

POWER to the South East

30 October 2009

The South East England Development Agency (SEEDA) is calling on green projects to bid for funding to help build a successful, sustainable low-carbon economy in the region and across Europe.

The POWER Interregional Programme provides funding to projects that can reduce energy consumption, build eco-awareness or increase the number of green start-up businesses. The South East is one of seven European Union regions chosen to benefit from the Programme.

Managed and part-funded by £360,000 of SEEDA financing, the programme will support 12 interregional joint cooperation or pilot initiative projects that promote the following themes: Energy Efficiency; Renewable Energy; Eco-Innovation and Environmental Technologies; Sustainable Transport; and Behaviour Change.

The Programme will provide €5.8m (£4.5m) to promote low-carbon economies in seven regions across Europe, including South East England and regions in Spain, Italy, Poland, The Netherlands, Sweden and Estonia.

The POWER application process will close on Friday, 15 January 2010. Bidders are invited to post their project ideas on www.powerprogramme.eu in order to find potential partners in the regions.

Kathy Vuillaume, SEEDA European Programme Manager, said: "Programmes such as POWER are crucial if the South East is to meet its ambitious low-carbon goals. This is a real opportunity to get green projects off the ground, partnerships that can influence stakeholders across the region and Europe to take similar action and make change happen. I strongly encourage any relevant stakeholders in the field considering such a project with international potential to apply as soon as possible."

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Notes to Editors

- Up to 12 international projects will be selected under the Programme. POWER invites local and regional stakeholders to participate in these interregional initiatives.

Results from the projects will inform the network of regional policy experts in their field and be used to ensure a more integrated policy framework with a greater awareness and ownership at ground level.

For more information on the programme, please contact POWER Secretariat on Tel: 01483 484 200; Email: power@seeda.co.uk

The POWER Programme receives 75% of its funding from the INTERREG IVC – an EU programme aimed at improving the effectiveness of regional development policies and to increase the competitiveness of the continent as a whole – with the remaining 25% provided by the participating agencies themselves.

SEEDA has taken on an operational management role supported by the Environment Agency, liaising with selected representatives of each region to ensure the money goes to projects that can make a genuine contribution to the region's low-carbon economy.

Sub-projects will be encouraged to share ideas and knowledge with other participating sub-projects and beyond the participating regions where possible. Results from the successful projects approved through the two calls will also inform the work of the POWER Programme policy working groups, ensuring a more integrated policy framework with a greater awareness and ownership at ground level across the participating regions.

The seven regions taking part in the POWER Programme are: Andalucía, Spain; Emilia-Romagna, Italy; Małopolska, Poland; Noord-Brabant, The Netherlands; Stockholm, Sweden and Tallinn, Estonia.

POWER will provide funding for international projects that promote the following themes:

- **Energy Efficiency**
Exploring ways of reducing the overall energy consumption of the partner regions through policy, regulation, promotion and incentives
 - **Renewable Energy**
Exploring ways of increasing the share of energy generated by renewables, including solar thermal; solar photovoltaic energy; high temperature thermal systems; wind energy; hydropower; biomass production for electricity, heating and cooling; sustainable biofuels; district heating and Combined Heat and Power (CHP) schemes.
 - **Eco-Innovation and Environmental Technologies**
Promoting innovative low-carbon technologies, comparative intelligence on strategies for take-up and low-carbon development design strategies.
 - **Sustainable Transport**
Remove the link between Gross Value Added (GVA) growth and car use in the partner regions by improving the provision of sustainable modes of transport and access to it and at the same time increasing smart ways of moving around supported by ICT.
 - **Behaviour Change**
Promote behavioural change to underpin efforts to improve energy efficiency and the use of sustainable transport.
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- **SEEDA, the South East England Development Agency**, is the Government-funded agency responsible for the sustainable economic development of the South East of England – the driving force of the UK's economy. Through supporting businesses, encouraging innovation, developing skills and engaging with public and private partners, we aim to create a successful, sustainable future for the region.

SEEDA's support helped deliver the following over the period 2005-2008:

- 17,500 jobs created or safeguarded
- 32,500 people helped to get work
- 10,000 businesses created or attracted to region
- 137,500 businesses assisted
- £638m investment, 45% levered from private sector
- 200ha Brownfield land remediated
- 148,500 people assisted in skills development

For media enquiries, please contact:

Scott Swinton, Media Relations Manager, SEEDA: Tel: 01483 501 362;

Email: scottswinton@seeda.co.uk