



Supporting local businesses to grow internationally

Brian Mountford MIEEx
International Trade Adviser



DIT's Four Key Functions

EXPORT SUPPORT

Promoting and supporting UK businesses and exports, including through export finance and insurance to grow an economy that works for everyone

INVESTMENT

Maximising opportunities for wealth creation through supporting Foreign Direct Investment and Outward Direct Investment

TRADE POLICY

Delivering the best international trading framework for the UK to maximise global trade and investment opportunities

PROMOTION OF UK

Building the global appetite for British goods and services and encouraging more people to visit, study, invest in and do business with the UK through the GREAT campaign.



ITAs and EAAs – our frontline advisers

International Trade Advisers - Gateway to DIT services for export ready firms.

- Work with companies to develop an export strategy / plan
- Provide advice and support with your export queries
- Connect with market opportunities via our colleagues overseas
- Advice is bespoke to each client as needs will differ

Export Academy Advisers- for newer to export companies

- Working with SMEs new to export and looking for a route to export markets
- Provide similar service to above but targeted at training and information for new exporters



Specialist Advisers

Teresa Gualtieri -Lead Specialist and E-commerce Adviser

Gerti Willis - Communications and Culture Adviser

David Shepherd -Automotive and Future Mobility Adviser

Bill Smith- Advanced Manufacturing Adviser

Ian Stevens – Clean Growth Adviser

Paul Tomkins –Digital and Tech Adviser

Hari Rai -Complex Markets Adviser



How can DIT help?

- ✓ **Digital Advice and online tools**
- ✓ **Market Research & Finding Contacts**
- ✓ **Communication & Cultural Advice**
- ✓ **Advice on best routes to market, overseas partnerships and IP protection**
- ✓ **Events & Webinars e.g. Meet the Buyers / Experts**
- ✓ **Diagnostic of client needs and action planning**
- ✓ **Overseas Exhibition Support (TAP)**
<https://www.gov.uk/guidance/tradeshows-access-programme>
- ✓ **Access live business opportunities online** <https://www.great.gov.uk/export-opportunities/>
- ✓ **Online company profile**
<https://www.great.gov.uk/find-a-buyer/>
- ✓ **DIT Selling Online Overseas**
<https://www.great.gov.uk/selling-online-overseas/>



DIT HQ & Global Network

DIT HQ – Houses Ministers, senior staff, Marketing and Communications, Finance and Audit, HR, Digital, Sector Teams, Trade Policy.

Overseas Network – Over 107 Embassies, Consulates and High Commissions plus delivery partners grouped into nine regions across the world each reporting to a Trade Commissioner:

- Europe
- Asia Pacific
- Latin America and the Caribbean
- Africa
- North America
- Eastern Europe and Central Asia
- Middle East
- South Asia
- China and Hong Kong



The Enhanced Export Growth Project

EEGP is a ERDF co-financed project run by WMIT LLP over and above the activity funded by DIT.

It supports any West Midlands-based SME (with under 250 employees, turnover under €50m and main assets of under €43m plus not more than 25% owned by another firm or owning more than 25% of another) to grow its exports or start exporting.

We have run 2 Export Insight Programmes with the Netherlands and have 2 more planned – one multi-market and one with Germany.

An Export Insight Programme aims to help companies understand a target market better and improve their chances of export success there.



European Union

European Regional
Development Fund



Thank You



Department for
International Trade

Clean Growth & DIT

Midlands Region

Ian Stevens, Clean Growth Adviser

ian.stevens@mobile.trade.gov.uk



Clean Growth: HMG Priority

In November 2020, the Prime Minister published his ambitious **Ten Point Plan for a Green Industrial Revolution**. The Plan is set to mobilise **£12bn of UK government investment** whilst **leveraging** a further **three times** as much **private investment by 2030**. Up to **250,000 highly-skilled green jobs** will be created and supported throughout the UK. The Plan is a major contributor to the Prime Minister's wider mission of distributing prosperity more equally across the country, known as **'Levelling Up'**. At the centre of the green blueprint are the **UK's industrial heartlands** including the North East, Yorkshire and the Humber, West Midlands, Scotland and Wales; regions which will drive forward the green revolution, building the **green jobs and industries of the future**.

Each sector within the Ten Point Plan is built around the UK's strengths, including:

- **Offshore Wind:** producing sufficient offshore wind to power every home, quadrupling the UK's production to 40GW by 2030, supporting up to 60,000 jobs.
- **Hydrogen:** working with industry to generate 5GW of low carbon hydrogen production capacity by 2030 for industry, transport, power and homes, and aiming to develop the first town heated entirely by hydrogen by the end of the decade.
- **Nuclear:** advancing nuclear as a clean energy source, across large scale nuclear and developing small and advanced reactors (supporting up to 10,000 jobs).
- **Electric Vehicles:** backing the UK's world-leading car manufacturing bases, including in the West Midlands, North East and North Wales, to accelerate the transition to electric vehicles, and transforming our infrastructure to support electric vehicles.



Point 1
Advancing Offshore Wind



Point 2
Driving the Growth of Low Carbon Hydrogen



Point 3
Delivering New and Advanced Nuclear Power



Point 4
Accelerating the Shift to Zero Emission Vehicles



Point 5
Green Public Transport, Cycling and Walking



Point 6
Jet Zero and Green Ships



Point 7
Greener Buildings



Point 8
Investing in Carbon Capture, Usage and Storage



Point 9
Protecting Our Natural Environment



Point 10
Green Finance and Innovation

The Green Industrial Revolution sets the UK's path to net zero ahead of **our presidency of the COP26** summit in Glasgow, November 2021.



UN CLIMATE CHANGE CONFERENCE UK 2021

IN PARTNERSHIP WITH ITALY



DIT's role: clean growth & trade

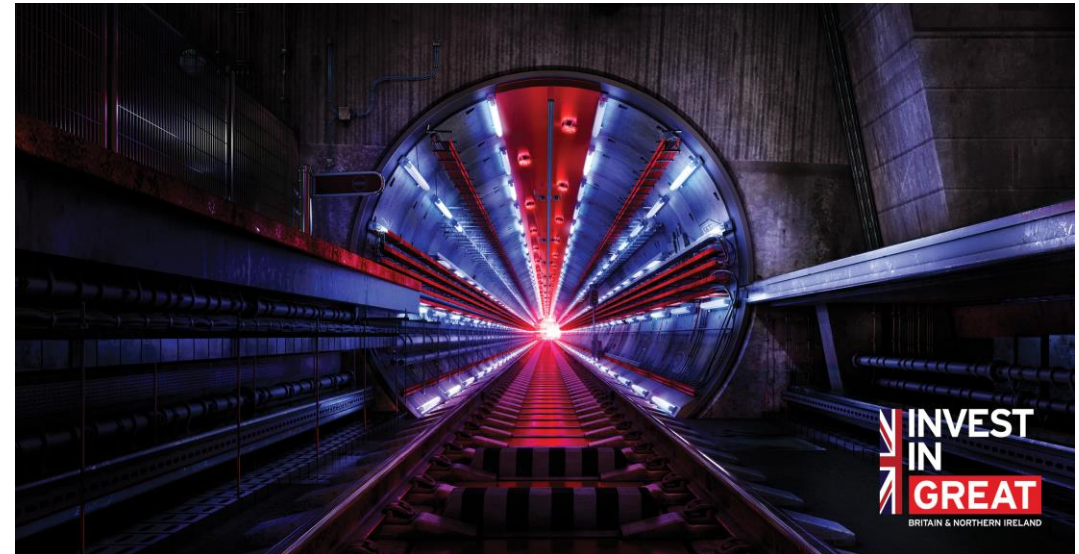
Clean growth is at the core of DIT's central function – trade policy, export promotions and attracting foreign direct investment. These functions play important roles to advance the net zero agenda, including:

- a) attracting **foreign investment** to build the UK's green industrial base and level up UK jobs
- b) using the UK's **independent trade policy** to reduce barriers to green trade
- c) promoting the UK's **green exports** overseas delivering our green solutions overseas

Three core Clean Growth objectives:

1. **Invest** – influence domestic policy levers and secure increased global private investment to build a green industrial base for export, ensuring investment, growth and export are critical pillars of industrial policy.
2. **Grow** – establish new clean opportunities by development key markets by employing full measure of trade levers, including FTAs, bilateral trade relations and multilateral platforms.
3. **Export** – drive up near-term UK exports of low carbon goods and services in areas of existing strength, including renewables, sustainable infrastructure, clean transport, and green finance.

Decarbonisation sector	Transport	Business & Industry	Power	Land use/Natural Resources	Buildings & Places	Sustainable Consumption
DIT sector teams	<ul style="list-style-type: none"> • Automotive • Aerospace • Shipping • Infrastructure • Energy • Chemicals 	<ul style="list-style-type: none"> • Advanced Manufacturing & engineering • Chemicals • Energy • Infrastructure • Technology & Smart Cities 	<ul style="list-style-type: none"> • Energy • Infrastructure 	<ul style="list-style-type: none"> • Agri-tech • Chemicals • Food and drink • Energy 	<ul style="list-style-type: none"> • Energy • Infrastructure • Technology & Smart Cities 	<ul style="list-style-type: none"> • Retail & Fashion • Food and drink • Sports Economy • Education • Creative & lifestyle
Crosscutting/Enabling: Green Finance; UK Export Finance; Technology; Innovation						
Sectors approach: Market Making, T&I Network Delivery, Policy Influencing, Supply Chain Development						





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International Trade

RDM Group, formed in 1993, supplies world class products and engineering services to the automotive and airport sectors. We have developed an excellent reputation and track record as a tier 1 supplier for high quality, innovative engineering solutions. RDM supplies some of the world's largest vehicle OEM's and airport operators. RDM Group is a privately owned business operating throughout Europe, Australia and North America. They offer clients ground up vehicle design, development and manufacturing services as well as advanced technology in autonomous vehicles.

Clean Growth Case Studies



CONFIDENTIAL UNDER NDA



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Clean Growth Case Studies ORGANICS GROUP

Organics Group, based at the University of Warwick Science Park, Organics designs, builds, installs and commissions high quality pollution control systems for a range of differing waste streams. Particular strengths lie within the field of landfill engineering.

The company also supplies one-off, purpose-built engineering solutions to a number of users dealing with specific pollution control problems. These have often required design from a basis of sound engineering knowhow.

With installations successfully commissioned in many countries throughout Europe, Asia including Indonesia and Malaysia and in the USA, Organics has a proven track record in the sector. Organics also maintains a Strong Focus in Australia, New Zealand, and the Oceania region and offers high quality products and services for renewable energy systems and equipment for environment protection.

Organics has recently been granted funding as part of Ofwat's Innovation in Water Challenge Competition for a green ammonia and hydrogen recovery demonstration facility.

DIT are working with Organics to work on an opportunity for UK Biogas Supply Chain with Ecometano MDC in Brazil.





Low Carbon and Environmental Goods and Services Sectors

Low Carbon

- Additional Energy Sources
- Alternative Fuel Vehicle
- Alternative Fuels
- Building Technologies
- Carbon Capture & Storage
- Carbon Finance
- Energy Management
- Nuclear Power

Environmental

- Air Pollution
- Contaminated Land Reclamation & Remediation
- Environmental Consultancy and Related Services
- Environmental Monitoring Instrumentation & Analysis
- Marine Pollution Control
- Noise & Vibration Control
- Recovery & Recycling
- Waste Management
- Waste & Waste Water Management

Renewables

- Wind
- Geothermal
- Photovoltaic
- Biomass
- Hydro (Hydroelectric)
- Hydrogen
- Renewable Consultancy
- Wave & Tidal



Major Export Sectors in the Region

Low Carbon and Environmental Goods and Services Sectors

Midlands 2019/20 top Export sub-sectors with large export market and strong growth:

Sector	Value £m
Wind	463
Building Technologies	418
Biomass	200
Waste Management	184
Geothermal	124
Energy Management	58



Opportunities in High Priority Sectors – Europe +

Smart Grids/ Energy Efficiency	Portugal, Switzerland, Netherlands, Czech Republic, Finland, Norway, Hungary
Electric Vehicles	Austria, Czech Republic, Germany, Greece, Italy, Slovakia, India, France, Kazakhstan
Hydrogen	Norway, Poland, Portugal, Latvia, Bulgaria, Belgium, Denmark, Lithuania, Austria, Slovakia
Wind	Denmark, Finland, Poland, Portugal, Spain, Lithuania, Portugal, Ireland
Nuclear	Finland, Lithuania, France, Armenia, Romania, Japan
Environmental	Bulgaria, Czech Republic, Norway, Kazakhstan, Spain, Switzerland, Slovakia



Opportunities in High Priority Sectors – LATAC

Smart Grids/ Energy Efficiency	Dominica Republic, Guatemala, Guyana, Mexico, Panama, Peru, Costa Rica, Chile
Electric Vehicles	Cuba, Jamaica, Mexico, Uruguay, Brazil, Trinidad & Tobago, Panama, Peru
Hydrogen	Mexico, Uruguay, Chile, Colombia
Wind	Mexico, Panama, Trinidad & Tobago, Barbados, Brazil, Chile, Colombia, Argentina
Solar	Mexico, Trinidad & Tobago, Uruguay, Barbados, Brazil, Chile, Colombia, Argentina
Environmental	Cuba, Mexico, Trinidad & Tobago, Uruguay, Barbados, Brazil



Midlands Companies CG Projects

- Hydrogen Fuel Cells for Trains
 - Nuclear - Gloveboxes - Plant decommission
 - Bioenergy site
 - Biowaste site
 - Electric Vehicles
 - Waste to Energy
 - Wind Turbines
 - Hydrogen Heat
 - Land Reclamation
 - Wind Farms
- Poland
- Japan, France, Finland,
Germany, Lithuania, Armenia
- Venezuela
- Georgia
- India
- Kazakhstan, Mexico, Africa
- Africa
- France
- Georgia, Kazakhstan, Ireland
- LATAC

COVENTRY & WARWICKSHIRE
GREEN BUSINESS
PROGRAMME

MIDLANDS
ENGINE

 **European Union**
European Regional
Development Fund

Why it is time for businesses to go green

Denise Osborne
Business Development Adviser
Coventry City Council



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European Regional
Development Fund

- Green growth is growing four times faster than the overall economy
- Implementing sustainability into business thinking, an organisation is more likely to cater to an emerging trend or niche market
- Winning bids and tenders by having an ethical approach
- Cost savings – energy and resource
- Standing out from the competition
- Increased investment, customers and stakeholder loyalty – SME Climate Hub <https://smeclimatehub.org/>
- Attracting talented people & creating job satisfaction
- Embedding circular economy principles internally – improving operational efficiency
- Securing grant funding



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European Regional
Development Fund

What is it?

- A support funded programme for SMEs and organisations in Coventry and Warwickshire to help business become more energy/resource efficient and make the most low carbon opportunities

Who?

- All small to medium size businesses (SMEs) in Coventry and Warwickshire
 - Employ fewer than 250 employees
 - Have an annual turnover of not exceeding €50 million and/or an annual balance sheet not exceeding €43million
 - Have at least 50% of sales through business to business



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Energy/Resource Efficiency Grants

- Capital grants to improve energy/resource efficiency (Min £1K up to £50k)
- Grants of 40%
- Must save at least 1 tonne CO₂e per £1000 grant
- What can be supported?
 - Measures that save carbon
 - Typical measures include lighting - LED, heating, energy efficient equipment, transformers, power factor correction, renewable technologies, ventilation, refrigeration, recycling and waste - compactors, balers and crushers



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REMOTE ENERGY AUDITS

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GREEN BUSINESS
NETWORK

As lots of businesses continue to work and communicate online during COVID-19, the Green Business Programme team are now adapting to new ways of working through remote energy audits. You can either send us photos or a video of the types of items listed below.

Lighting and electrical

Lightbulbs (walls, inset, ceiling)

Ceiling tubes (fluorescent tubes)

Heating and insulation

Boiler(s)

Electric/oil/gas heaters

Timers (if applicable)

Air Con Units (if applicable)



UK SME Statistics

5.9

Million Business*

99.9%

of business population*

ZERO

Legally bound to declare emissions
(under £36 million turnover)

51%

UK Economy*

65%

UK Emissions*

Energy/Environmental Audits

As lots of businesses in our region continue to work & communicate online, we can offer free energy/environmental audits remotely as well as face to face

- Download our handy guide on how an energy audit can work for you
- <https://bit.ly/cwremaudit>



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Our Highlights

Helping businesses to reduce their impact on the environment through funding for energy efficiency and renewable energy powered solutions

- We have assisted **112** businesses during Phase 2 of the programme to date
- Saving **1,200 tonnes** of CO2 emissions per year
- Allocated **£1.39 million** in grant funding to support these businesses during Phase 2 to date
- New jobs are being created
- **1,500** organisations have joined the Green Business Network

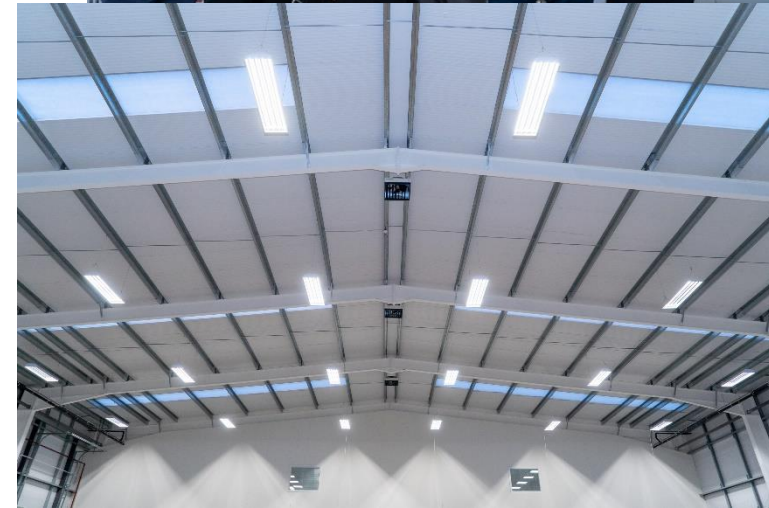


COVENTRY & WARWICKSHIRE GREEN BUSINESS PROGRAMME



3P innovation

- World-class engineering and process automation company based in Warwick
- Invested £395,000 to reduce carbon emissions
- £69k energy efficiency grant
 - LED energy efficient lighting throughout the building
 - New high efficiency gas fired modulating heaters that save 30% on fuel costs
 - High performance air conditioning system
 - New air compressor achieving savings of between 20% and 30%
 - Installation of solar panels
- Estimates saving 153.3 tonnes of CO2 emissions per year
- 290,000kWh of energy usage having been reduced



COVENTRY & WARWICKSHIRE GREEN BUSINESS PROGRAMME

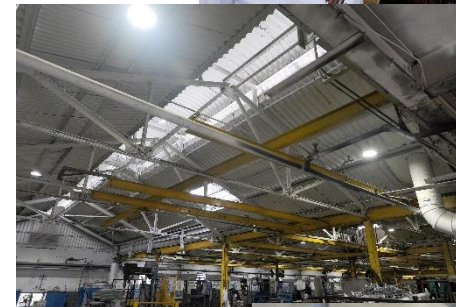
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Sarginsons

Aluminium Diecasting

- Were spending £370,000 per annum electricity and gas
- £26,000 energy efficiency grant
 - 2 recuperation gas furnaces
 - Variable speed air compressors and drying equipment
 - LED lighting throughout
 - Power Factor Correction
- Payback – 1.5 year
- 335 Tonnes CO2 saving/ annum
- Saving £50k per annum in energy bills



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Technoset

Engineering business based in Rugby

- Make their premises more eco-friendly and save them money on bills
- £47,000 energy efficiency grant (invested £117k)
 - LED energy efficient lighting throughout the factory
 - Extension of the heat ducting from Factory 2 into Factory 1
 - Installing a shut off switch on the roller shutter door
 - Installing a new solvent based component cleaning machine
- Technoset anticipates to see their energy bills drop by 33%
- Helping to reduce 62 tonnes of CO2 emissions per year.



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Development Fund

Green Business Network

Membership is free and offers a range of benefits:

- Events, workshops & webinars
- Monthly e-newsletter – news, events new legislation, case studies
- The opportunity to promote your news/projects with a green angle
- Expert advice with team of sustainability advisors
- Enhance green credentials to secure new business
- Networking and supply chain opportunities (Inclusion in Green Business Directory)
- Currently have 1,500 other organisations you can network with
- Signposting to other grants in the Council
 - ▶ Business Support
 - ▶ Innovation
 - ▶ Skills 4 Growth

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WARWICKSHIRE
GREEN
BUSINESS
NETWORK



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ENGINE**

Coventry University and Coventry University Enterprises – Delivery Partner

Funds for services and consultancy

Revenue Grants up to £10k (40% intervention) to support the development of low carbon products and services, supporting activities including:

- Intellectual Property Protection
- Supporting new businesses to progress their innovations
- Licensing
- Prototype design and manufacture
- Product Testing
- Accreditations and Certifications

Examples of grants awarded:

- Prototype design and manufacture for hydrogen fuel cell vehicle
- Software application development for an App to enable carbon reduction by promoting car sharing




**Coventry
University**
Enterprises Limited



COVENTRY & WARWICKSHIRE GREEN BUSINESS PROGRAMME



European Union
European Regional
Development Fund

**MIDLANDS
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Coventry University and Coventry University Enterprises – Delivery Partner

Funds capital expenditure

Capital Grants up to £20k (40% intervention), supporting activities including:

- Equipment to manufacture new Low Carbon products
- Equipment to support introduction of new Green services including recycling and waste processing

Free expert 1-to-1 advice and workshops on a range of sustainable building techniques and technologies

- Passivhaus design and principals
- Sustainable refurbishment and energy efficiency strategies
- Building Information Modelling (BIM)



We help our clients with

- Confidential environmental management assistance
- Bespoke registers of environmental and health and safety legislation
- Confidential site specific environmental legal compliance audits
- Support with their environmental management systems to maintain ISO 14001:2015 certification

T: 024 7697 2026

E: businesssustain@coventry.gov.uk

<https://www.coventry.gov.uk/businesssustain>



Sectors we help

Automotive

Aerospace

Food

Healthcare

Logistics

Manufacturing

From companies with under 20 people to multi-national organisations in England, Scotland and Wales

Reducing our emissions across the City



plug In Coventry

Electric vehicle charging for Coventry's businesses.
Make EV a part of your business' future.

Any location can be transformed into an electric vehicle charging destination – join the Plug In Coventry network now and attract EV drivers with our industry leading charging experience.

Join the network

eo Coventry City Council Stratford Coventry City Council

468 charge points have now been installed



'Try before you buy' – electric fleet



Electric Bus City



Home of the National Vehicle Battery Testing Centre



Other projects

- EV charging hubs and 'Super charging hubs'
- Transport Innovation Showcase
- Gigafactory



Original concept by SE, Images produced by BDS Architects, further modified by SE

CLIMATE CHANGE & SUSTAINABILITY

2021



SUSTAINABLE CITY

Setting up an independent 'Sustainable Development Commission' to address the major challenges of climate change and loss of biodiversity

CLIMATE COMMISSION



BUSINESS SUSTAIN

Migrating 170 current environmental and health & safety registers to the online portal. Portal will be launched soon for new clients

LAUNCH OF ONLINE PORTAL



CLIMATE VIEW

We have subscribed to Climate View software programme to help us plan, understand, and visualize the shifts necessary to address the urgent climate crisis

CLIMATE GOALS



NEW OPPORTUNITIES

We will continue to bid for funding to support the sustainability agenda

FUNDING STREAMS

CLIMATE CHANGE STRATEGY

DELIVERING A SUSTAINABLE FUTURE

Development of a new climate change strategy engaging with key stakeholders. The strategy will be at the forefront of low carbon innovation to benefit the local economy

PARTNERSHIP

NET ZERO JOURNEY

Development of partnerships in delivering a major step change in energy infrastructure for the city

INCREASE ONLINE OFFER

GREENTALK LIVE

Our GreenTalk LIVE webinars continue with a busy programme planned

DECARBONISING ENERGY

REGIONAL ENERGY SYSTEM OPERATOR

Final design of West Midlands RESO project which will look at new energy system including low carbon energy generation, storage and management

REMOTE ENERGY AUDITS

As lots of businesses continue to work remotely, the Programme team are now adapting to use photos or a video of the types of items

- Lighting and electrical
- Lightbulbs (walls, inset, ceiling)
- Ceiling tubes (fluorescent tubes)

Adapted to new ways of working

COVENTRY & WARWICKSHIRE GREEN BUSINESS NETWORK

The Green Business audits. You can either send photos or a video of the types of items (if applicable) Units (if applicable)

Electric/oil/gas heaters

Digital transformation for environmental management e.g. air quality



Active Travel Plans – changing transport behaviour

Changes

Partnership working in a new way

Creating green spaces in our City

Opportunity to change the way people use our City in the future - places for people not cars

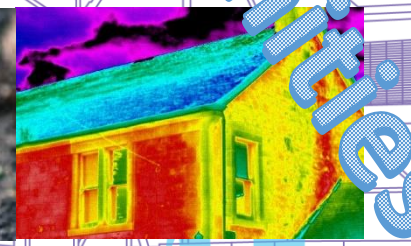
New Station Car Park

- Circa 630 spaces, 7% levels, includes 150 non-rail spaces for Fr...
- Height of 23m, two lifts and open 24 hours a day
- The car park area will be adjacent to the New Station Building/Station Square
- 15000 sqm to be installed for opening, will increase up to 50% demand rises

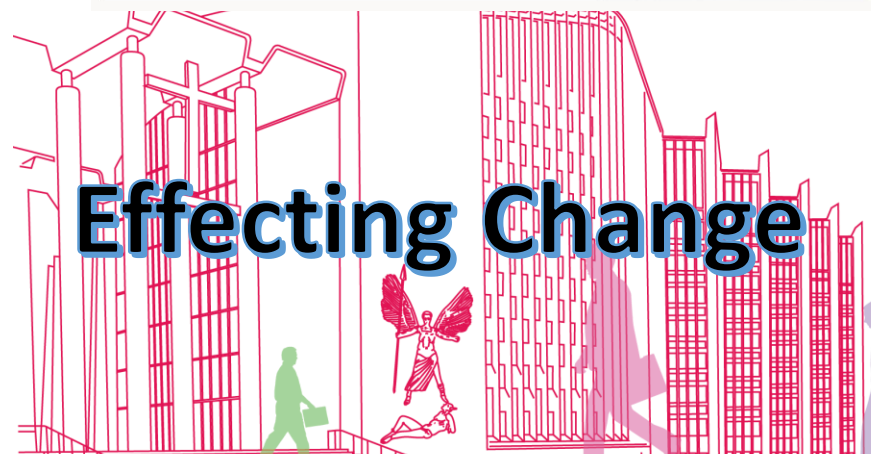


Green Funding Opportunities

Addressing fuel & food poverty



Effecting Change



Opportunities

COVENTRY & WARWICKSHIRE GREEN BUSINESS PROGRAMME

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Green Business Programme

Contact us

Telephone: 024 7697 2046

Email: GreenBusiness@coventry.gov.uk

Website: www.coventry.gov.uk/greenbusiness

Twitter: [@cwgreenbusiness](https://twitter.com/cwgreenbusiness)

Join our LinkedIn group

