



GROW

Delivering the local and regional dimension
of the Lisbon and Gothenberg Agendas

ALSO Project Final Conference
Osimo, 4-5 October 2007

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Key Objectives

- GROW is a 7.5 million euros INTERREG III C programme between South East England, Andalucia, Emilia-Romagna, Noord-Brabant and Malopolska
- For the joint implementation of the Lisbon and Gothenberg agendas
- Sustainable growth and not 'growth at all cost'
- 3 themes :
 - Green Growth - Environment
 - Business Growth - Business Co-operation, innovation & entrepreneurship
 - Inclusive Growth - Employment and social inclusion



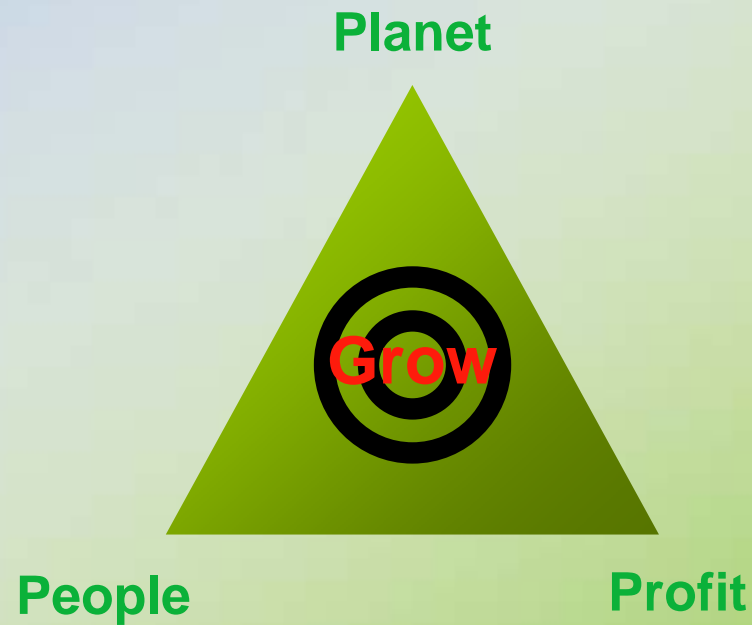
Five High Growth regions
16 multinational projects
82 organisations





Programme Outcome

Inform and influence Regional Policies and Strategies





Suspurpol

A Blueprint for Sustainable Construction



Partnership: The Environment Centre (UK), Hampshire County Council (UK), Southampton City Council (UK), Havant Borough Council (UK), Instituto Andaluz de Tecnología (ES), Krakow University of Technology (PL)

Aim: To create a blueprint for sustainability in planning, construction and related purchasing of goods and services.

Results:

- Successful delivery in the UK of the South Hampshire Sustainable Development Policy ('SH14'), which has been taken up by 11 local authorities in the South Hampshire area. The policy influences how sustainable construction goals for renewable energy use, water saving and re-use of waste construction materials will be applied in building at least 80,000 homes, including in the social rented sector. The 'SH14' policy delivered in South East England has a 20-year lifetime, running until 2026.
- In Spain, the effectiveness of recycling of construction waste in Andalucía was evaluated and demonstrated, with a formal control process administered by the regional authority. Andalucía's construction waste recycling scheme has the capacity to be rolled out to other Spanish regions in the near future and potentially to the UK and Poland in the medium term.

“The project shows that sustainable development policies can be translated into actual legislation and accepted into development and planning policies.”



Florispre

Awareness raising about flood risk

Partnership: Empresa de Gestión Medioambiental (EGMASA) (ES)
Environment Agency (UK), Municipality of Piacenza (IT)

Aims: A community-based approach to educating people about flood risk, prevention and management, using multimedia to raise awareness.

- Common methodology and supporting tool kit
- DVD and a best practice guide

Outcome:

- Made the regions more receptive to the new EU Floods Directive.



“The project increased collaboration between public bodies such as civil protection agencies and local administrations, enabling them to work together to produce consistent messages and advice for citizens.”



GROWENTERPRISE

Helping businesses to get started and to grow internationally

Partnership:

SEEDA Enterprise Hub network, Chamber of Commerce and Industry of Seville, Fundacja inkubator Technologiczny BPCC, NV Brabantse OntwikkelingsMaatschppij

Objectives:

- Exchange of experiences in managing incubation programme,
- « soft landing » programme
- Mentoring programme for selected start-ups.



FEW! Funding Enterprise Women

Aim to bring down the barriers for women trying to access finance to start or grow their business

Output and achievements to date:

- access to finance workshops – 278 attendees in 4 countries
- investment readiness support – 44 women in 3 countries
- funding advice and introductions to funding sources
- Workshops, seminars, 1-2-1 mentoring
- Collating hints and tips from successful women entrepreneurs
- Report on funding for women (highlighting barriers to obtaining finance) in 4 countries
- Delivered by women for women

Policy impact:

- UK – regional level: more support available in new financial year
- national level – endorsement from Women's Enterprise Task Force
- Holland - regional Level
- jointly running regional Care conference in October
- national level – Queen's Commissioner going to raise issue of definition of hours worked to register as 'business'



Sustainability

- FSE have secured funding from SEEDA to support another 15 women in intensive investment readiness
- Changed mind sets: one UK fund now has 2x many female run businesses that before
- Final dissemination event is being endorsed by UK Women's Enterprise Task Force
- Engagement with corporate businesses wishing to act positively to support women owned growth businesses
- Launch in UK in November of Women Investing in Women – a female only business angel network
- Possible roll out of project throughout UK



Resource Management: RAMEA

Analysing links between economy and environment

Partnership:

4 countries involved Emilia-Romagna region with ARPA in Italy, TELOS in the Netherlands, the Polish Academy of Sciences in Poland, and SEEDA, SEERA, Environmental Agency and Cambridge Econometrics in the UK

Key Objectives/deliverables:

Development of a Regional Matrix (using National Accounting Matrix including environmental accounts) with monetary and physical data to give support to policy makers in the definition and evaluation of sustainable development strategies.

- Data collection, design of a prototype
- Development of the Regional Matrix
- Case studies & Manuals

“Policy and decision-makers are now better informed and see the implications of their decisions for both the economy and the environment.”



Economy Wide tools - SEEA 2003

INTEGRATED ENVIRONMENTAL and ECONOMIC ACCOUNTING

2003

SEEA 2003

Studies in methods – Handbook of National
Accounting

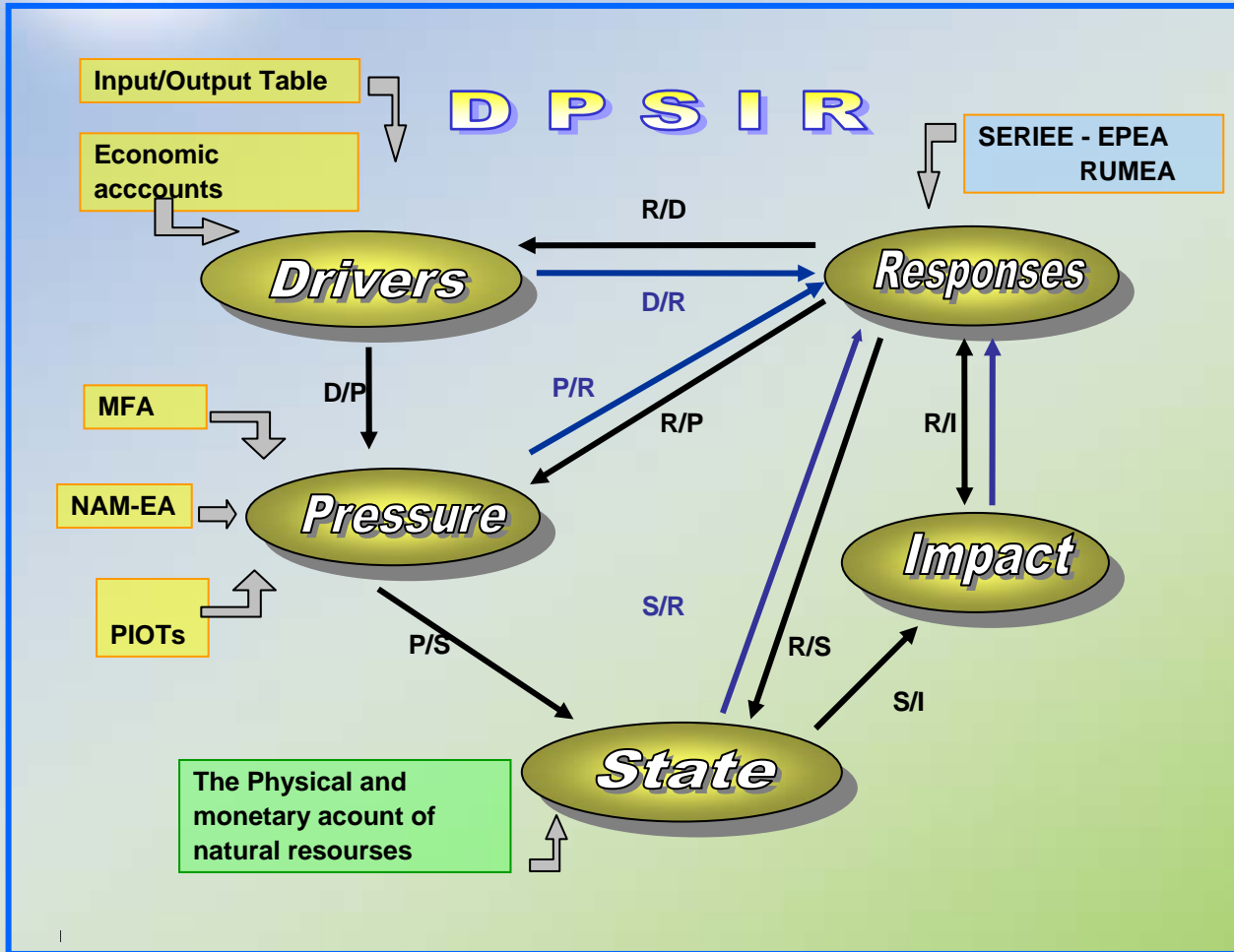
by

- United Nations
- European Commission
- International Monetary Funds
- Organization for Economic Cooperation and Development
- World Bank

*Un'estensione modulare dell'area della Contabilità Nazionale (Economia)
all'Ambiente- diventerà “standard” nel 2010 standard EA*



SEEA 2003 – Accounts & DPSIR



Flussi monetari (SNA),
fisici o Ibridi (monetari
e/o fisici)

Spese e Tasse Ambientali,
Attività a rilevanza
ambientale

Conti patrimoniali
(monetari e/o fisici)

Conti SEEA 2003
aggregati utili ad
estendere
SNA 93/ESA 95



Economy-Wide tools for a region

Regional N AM – EA

completa

Modulo economico regionale

Conto beni e servizi

Conto della produzione

Conti economici e finanziari dei settori istituzionali

Tavola I/O

Modulo ambientale

Emissioni inquinanti da attività econ.prod. e consumo finale

Rinnovamento ricrescita risorse naturali *rinnovabili*.

Assorbimento inquinanti da sett.econ. (abbattimento, smaltimento, depurazione)

Saldo: Emissioni nette

Prelievo risorse naturali *non rinnovabili* da parte di att.econ. produttive

Prelievo risorse naturali *rinnovabili* da parte di att.econ. produttive

Saldo Consumo netto di risorse naturali *rinnovabili*

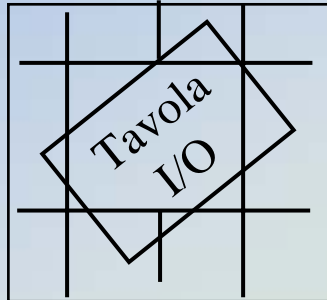


Economy-Wide tools for a region

R AM – EA Emilia-Romagna

Modulo economico regionale

Conto beni e servizi
Conto della produzione
Conti economici e finanziari dei settori istituzionali



Modulo ambientale

Emissioni inquinanti da attività econ.prod. e consumo finale

Aria

Aggregati economici regionali

modello econometrico multiregionale

SNAP 97	NAMEA
010303	40
SNAP 97	NAMEA
060107	20
	36

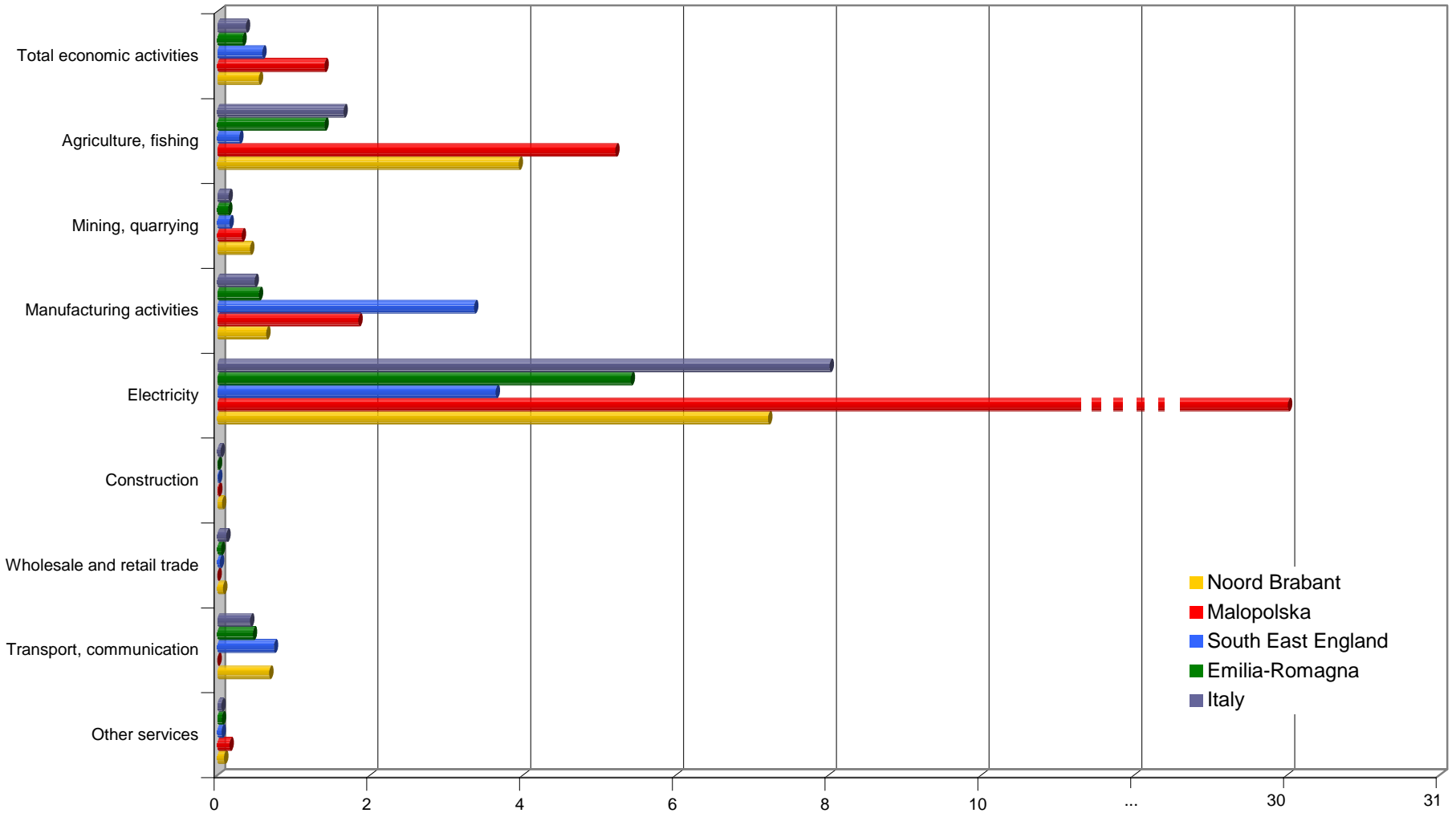


RAMEA 2000 for Emilia-Romagna Region

NACE (COICOP)	Sectors	RAM			EA				
		Economic aggregates			GHG	Acidification	Local air quality		
		Output	Gross Value Added	Final Consumpt	CO2 eq	H+ eq	PM	NMVOG	CO
A, B	Agriculture, hunting and forestry, fishing	2,8	4,0	-	12,2	47,0	24,2	4,6	9,8
C	Mining and quarrying	0,1	0,1	-	0,1	0,1	0,2	0,2	0,0
D	Manufacturing activities	41,2	27,4	-	31,5	21,2	31,3	30,7	2,4
E	Electricity, gas and water supply	1,3	1,3	-	14,3	10,2	4,6	3,2	0,5
F	Construction	5,5	5,0	-	0,2	0,1	2,2	3,9	0,1
G, H	Wholesale and retail trade, hotels and restaurants	14,4	17,8	-	2,0	0,7	0,9	1,7	0,5
I	Transport, storage and communication	6,4	7,1	-	7,0	7,5	13,2	6,9	5,6
J-Q	Other services	28,2	37,1	-	6,2	1,9	2,1	1,3	2,1
07	Private traffic	-	-	3,4	12,3	9,1	13,3	34,1	70,3
04	Heating, cooking, air cond	-	-	2,1	14,1	2,1	8,0	1,9	8,0
-	Other consumptions	-	-	94,6	0,1	0,0	-	11,4	0,7
Economic activities		100,0	100,0	-	73,5	88,8	78,7	52,6	21,0
Households		-	-	100,0	26,5	11,2	21,3	47,4	79,0
Total		100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0



RAMEA's Benchmarking (Intensity of emissions GHG/GVA)



nb:(i) Malopolska has no single data for GHG emissions in sectors G+H, I. (ii) data for Italy are referred to 2002



Impact of GROW Programme regionally

- Better focus of the Lisbon and Gothenburg agendas through tangible delivery projects
- Better co-ordination and implementation of programme accross divisions and brought organisations within the region closer to each other
- GROW principals (Smart Growth) included in the development of the new Regional Economic Strategy for South East England (RES)
- Online monitoring system has helped regions to structure their own management systems – Opportunity for licencing
- Raised profile and interest in inter-regional co-operation
- Cross-fertilisation of ideas amongst the 3 target groups business, social and environmental
- Support international co-operation and sustainable consumption and production to form an integral part of the new Competitiveness programme
- Provide co-financing of projects contributing to improve the quality of life
- Many additional spin-offs..



Sustainability

GROW- A lasting impact

Programme level

- 3P model embedded across partner regions

Institutional level

- Lead Partner SWARM Group on lessons learnt & embedding good practice
- Work shadow in UK Government Department



Policy Level

- Mainstreaming & new sub regional policies

Project level

- Lasting international networks, 3 FP7 bids submitted, Interreg IVC discussions



... An invitation to our final GROW Conference..



★ PEOPLE ★ PLANET ★ PROFIT ★

GROW: People - Planet - Profit
Mainstreaming sustainability across regions

18 October 2007
Venue: Diamant, Boulevard A Reyerslaan, 80, Brussels B-1030, Belgium

The conference will highlight tangible results of GROW projects with views from project participants and first hand accounts from project beneficiaries. GROW has supported 16 interregional projects under the themes of green growth, business growth and social inclusion. Policy makers, influencers and implementers will discuss how knowledge gained at the grassroots level can be used to influence policies. The panels will provide examples of how the exchanges of experiences have contributed towards smart growth and sustainable prosperity across the participating regions and why all regions unanimously wish to continue this collaboration.

Free conference, register on www.grow3c.com





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Thank you for your attention & any questions?

