

## EUROPEAN ASSOCIATION STEERING GROUP MEETING

### 6. C) DOCUMENT HIGHLIGHTING THE BENEFITS OF BEING IN EUROPE

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#### **Progress to date:**

1. Meeting convened for the editorial board on July 4th, chaired by Steve Harding and attended by:

- Maggie Morrissey (International Synergies)
- Paul Knobbs (Aston University)
- Jennifer Crisp (BCC)
- Heather Law (BCC)

#### **2. Document format:**

The document will be: succinct, eye-catching, clearly state the case for our European involvement, be supported by approx. 10 case studies, have photos, a foreword from Sir Albert Bore and final section including contact details. There may be a web-based version as well as hard copy version.

#### **3. Title of the document:**

Yet to be decided

#### **4. Audience:**

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

Other interested parties

It should be written in plain English and tell a story which will resonate with its target audience.

#### **5. Draft:**

A draft has been produced and includes the following sections:

Heading	Section includes
European funding...transforming Birmingham	<p>EU funding building a modern, dynamic city</p> <p>ERDF in numbers</p> <p><u>Case studies</u></p> <ul style="list-style-type: none"> <li>• ERDF – Land and Property programme</li> <li>• ERDF in the SUD Plan – HS2</li> </ul>
European funding...boosting the local economy, helping SMEs to grow	<p>ERDF boosting the competitiveness of SMEs</p> <p>ERDF in numbers</p> <p><u>Case studies</u></p> <ul style="list-style-type: none"> <li>• Enterprise Catalyst</li> <li>• Entrepreneurs for the Future</li> <li>• AIM HIGH</li> </ul>
European funding...getting people into work	<p>ESF responding to crisis (MG Rover)</p> <p>Addressing the needs of our young people</p> <p>ESF in numbers</p> <p><u>Case studies</u></p> <ul style="list-style-type: none"> <li>• Graduate Advantage</li> <li>• DISCOVER – Digital Skills for Carers</li> <li>• South and City College – student mobility</li> </ul>
European funding...tackling climate change	<p>Reduction of CO2 emissions – green commission</p> <p><u>Case studies</u></p>

	<ul style="list-style-type: none"> <li>• Greenweek/NISP</li> <li>• Opticities</li> <li>• Climate KIC</li> <li>• BionenNW</li> </ul>
<p>European funding...boosting research and innovation</p>	<p>Current funding investment in the West Mids</p> <p>Horizon 2020</p> <p><u>Case studies</u></p> <ul style="list-style-type: none"> <li>• PAPA – promoting adolescent health through an intervention aimed at improving the quality of their participation in physical activity.</li> <li>• ENCCA – better, faster treatment for children with cancer</li> <li>• VAMPIRE – research into antibodies that will destroy a tumour.</li> <li>• AMAZE – 3D printing technology to produce high tech metal products</li> </ul>
<p>Europe...a 500 million market a doorstep away</p>	<p>Benefits of the single market</p> <p>Half of all West Mids exports by value to EU countries</p> <p><u>Case studies</u></p> <ul style="list-style-type: none"> <li>• JLR</li> <li>• Awaiting a case study from the Chamber</li> </ul>
<p>Europe...bringing jobs and investment to Bham</p>	<p>Inward investment</p> <p><u>Case studies</u></p> <ul style="list-style-type: none"> <li>• Deutsche Bank</li> </ul>

	<ul style="list-style-type: none"> <li>• Awaiting a case study from Marketing Birmingham</li> </ul>
European funding...helping creativity to flourish	<p>Creative industries contribution to the economy</p> <p><u>Case studies</u></p> <ul style="list-style-type: none"> <li>• The International Young Makers in Transit (BE FESTIVAL)</li> <li>• International Dance Festival Birmingham</li> <li>• Cross Innovation</li> </ul>
Key institutions...helping us plug into Europe	<p>European and International affairs team</p> <p>Greater Birmingham and West Midlands Brussels Office</p> <p>Aston University</p> <p>BCU</p> <p>UoB</p> <p>Warwick Uni</p> <p>Greater Birmingham Chambers of Commerce</p> <p>University of Warwick</p>

## 6. Case Studies

Mini case studies are to be included in the brochure and detailed case studies will be inserted into a Design Council Template. They will form a bank of case studies which will be added to over the time and will be uploaded to and available on our website.

## 7. Timeline

November 10th 2014 send document to print

December 2014 document launch at Europe Association meeting