

Environmental Integration; practical and procedural issues, and working examples



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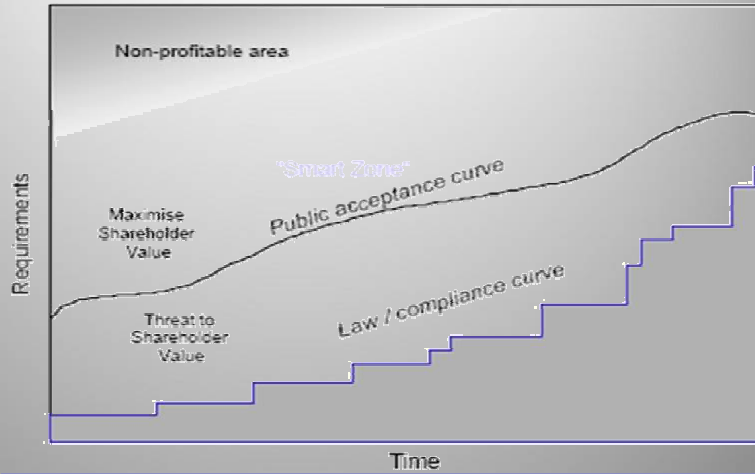
Objective One Programme for Cornwall 2001-2006

1. Environmental activity is *limited to that required by current legal standards*, i.e. planning permission, emissions control...
2. Higher levels of environmental *added value* are sought on a project by project basis
3. The environmental impacts of the *Programme as a whole* are assessed and addressed



Alternative Approaches

Objective One Programme for Cornwall 2001-2006



'Beyond Compliance'

Objective One Programme for Cornwall 2001-2006

Equal Opportunities

Environmental Sustainability

Information Communications Technology



Three Cross Cutting Themes (CCT):

Objective One Programme for Cornwall 2001-2006

1. To enable the protection of the environment
2. To promote the prudent use of natural resources
3. To take advantage of the business opportunities afforded by growing demands for environmental goods, processes and services
4. To increase the awareness of residents, businesses and visitors of the value and importance of the environment
5. To actively promote environmental policies in all aspects of Programme management and implementation



Environmental sustainability - objectives

Objective One Programme for Cornwall 2001-2006

- Resource efficiency
- Energy efficiencies and renewable energies
 - Waste minimisation and management
 - Water conservation
- Biodiversity protection and enhancement
 - Green and local purchasing/sourcing
 - Sustainable transport
 - Conservation of the historic environment
- Reinforcing local character and distinctiveness
 - In-house policies and practices
 - Raising environmental awareness



Environmental sustainability - issues

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HORIZONTAL economic regeneration projects with serious effort to attaining high standards of environmental performance

VERTICAL projects with a strong environment focus such as:

- business support for environment sector enterprises (e.g. environmental technologies, renewable energy, etc.)
- schemes supporting farm diversification into environmentally responsible activities (e.g. organic production)
- support for training to build skills and knowledge for environmental management and practice
- development of workspace to high standards of environmental responsibility in design, construction and use



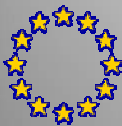
Horizontal vs Vertical Projects

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Involvement of the statutory environmental authorities

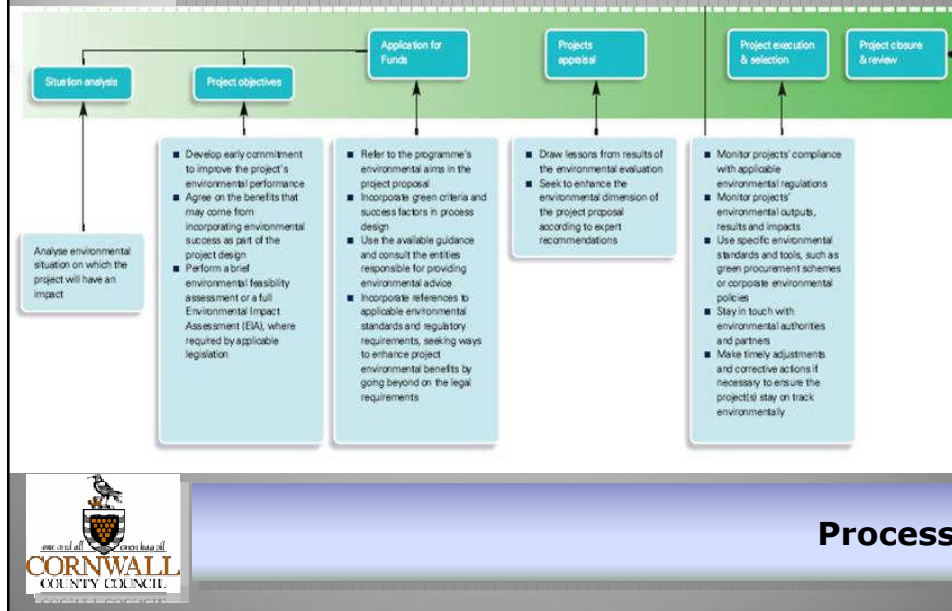
(Countryside Agency, English Nature, Environment Agency)

- Co-financed the Objective One Environmental Sustainability Team
- Provided a pool of environmental sustainability



Partnership

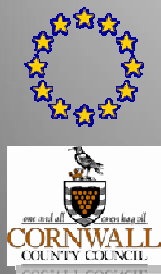
Objective One Programme for Cornwall 2001-2006



Objective One Programme for Cornwall 2001-2006

Environmental Sustainability Team provided FREE help in project development by:

1. Meeting with applicants to discuss building the environmental sustainability into projects
2. Supplying guidance notes
3. Signposting to other helpful organisations
4. Help in the delivery stage of the project



Process

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- Every project received a score for its environmental content as part of the project appraisal process
- An Environmental Sustainability Guidance Officer provided practical advice and support on project development
- Environmental Sustainability Theme Manager part of the Programme Management Process at priority level



Process

Objective One Programme for Cornwall 2001-2006

Written guidance on the environmental sustainability theme was also provided.

An information pack:

- Information explaining the environmental sustainability cross cutting theme
- A step-by-step guide to the process of carrying out an environmental appraisal for project
- Guidance notes for specific priorities or specific types of project

Plus web site



Process

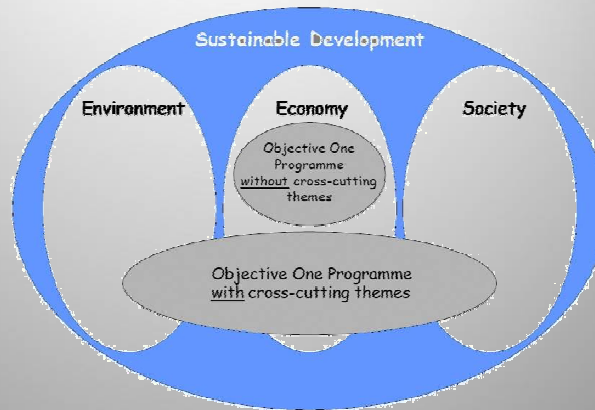
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- Raising of awareness within business
 - Raising awareness of consumers/visitors
- Achieving environmental improvements on the ground
 - Achieving financial and job benefits for businesses
 - Achieving efficiencies and financial savings



Perceived Benefits

Objective One Programme for Cornwall 2001-2006



Evaluation

Objective One Programme for Cornwall 2001-2006



GRDP – sharing best practice

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- ESF – Excel evaluation
- Business support - video

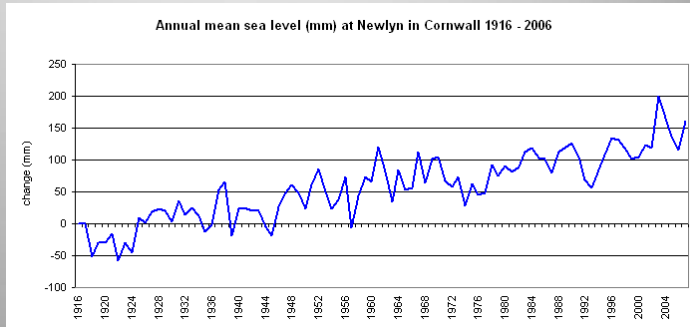


Examples

Convergence Programme for Cornwall 2001-2006

- Move to programme-wide sustainability:

A Low Carbon programme



The future

Convergence Programme for Cornwall 2001-2006

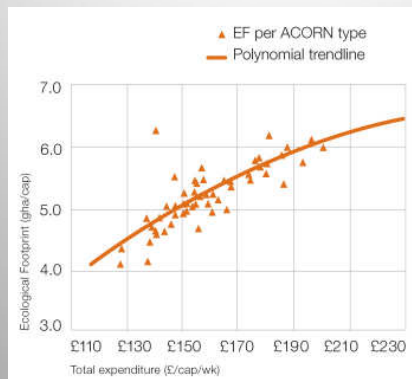
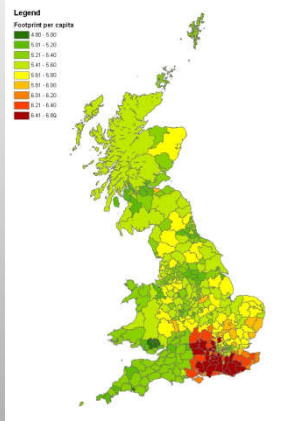


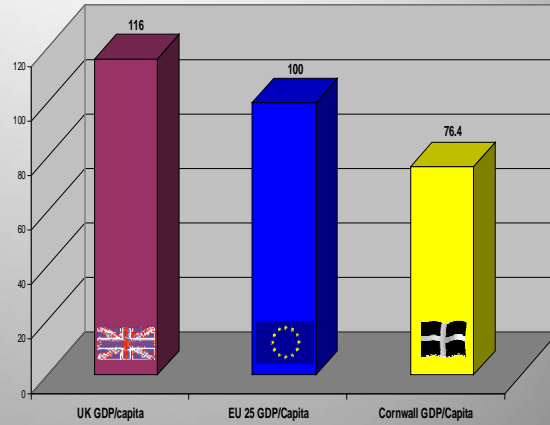
Fig 11 The Ecological Footprint of ACORN types



The CO² paradox

Convergence Programme for Cornwall 2001-2006

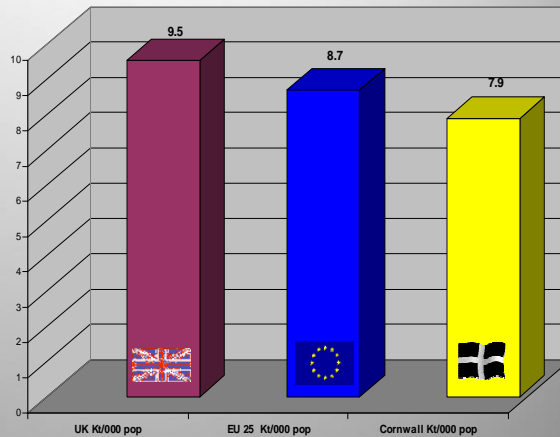
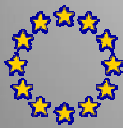
GDP per capita 2003



The CO² paradox

Convergence Programme for Cornwall 2001-2006

CO² Emissions per capita 2003



The CO² paradox

Thank you for your attention

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