

# Distinctly Birmingham

## EUROPEAN ASSOCIATION STEERING GROUP MEETING

### NOTES

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#### Practical details:

Time: 13:00-14:30  
Date: Friday 9 May

Venue: Conference room  
Innovation Birmingham Ltd  
Holt Street  
Birmingham Science Park Aston,  
B7 4BB

#### Present:

Steve Harding (Chair)	Birmingham City University
Jennifer Crisp	Birmingham City Council
Katharine Fuller	Innovation Birmingham Ltd
Jonathan Webber	UKTI / Birmingham Chamber of Commerce
Jennifer Jacob	Birmingham City Council
Heather Law	Birmingham City Council
Lloyd Broad	Birmingham City Council
John Hillen	South and City College Birmingham
Keith Stokes-Smith	Consul for Lithuania
Malcolm Harbour	MEP, Conservative Party
Neena Gill	MEP candidate, Labour Party
Miquel Oyarzun	BE Festival
Judy Owen	BE Festival
Linda Saunders	DanceXchange
Andrew Roadnight	University of Warwick
Stuart Russon	Birmingham City Council
Abdul Qadir	Birmingham City Council
Peter Laybourn	International Synergies Ltd
Pam Waddell	Birmingham Science City
Jon Bloomfield	Innovation Birmingham Ltd
Liz Baines	CBSO
Tim Manson	Marketing Birmingham
Xavier Rodde	University of Birmingham

## Apologies:

Val Birchall	Birmingham City Council
Stephen Maddock	CBSO
Gina Rippon	Aston University
Anjum Cave	Bournville College
Ellen McAdam	Birmingham Museums Trust
Phil Bennion	MEP, Liberal Democrats
Mohammed Zahir	Birmingham City Council
Sandy Taylor	Birmingham City Council

### 1. Welcome and introductions

- Attendees introduced themselves. Apologies were received were noted.
- Steve Harding (Chair) welcomed the group and thanked Innovation Birmingham Ltd for hosting the meeting.

### 2. Update on Europe Association action plan

- Jennifer Crisp (Birmingham City Council) briefly presented the action plan which was agreed at the previous meeting. The paper also included an update on progress to date against each action.
- Several of the actions were also the subject of agenda items of today's meeting.

### 3. Report on other Associations (North America, China, Commonwealth)

- Heather Law (Birmingham City Council) presented a paper which provided an overview of the other area-based Associations and their priorities and current work; some of the Associations have set up thematic Sub-Groups to structure their work.
- Anyone from the Europe Association is welcome to get involved or to get in contact to find out more.

### 4. Distinctly Birmingham website update

- The Distinctly Birmingham website <http://distinctlybirmingham.com/home> is now live which aims to be a tool for sharing information in International activities which partners in Birmingham are involved in.
  - *Partners are strongly encouraged to use the website so that information is as up to date as possible and to submit any European and international events they are involved in. This can be done by filling in the [form](#) on our website or by emailing [distinctly@birmingham.gov.uk](mailto:distinctly@birmingham.gov.uk). Articles should be between 150-400 words and, if possible, submitted alongside a photo or video. Please pass this info on to whoever leads on communications within your organisations.*
- An e-newsletter will also be sent out bi-monthly rounding up the most interesting articles from the website.
- We have also set up an associated Twitter account @DistinctlyBham which members are encouraged to follow.
- M. Harbour suggested that it would also be worth creating a LinkedIn group to encourage professional discussion and exchange via LinkedIn.

### 5. EU funding awareness raising seminars

- An outline timetable of awareness raising seminars on EU transnational funding opportunities which will be held by Birmingham City Council was circulated.
- The first will be aimed on the Creative Europe programme on 9 June aimed at organisations in the arts and creative sectors. To register to attend this please follow the instructions here: <http://distinctlybirmingham.com/creative-europe-information-and-application-workshop/>
- After some discussion, it was felt that any seminars on the Horizon 2020 programme should focus on specific calls e.g. green vehicles and also on brokering partnerships between SMEs and universities to help SMEs to access H2020 opportunities. It was also felt that when the regional Smart Specialisation Strategy is agreed that this might also help identify which H2020 calls we prioritise as a city.
  - *BCC funding colleagues to consider how to approach this taking on board this feedback.*

## 6. EU Smart Cities EIP (European Innovation Partnership) call for commitments

- A paper was circulated on the European Commission having launched an invitation for commitments (IFC) under the European Innovation Partnership on Smart Cities and Communities.
- By submitting an Invitation for Commitment on a smart city-related theme this will provide visibility and, this in turn should help promote smart cities actions across the EU. No EU funding is attached to this.
  - *If you intend to submit a commitment or would like to discuss further please get in contact with [stuart.russon@birmingham.gov.uk](mailto:stuart.russon@birmingham.gov.uk) at the earliest opportunity so that we can ensure that commitments going in from Birmingham are joined up. The European Commission's preference is that commitments are submitted as a joint intention of several partners.*

## 7. Research into benefits of EU engagement to Birmingham organisations and businesses

- As part of the Europe Association's action plan, a publication will be produced by the end of 2014 highlighting the benefit Birmingham has drawn from its European relationship. The document will include case studies in relation to EU funded projects, inward investment, and trade and export.
- The document will be produced in advance of the next general election and will be a useful reference tool for politicians, people working in the field, and other interested parties. It will be written in plain English and tell a story which will resonate with its target audience.
  - *Case studies and input from members of the Europe Association are very much sought and welcomed.*
- The timetable for producing this:
  1. End of June 2014: Europe Association partners invited to submit potential case studies – just one paragraph (please include if it is an inward investment/trade or funding case study).
    - *Please submit to: [Heather.Law@birmingham.gov.uk](mailto:Heather.Law@birmingham.gov.uk)*
  2. 10:00-12:00 on 4 July - editorial board meet to select top case studies
    - *If you would like to be on this editorial board please let [heather.law@birmingham.gov.uk](mailto:heather.law@birmingham.gov.uk) know.*
  3. July 8th 2014 send template requesting standard information (including photo) from successful case study submitters. Deadline 11th August 2014.
  4. September 2014 (precise date tbc) share successful case studies with Europe Association.
  5. 11th August 2014 begin to collate document.

6. November 10th 2014 send document to print.
7. December 2014 document launch at Europe Association meeting (precise date tbc).

## **8. Future meetings and themes**

To note in diaries

o 13:00-14:30 Friday 26 September (tbc)

Theme: Culture and Creativity

Venue: (tbc)

- Friday 5 December or Friday 12 December (tbc)

## **9. AOB and close of core part of meeting**

On behalf of the group, Lloyd Broad, warmly thanked Malcolm Harbour MEP for all his work in the European Parliament and to represent their interests of West Midlands stakeholders. Malcolm Harbour is standing down from his role as an MEP although he still intends to be active in EU matters in Birmingham and the West Midlands.

## **Thematic part of meeting: Knowledge and Innovation Communities**

### **10. Introduction to the aims of this thematic session on KICs**

Steve Harding reported that it was the intention to have a different thematic focus to the second half of each meeting of the European Association Steering Group. The thematic focus at this meeting would be on Knowledge and Innovation Communities. These are large scale programmes managed by the European Institute of Innovation and Technology on behalf of the European Commission. The West Midlands is already an established partner in the Climate KIC, and there are plans to join consortia seeking to bid for future KICs on Healthy and Active Ageing and Added Value Manufacturing.

### **11. Presentation on the Climate KIC: Key developments and how to get involved**

Katharine Fuller from Innovation Birmingham Ltd who manages Climate KIC in the West Midlands gave a presentation with an overview of the work of the Climate KIC.

The three main pillars of the Climate KIC's work are: Innovation, Entrepreneurship and Education.

Opportunities to get involved include the Pioneers Into Practice programme which is a placement programme for low carbon professionals to work in another organisation in the West Midlands and abroad; there are opportunities to both be a 'pioneer' or to be a host organisation.

A further opportunity is the Accelerator Business Start Up programme which offers business support and funding to transform climate change related innovations into commercial success.

Climate KIC partners are also able to bid into KIC funding for joint projects with KIC partners from across Europe.

For more information about how to get involved see the attached presentation, contact Katharine at [katharinef@innovationbham.com](mailto:katharinef@innovationbham.com) or visit <http://www.innovationbham.com/climate-kic/>

### **12. Update on Healthy and Active Ageing KIC developments and how to get involved**

Pam Waddell from Birmingham Science City provided an update on the Healthy and Active Ageing KIC. The call for this will be announced later this year. West Midlands partners including NHS,

academic and public sector partners; these local partners are led by the West Midlands Academic Health Network. The West Midlands is just one part of a wider European consortium called Innolife. Innolife is one of three consortia that will be bidding.

A meeting of the UK node of this consortium is taking place on 5 June in Birmingham at which the Leader of Birmingham City Council will also give an address.

Innolife has now appointed Ernst and Young to draft their bid. Some of the main themes it will address is the joined-up health economy and innovation in healthcare.

If the bid is successful there will be opportunities for local partners (similar to those outlined for Climate KIC) available from 2016.

Jon Bloomfield who is an advisor to Climate KIC strongly advised, based on his experience, for the strengths of the West Midlands to be integrated into the bid and be formally recognised by other consortium partners early on.

### **13. Early thinking on the Added Value Manufacturing KIC**

Andy Roadnight of University of Warwick updated on early thinking on the Added Value Manufacturing KIC. There are 7 Technology Strategy Board Catapult Centres, two of which are in Warwick. The call is not expected until 2016 but contact is already being made with potential European partners

### **14. Any other business**

Peter Laybourn of Industrial Synergies Ltd reported several pieces of positive news regarding their European work: including the Greater Birmingham and West Midlands Brussels Office securing a stand for them at Green Week in Brussels and being awarded a contract to deliver industrial symbiosis for Denmark, a particular achievement given that Denmark is regarded as the 'home' of thinking on industrial symbiosis.