

# ECO INNOVATION INFORMATION DAY

18<sup>th</sup> May, Birmingham City Centre

*The aim of this workshop is to provide information to UK organisations on the Eco-Innovation Programme for the next application deadline in September 2011*

09.30-10.00	Registration and coffee
10.00-10.05	<b>Welcome &amp; introduction</b> <i>Ewa Bloch, UK NCP for Eco-innovation</i>
10.05-10.35	<b>Driving Innovation in the UK</b> <ul style="list-style-type: none"> <li>• Brief overview of Technology Strategy Board</li> <li>• Support for innovative green businesses</li> <li>• Funding opportunities</li> </ul> <i>John Whittall, Lead Technologist for Environmental Sustainability, Technology Strategy Board</i>
10.35-11.00	<b>CIP Eco-innovation programme – call 2011</b> <ul style="list-style-type: none"> <li>• European policies background</li> <li>• Funding themes</li> <li>• Facts and figures</li> <li>• Project examples</li> </ul> <i>Ewa Bloch, UK NCP for Eco-innovation</i>
11.00-11.20	<b>Success Story 1: How to lead and win an eco-innovation project</b> TBC
11.20-11.40	Coffee Break
11.40-12.00	<b>Success Story 2: How to join and win an eco-innovation project</b> <i>John Shermer, JSJS Designs plc</i>
12.00-12.30	<b>How to apply: Steps to success and NCP support</b> <i>Ewa Bloch, UK NCP for Eco-innovation</i>
12.30-12.50	Q & A
12.50-13.50	Lunch and networking
13.45-16.00	<b>1-2-1 sessions</b> <i>Places are limited so please book these in advance by emailing <a href="mailto:e.bloch@wmeuropeanservice.eu">e.bloch@wmeuropeanservice.eu</a></i>

