

Forwarding Resgional Sustainable Environmental Hierarchies (FRESH) Interreg IVc Project

UEL Project Lead:

Darryl Newport
Ray Wilkinson

Project Partners:

Kainuun Etu Oy – The main European Partner
LTGDC – London Thames Gateway Development Corporation
10 Additional European Partners

Project Objectives:

FRESH project - "Forwarding Regional Environmental Hierarchies" is cofunded by the INTERREG IVC Programme; it started at 5 November 2009 and continues to 31 October 2012.

FRESH project involves 12 partner organizations from six EU member states and eight different regions. The coordinator of FRESH is the Finnish Kainuun Etu Oy, and the other partners come from Finland, Ireland, Italy, Poland, United Kingdom and Romania.

The overall objective of the FRESH project is to strengthen sustainable value creation (SVC)-based development at regional level. The purpose of the project is to build capacity & disseminate good practices embedding eco design into regions' innovation strategies and related development policies. Beyond environmental compliance and strict eco efficiency, the sustainable value creation development approach brings together socio-economic and technological parameters to serve sustainable development effectively.

The project's objective is to integrate "eco" innovation component (innovation to reduce the negative environmental impact) in regional innovation strategies and other planning documents of the partners and to create regional instruments that promote both economic growth and protect the environment.

During the project duration, each partner region will test and implement a series of tools for dealing both with economic competitiveness and environmental sustainability. The key results of the project include strengthened sustainable value creation at regional level as well as improved instruments for eco-design and eco-innovation in all participating regions. The outputs are primarily meant to support regional authorities, but the eco-design model can also be used by business support organisations and eco-design experts.

UEL involvement: Darryl Newport is the Project Partner of FRESH representing UEL and in association with the London Thames Gateway Development Corporation, to offer good practice in Sustainable development and provide support in improving strategies towards Sustainable Value Creation.

Links:

[Kainuun Etu](#)

[LTGDC – London Thames Gateway Development Corporation](#)

[IFS – Institute for Sustainability](#)