

Sector Consortia Case Studies

EnviroBusiness

Environmental Technologies and Services Sector.

EnviroBusiness is a not-for-profit organisation with a mission to drive the growth and success of the environmental technologies and services sector. It does this by creating access to new business opportunities and promoting its members to the global market.

The South East region is one of the most densely populated in the UK, for the consumer, public and businesses. Yet, the materials reprocessing capacity within the region remains comparatively low compared with the rest of the UK.

Overtuning this historical trend will allow the continued economic prosperity of businesses within the region. As tighter and new legislation is enforced - such as the Waste Electrical and Electronic Equipment (WEEE), Restriction of Hazardous Substances (RoHS) and the Landfill Directives - an opportunity presents itself.

Invest In Recycling

The EnviroBusiness 'Invest in Recycling' Capital Grants Scheme gained a great deal of interest from the recycling and reprocessing community - regionally and nationally with over 30 businesses expressing interest in investing in the South East. 15 applications were received. The assessment criteria included looking at the potential impact, technical and economic viability of projects, leading to the selection of five companies to receive support through the Scheme.

Amongst the successful applicants, were innovations in handling difficult materials and more efficient collection and handling of reclaimed materials. The projects receiving funding are:

- **The Woodhorn Group** operating in West Sussex will invest in a waste wood shredder and screening equipment to enable it to extend its recycling and composting services to the agricultural sector and waste wood producers
- **PPR Wipag** based in Dover will scale up its specialised operation to recycle plastics from end of life vehicles; providing a closed loop solution to the motor industry and producing recycled plastics for international markets

- **Impact Recycling and Magpie Recycling** will be able to recycle more waste produced by homes and businesses in Kent and Sussex
- **Brighton Community Compost Centre**, a social enterprise, will deploy new equipment to increase its composting of garden waste in the Brighton area

By providing public support of £170,000, the Scheme has enabled businesses to make significant new investments. The Scheme has more than demonstrated the interest of industry in building the capacity of the region to recycle and reprocess materials.

The South East manages 25 million tonnes of waste per annum, most of which is sent to landfill. This figure continues to rise by 3% per year despite the increased diversion from landfill. Much material currently consigned as waste has a significant resource value, which coupled with resource efficiency measures, can be captured to benefit both the economy and the environment. The South East England Development Agency (SEEDA) has set a headline target of reducing the rate of increase of the region's ecological footprint and then reducing it by 2016. SEEDA is also working towards achieving a 30% increase over the 2003 baseline in Gross Value Added generated by tonne of material entering the waste stream by 2016.

To meet this challenge and to help South East businesses exploit this opportunity, EnviroBusiness has worked with SEEDA to launch the 'Invest in Recycling' Scheme to accelerate the investment in recycling infrastructure within the region. This in turn assists in developing supply chains and recycled materials end users by providing grants funding.

With contracts signed early in 2007, projects started to contribute to the recycling capabilities of the SEEDA region by the summer. EnviroBusiness is continuing to work with the waste and recycling community to further develop opportunities for growth and development of the sector in the South East. To find out more visit www.envirobusiness.co.uk.

Contact Details

Roy Williamson
Partnerships & Projects Manager
Tel: 01293 813 911
Email: roy.williamson@envirobusiness.co.uk
Website: www.envirobusiness.co.uk



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Creating environmental
business opportunities