

# Interreg Europe

GCGP ERDF Innovation Best Practice Session

## *An Introduction to the ERDF KEEP+ Programme & Case Studies*

Presented by:

Cheryl Cook, KEEP+ Marketing and Admin Manager,  
Anglia Ruskin University





# KEEP+ in context

- ▶ ERDF part of The European Structural and Investment Funds (plus European Social Fund and European Agricultural Fund for Rural Development)
- ▶ Priority 1) (b) **promoting business investment in R&I, developing links and synergies between enterprises, research and development centres and the higher education sector, in particular promoting investment in product and service development, technology transfer, social innovation, eco-innovation, public service applications, demand stimulation, networking, clusters and open innovation through smart specialisation**
- ▶ 3 years, 4 LEP areas, 7 Delivery Partners (6 universities, UoS, Essex, ARU, Herts, Brighton, Greenwich & EELGA)

# KEEP+ Programme Targets....



- ▶ C1 - Number of enterprises receiving support
- ▶ C2 - Number of enterprises receiving grants (a subset of C1)
- ▶ C6 - Private investment matching public support to enterprises (grants)
- ▶ C8 - Employment increase in supported enterprises
- ▶ C26 - Number of enterprises cooperating with research entities
- ▶ C28 - Number of enterprises supported to introduce new to the market products
- ▶ C29 - Number of enterprises supported to introduce new to the firm products

# KEEP+, the interventions - Innovation Internships



- ▶ Fairly standard internship offer
- ▶ Funded up to 12 weeks, can be longer in practice
- ▶ Designed to be a 'soft entry' into HEI/SME collaboration
- ▶ 50% revenue funding
- ▶ Familiar
- ▶ Low risk entry point to potentially bigger and more wide ranging collaborations
- ▶ A quick solution to a fairly straight forward issue OR the first step in a longer process
- ▶ Access to graduate-level skills



# KEEP+, the interventions - KEEPs (Knowledge Exchange Embed Partnerships)

- ▶ Knowledge transfer by another name - 198 in all
- ▶ Standard methodology of Associate embedded into SME and supported by Academic staff member
- ▶ 12 months Associated capital grant (max spend £20,000) - MUST be linked very closely to specific milestones and deliverables within the activity
- ▶ 50% revenue funding, 30% capital
- ▶ Access to academic expertise
- ▶ No employment liability
- ▶ Highly supported activity
- ▶ Low risk
- ▶ Capital grant

# KEEP+, the interventions - Research and Innovation Collaborations



- ▶ Collaborative R&D/R&I
- ▶ Driven from the ground up
- ▶ Academic staff only, no Associate
- ▶ Allows greater levels of research support than KEEP
- ▶ No fixed duration
- ▶ 50% revenue funding, 30% capital
- ▶ High quality academic input
- ▶ Flexible
- ▶ Capital grant



# Which companies can benefit? - SME eligibility



- ▶ Be considered as an enterprise - an enterprise is “any entity engaged in an economic activity (the sale of products or services at a given price, on a given/direct market), irrespective of its legal form”
- ▶ Have its registered head office within England, ideally in the qualifying geographical area (GCGP, SELEP, NA and Herts LEP)
- ▶ Employ fewer than 250 persons (including full/part-time/seasonal employees, owner/managers, secondees)
- ▶ Have EITHER an annual turnover not exceeding 50 million euro, OR an annual balance sheet total not exceeding 43 million euro as evidenced by last approved annual accounts or in the case of new businesses by a declaration from the SME containing a bona fide estimate of future turnover
- ▶ Be no more than 25% owned by another company



# Examples of interventions: Phoenix Product Development

- ▶ Manufacturing company based in Basildon, Essex has developed and patented an innovative air flush toilet system (Propelair) that uses less water and energy than an average WC, is cheaper to install and more hygienic.
- ▶ Collaborative partnership between Anglia Ruskin University and Phoenix Product Development Ltd.
- ▶ Knowledge Transfer to refine and improve existing prototype: Mechanical and Electrical Engineering, Finite Elements and Fluid Dynamics via Dept. of Computing Technology
- ▶ The collaboration enabled the SME to improve both mechanical and financial performance, as well as minimise environmental impact and increased potential market appeal of the product.






# Examples of interventions: Phoenix Product Development



**propelair** HOME BENEFITS TECHNICAL DOWNLOADS NEWS ABOUT CONTACT

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Propelair toilets have been installed at the Royal Pavilion Gardens' public toilet facilities. This has provided the council with substantial environmental and financial benefits.



**🔥 Environmental**

The new toilets are predicted to save up to **1.6 million litres of water** annually (equivalent to just over half the amount of water it takes to fill an Olympic sized swimming pool).

Significant reductions in water use also means **600 KG of CO2 is saved each year.**

**£ Financial**

Each unit will save the council approximately **£726.94 per year.**

**+ Hygiene**

Propelair also provides health and well-being advantages to those who use the Royal Pavilion public toilets.

Every time a conventional toilet is flushed, particles of contaminated water become airborne, landing on washroom surfaces. With Propelair's unique air flush system, the spread of these airborne germs is eradicated – helping to prevent sickness amongst users and reducing unproductive absences.

Metered Water Charge	Flushes Per Day	Current Flush Volume	Annual Savings		Payback
			Water	Financial	
£3.47/m <sup>3</sup>	78	11.83l	209,492l	£726.94	0.93 yrs

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# Examples of interventions: Calex Electronics Ltd



- ▶ Manufacturer of infrared temperature sensors for wide range of industry sectors including: food, paper, automotive, plastics, glass and metal. Based in Leighton Buzzard, Bedfordshire.
- ▶ Collaborative partnership between Anglia Ruskin University and Phoenix Product Development Ltd.
- ▶ Knowledge Transfer to develop a novel infrared temperature sensor (Pyromini), capable of measuring very small infrared signals remotely without compromised accuracy. The sensor head can be installed into temperatures of up to 1800c.
- ▶ The new product enabled a significant reduction in carbon emissions on the part of the manufacturer and end user, as there is no need for additional cooling equipment.
- ▶ The knowledge gained from the collaboration (amplifying/shielding low level signals) will be used in the development of future products.



# Examples of interventions: Calex Electronics Ltd




**CALEX ELECTRONICS LIMITED** innovative infrared temperature sensors  
low-noise industrial power supplies

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Home > Temperature Measurement > Infrared Temperature Sensors (fixed mount) > PyroMini

## PyroMini Fixed Infrared Temperature Sensor with Remote Sensing Head



- Temperature ranges from -20°C to 1000°C
- 4-20 mA or RS485 Modbus outputs
- Miniature sensing head and configurable electronics module
- Touch screen interface (optional)
- High ambient temperature sensing head option for use in 180°C ambient temperature without cooling
- Data logging to MicroSD Card (optional)

[Data Sheet](#)

### Key Feature Tags

- 4-20 mA Output
- Data Logging
- High Ambient Temperature 120C
- High Temperature (500 to 1000°C)
- Low Temperature (-20 to 500°C)
- Measures Non-Reflective Surfaces
- Miniature
- Networkable
- Relay Output
- RS485 Modbus
- Temperature Display
- Touch Screen Interface
- Very High Ambient Temp 180°C

specification applications installation accessories ordering downloads

### General Specifications

Temperature Range	-20°C to 1000°C, varies by model (see "Ordering")
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### Find Products by Application

- Food applications
- Iron & Steel applications
- Glass applications
- Asphalt applications
- Paper applications
- Automotive applications
- Plastic applications
- Power applications

### New Products

- PyroCube M
- PyroCube XS
- PyroCube P
- PyroCube G

### Related products

 PyroCube S and F





# Questions?

(and thank you for your time)

Cheryl Cook - KEEP+ Marketing and Admin Manager - 0845 196 4207

Cheryl.Cook@anglia.ac.uk

[www.keepplus.co.uk](http://www.keepplus.co.uk)

Find us on Twitter @KEEPplus and LinkedIn

Anglia Ruskin University, Research and Innovation Development Office, 3rd Floor Ashby House,  
Bishop Hall Lane, Chelmsford CM1 1SQ

