

# West Midlands in Europe

## A resource for the region



Science City Event  
Birmingham- 11th December 2009  
Xenia Tsitiridou – European Policy Adviser



# West Midlands in Europe Partnership



- Partnership of over 100 organisations from the West Midlands - public, private and voluntary sectors
  - Advantage West Midlands
  - West Midlands Local Government Association
  - Chambers of Commerce
  - Higher Education
- Promote our members interests to an EU audience
  - EU institutions
  - Other EU regions, EU networks and interest groups
- Apolitical, with cross-party support



# Our Work

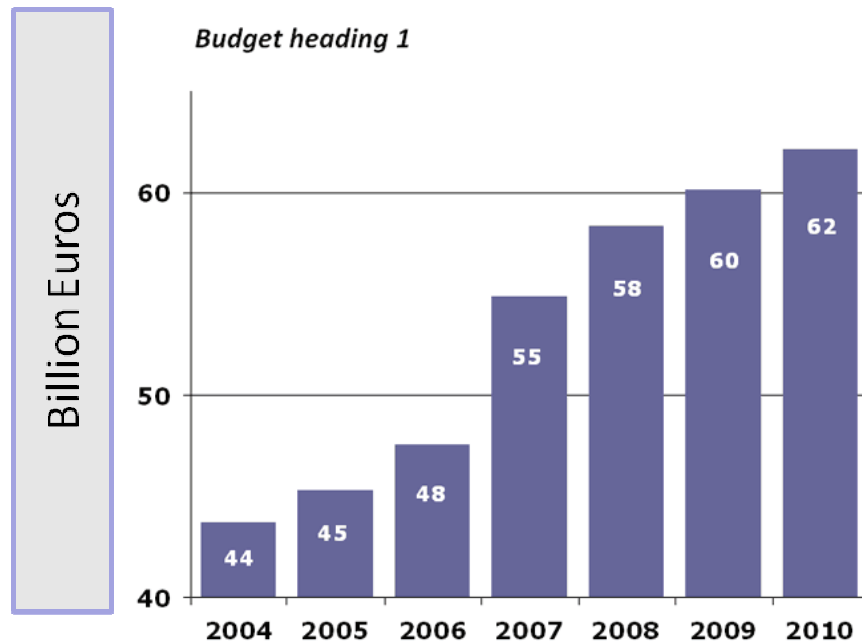


# EU Budget 2010



## Biggest investments to restore growth and jobs

*Competitiveness, growth, jobs and cohesion*  
*Budget heading 1*



### PEOPLE:

9m citizens to benefit from European Social Fund in 2010

### BUSINESS:

+400,000 jobs for SMEs by 2013

### R&D:

€6.2bn for research in 2010

### INFRASTRUCTURE:

25,000 km road built/rebuilt by 2013

2010: Steady rise in funds for jobs and growth

# R and D and innovation



## EU Debate

- How to improve EU R&D and innovation performance
  - Innovation action plan 2010
  - FP8 – post 2013
  - Less fragmentation
  - Expertise/critical mass
  - New funding mechanisms
    - Joint Technology Initiatives
    - European Technology Platforms
    - PPPs
    - Research infrastructures
    - Member State – Joint programming
    - EIT – Knowledge and Innovation Communities

## Regional Importance



- Key area to move region to knowledge economy
- Region weak on innovation
- Low level of uptake on FP6 and FP7 from the region – how do we get more engagement?
- Region being overtaken in R&D by Eastern European capital regions
- What do we want from FP8?

# The Strategic Energy Technology Plan



- The SET-Plan asks to join efforts and develop by 2020 the necessary technologies to address climate change, secure EU energy supply and ensure economy competitiveness.
- The objective is to accelerate the development of low carbon technologies leading to their market take-up.
- The Commission estimates that an additional investment of €50 billion in energy technology research will be needed over the next 10 years. This means almost **tripling the annual investment in the European Union, from €3 to €8 billion.**

There are 6 new European Industrial Initiatives:

- European Wind Initiative
- Solar Europe Initiative
- Bio-energy Europe Initiative
- European Electricity Grid Initiative
- European CO2 capture, transport and storage initiative
- Sustainable fission initiative (Gen IV)



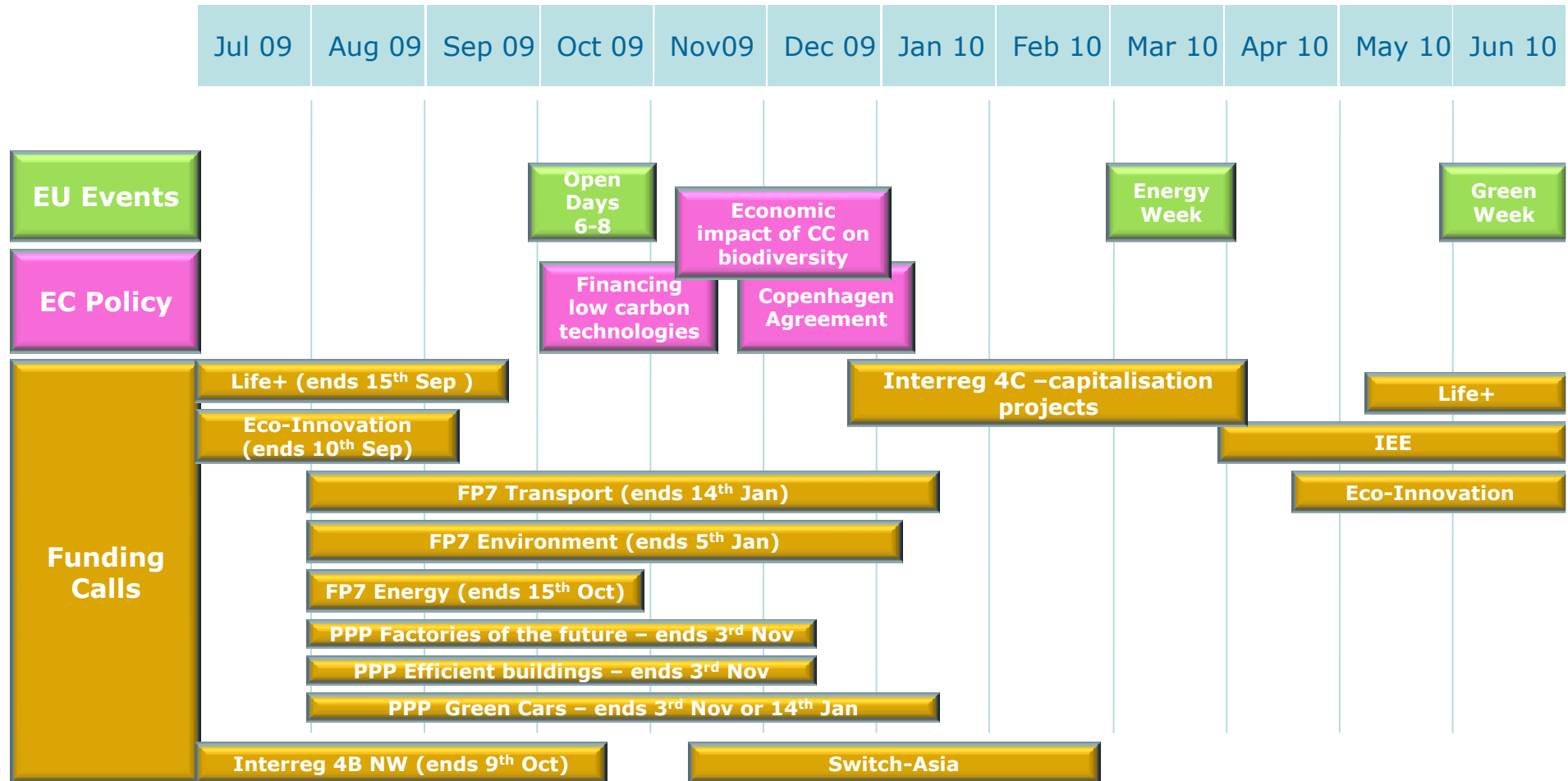
# Technology roadmaps



- European Industrial Initiatives – Public-Private Partnerships: wind, solar, bio-energy, electricity grids, nuclear fission
- Fuel cells and hydrogen JTI (5billion Euros)
- Smart Cities – a new initiative to kick-start a revolution in energy efficiency (11billion Euros)
- European Energy Research Alliance – pan-European joint research programmes (5billion Euros)
- Breakthrough science – game-changing technologies from the laboratory (1billion Euros)



# 2009-2010 forward tracker





# FP7 Energy context



- The 2010 calls reinforce the focus on key challenges of the SET-Plan, in particular anticipating the objectives of the:
  - embryonic European Industrial Initiative
  - the European Energy Research Alliance
- It comprises in particular the research needed in support of large scale demonstration programmes in:
  - CCS
  - electricity grids following the Smart Grids concept
- In the renewable energy areas, activities are foreseen in the three Industrial Initiatives:
  - Solar Europe
  - Wind
  - Bioenergy



# FP7 Transport context



- Long-term perspective of competitiveness and sustainability - climate change and energy transition
- Broad societal changes in Europe and beyond
- Globalisation, external dimensions and international cooperation
- Further development and implementation of EU transport policy
- Enhancing and strengthening the ERA
- Joint Programming by helping MS engagement in defining and implementing common research agendas
- Coordination between transport-related research

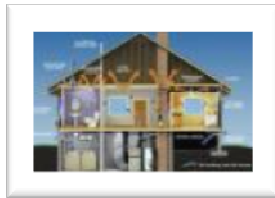


# Private Public Partnerships



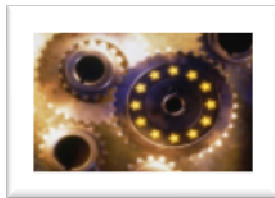
## **Green Cars**

€5 bn for 2010-2013, reducing emissions and creating sustainable forms of road transport



## **Energy-Efficient Buildings**

€1 bn for 2010-2013, reducing energy consumption and CO2 emissions for the construction sector



## **Factories of the Future**

€1.2 bn for 2010-2013, creating ICT-based, high quality, sustainable manufacturing tools and processes

# How can we help?



Speaking up for the **region** to EU decision makers, other regions, networks and organisations in Brussels

Targeting **focused and timely** EU intelligence on policy and funding

Creating **transnational contacts** and strategic opportunities for regional partners to participate more effectively in EU transnational activities

Active assistance to West Midlands businesses to **expand trade and business development opportunities** in Benelux and the EU marketplace

Promoting the West Midlands **profile and reputation** in Brussels

# How we can help?



- Briefings
- Presentations
- Weekly newsletter
- Funding factsheets
- Funding calendars
- Partner searches
- Meetings in Brussels
  - EU institutions
  - UK institutions – UK Permanent Representation, UKTI
  - Other stakeholders – regions, networks
- Event organisation in Brussels



# West Midlands in Europe Contacts



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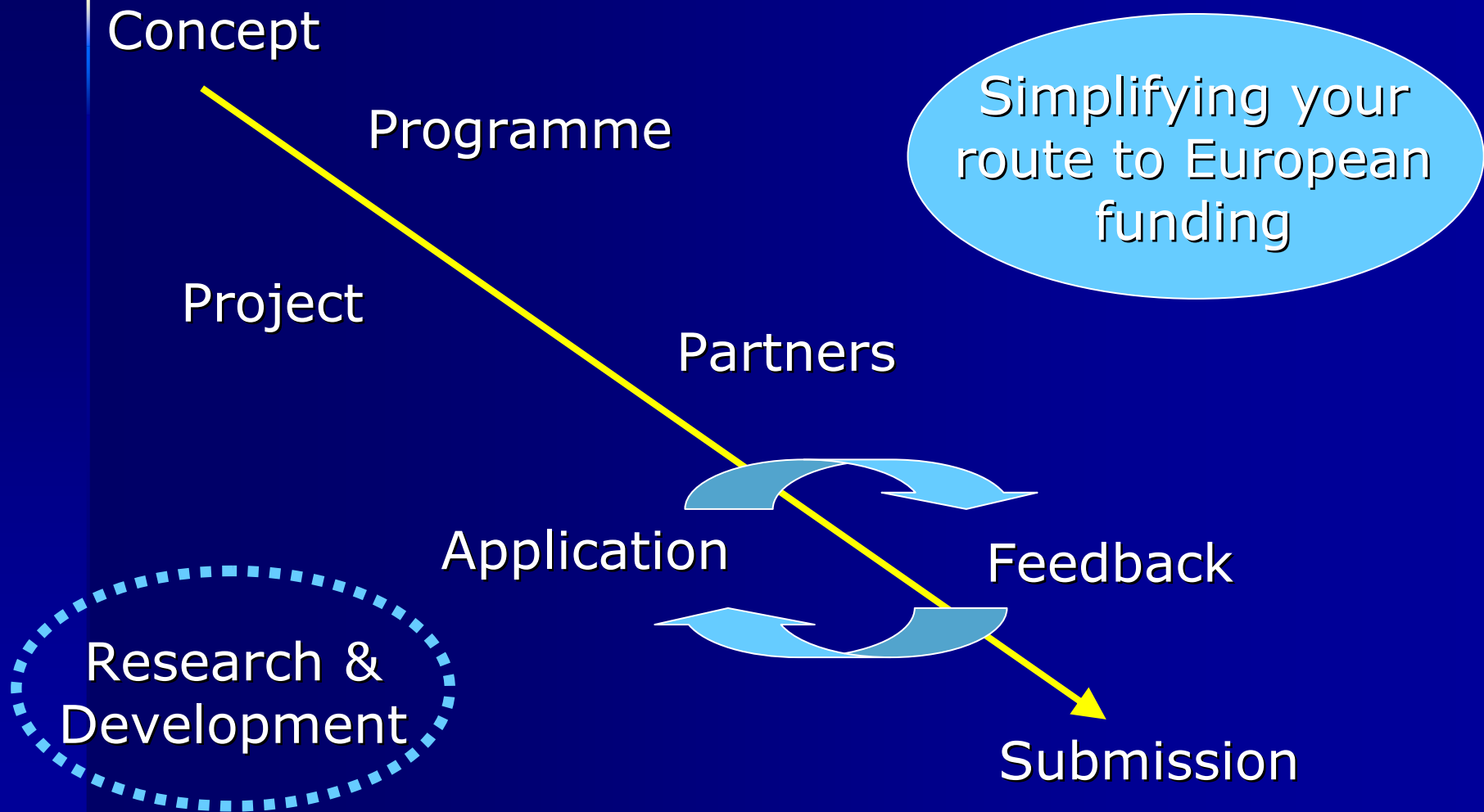
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# EU Connects



# Which funds?

## Life Long Learning

Vocational training  
skills  
Employability  
Innovative learning  
Policy or delivery

## INTERREG

Regional level  
Strategy  
Policy  
Exchange of  
best practice

## Competitiveness & Innovation

SMEs  
ICT  
Innovative research  
Energy efficiency  
Strategy or  
market devt.

## Marie Curie

Research staff  
SMEs / Unis  
Placements  
Fellowships  
networks

## LIFE+

Environment  
Protecting natural  
Assets / species  
Strategic / policy



- LIFE+ is the European Community financial instrument for the environment, for the period 2007 – 2013
- Three project areas:
  - (1) LIFE+ Nature & Biodiversity,
  - (2) LIFE+ Environment Policy and Governance,
  - (3) LIFE+ Information and Communication.



# Environment Policy & Governance

- **6th EAP and ETAP** and implementation of EU policy
- Projects include in energy, transport, buildings, construction
- **Demonstration** of **innovative** policy, methods, technologies
- Promotes knowledge to support environment policy & legislation
- Innovative solutions for important environmental issues
- Bridges gap between research and **widespread** implementation



# Intelligent Energy Europe (IEE)

- Addresses non-technical barriers to sustainable energy technologies, energy & carbon savings
- 2010 Call published 3<sup>rd</sup> February 2010, deadline end May – early June
- Four project areas:
  - Energy Efficiency (SAVE)
  - Renewable Energy (ALTENER)
  - Transport (STEER)
  - Integrated initiatives



# Renewable Energy (ALTENER)

- **Renewable electricity (5M€)**  
(RES Directive, deployment, transmission, distribution, priority)
- **Renewable heating and cooling (6M€)**  
(Policies, certification, district heat/cool/cogen, entrepreneurship)
- **Small-scale RE in buildings (4.5M€)**  
(RES Directive, deployment, local markets, training DMs & labour)
- **Biofuels (3.5M€)**  
(RES & Fuel Quality Directives, certification, first and second-generation, biogas)



# Transport (STEER)

- **Alternative fuels and energy efficient vehicles (2M€)**  
(Sources, demand, Biofuel & Fuel Qual. Directives, captive fleets)
- **Energy efficient transport (7.6M€)**  
(mode shift, demand reduction, awareness, best practice transfer)
- **Capacity building in existing agencies (1.2M€)**  
(local / regional agency contribution & activity, policy integration)



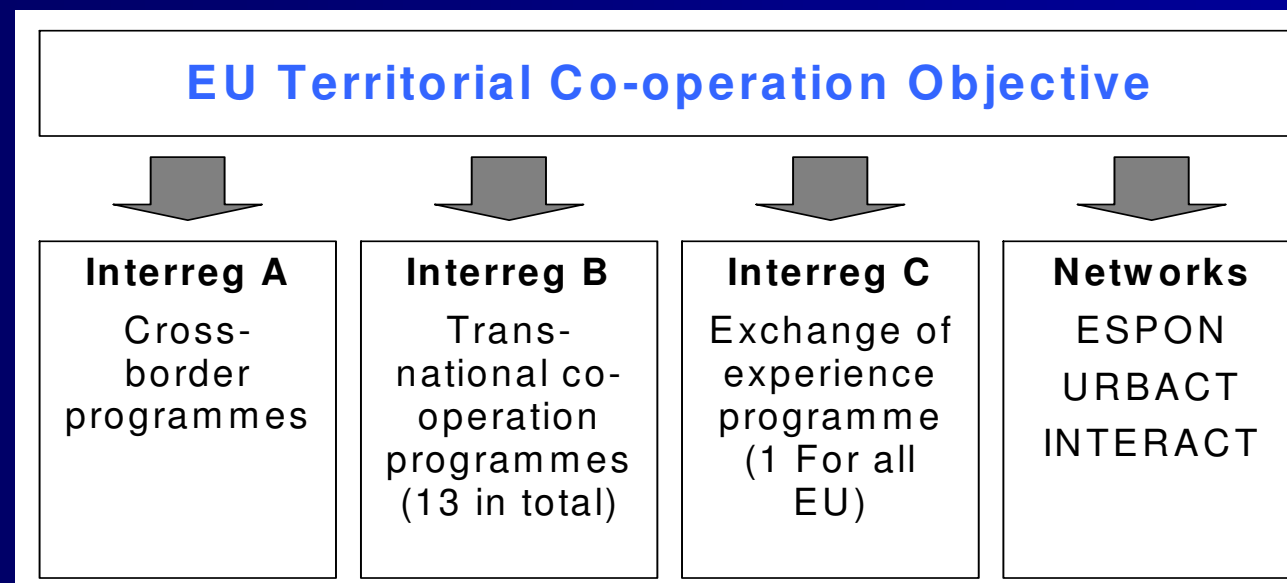
# Integrated Initiatives

- **European networking for local action (3.5M€)**  
(Inter-regional collaboration, coordination)
- **Bio-business (2.5M€)**  
(Sustainable, integrated bioenergy production inc. solid biofuels)
- **Intelligent Energy Education (2M€)**  
(Education sector, younger citizens)
- **Energy Services (2M€)**  
(Energy end-use efficiency & services Directive, financial mechanisms)
- **Sustainable energy communities (7M€)**  
(CoM – decision-makers leading by example)
- **Product standards initiative**  
(CEN/CENELEC standards, Ecodesign, Energy Labelling, RES, Energy End-use Efficiency and Energy Services Directives)



# INTERREG

- Strategic projects – policy review & development, regional policy exchange
- Environment, Innovation, Urban Sustainable Development



# INTERREG

- Developing the NWE knowledge-based economy by capitalising on our capacity for **innovation**
- Sustainable management of **natural resources** and of natural and technological risks
- Improving **connectivity** in NWE by promoting intelligent and sustainable transport and ICT solutions
- Promoting strong and prosperous **communities** at transnational level



# Introducing our team

- Tatiana Panteli, *Manager*
- Jo Sartori, *PR & Marketing*
- Abdul Qadir, *Life long learning*
- Dr. Mohammed Yasin, *INTERREG & Marie Curie*
- Katherine Shepherd, *Intelligent Energy Europe & LIFE+*
- Ewa Bloch, *Competitiveness & Innovation*
- Stephen Fox, *Rural Bidding Champion*



# Where next?

## Contact

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EU Connects

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