainable Communities	<ul style="list-style-type: none"> Key link through wealth generation and improved productivity. While the focus is on links to the knowledge base (which in practice has an urban focus), steps are also planned to ensure that businesses in more peripheral and generally disadvantaged areas are able to participate fully. This is consistent with building sustainable communities across the region 	<ul style="list-style-type: none"> Linked to sustainable communities through the encouragement provided to enterprise and business growth where clear market failures exist. Linked to this, there is an intention to respond to the needs of disadvantaged communities (both geographical and communities of interest) and to recognise the scope and potential of social enterprises 	<ul style="list-style-type: none"> Intrinsically linked to the thinking behind sustainable communities in terms of the carbon footprint of people and businesses in places, including in relation to the built environment



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Lisbon Categories	<ul style="list-style-type: none"> • 03 - Technology transfer and improvement of cooperation networks between SMEs and research institutes • 04 - Aid for the RTD in particular in the SMEs (including access to RTD services in the research centres) • 05 - Advanced supporting services in companies and groups of companies • 06 - Assistance to SMEs for the promotion of environmentally products and processes • 09 - Other actions aiming at stimulation of research and innovation and entrepreneurship in SMEs • 11 - Information and communication technology (access, safety, interoperability, prevention of risks, research, innovation, e-content...) • 12 - Information and communication technology (TEN-TIC) 	<ul style="list-style-type: none"> • 06 - Assistance to SMEs for the promotion of environmentally products and processes • 07 - Investments in companies directly related to research and innovation (innovative technologies, creation of new companies by the universities, RTD institutes and existing companies, ...) • 08 - Other investments in firms • 09 - Other actions aiming at stimulation of research and innovation and entrepreneurship in SMEs 	<ul style="list-style-type: none"> • 04 - Aid for the RTD in particular in the SMEs (including access to RTD services in the research centres) • 05 - Advanced supporting services in companies and groups of companies • 09 - Other actions aiming at stimulation of research and innovation and entrepreneurship in SMEs • 44 - Domestic and industrial waste management