

SUMMARY OF GOAL EIGHT: An exemplar for the efficient use of resources

Promoting the adoption of resource efficiency and environmental good practice principles

- > raise awareness of existing programmes and co-ordinate the delivery of resource productivity advice linked where appropriate to mainstream business support
- > support and encourage the public sector and businesses, particularly SMEs, to take up green procurement and energy efficient practices up to or beyond the regulatory requirements
- > support methods to increase the take up of certified environmental management systems.

Capturing the advantages of the renewable energy potential of the region

- > establish an offshore renewables centre at Lowestoft as part of the development of the industry supply chain
- > influence the fiscal and delivery landscape by promoting policies such as biofuel taxation, grants and CAP reform for the benefit of the renewable energy sector
- > assist in the development of sites and markets for economically viable biofuel production and associated technologies.

Progressing the development of environmental goods and services businesses

- > ensure the sector maximises the environmental business opportunities available from development in the Growth Areas
- > improve links between the sector and relevant R&D and academic institutions through initiatives such as the centre of sustainable engineering in Peterborough
- > work with neighbouring regions to support the development of new markets for recycling, recovery and alternatives to landfill.

Establishing the region as an exemplar of environmentally sustainable development

- > raise the profile and awareness of sustainable development and mainstream its principles across public and private bodies
 - > support the development of networks that encourage innovation and share international standards of best practice among regional stakeholders and between regions, for sustainable development
 - > understand and communicate analysis of the relationship between the environment and the economy to support informed policy making.
-