



# Talking Low Carbon

...with Kent County Council

## Kent County Council Puts Money on the Future of the Low Carbon Economy

Kent County Council (KCC) is one of few councils in England looking at how to develop both supply and demand for the low carbon economy. Starting in February of 2014, KCC's *Low Carbon Plus* programme received funding through the European Regional Development Fund to provide grants to businesses in Kent and Medway that want to further develop their products and services in the low carbon sector. In supporting this supply chain, a ready made pool of businesses is being created to provide the low carbon solutions that other businesses need to meet their environmental management goals.

In less than a year, *Low Carbon Plus*, has made a measureable difference to the businesses that form Kent's low carbon economy. Over 35 grants have already been approved to the tune of £435k of funding and nearly £800k of private match-funding investment. And with over £1m of grant

for the businesses that are in KCC's pipeline.

To date, businesses have spent the lion's share of the funding on upgrading plant and machinery and improving marketing and web activities. This has been informative for KCC in looking at business needs in the low carbon economy (see graph next page) and also demonstrates that low carbon businesses are showing a desire to improve the way they are talking about their credentials.

Following the success of this programme, KCC plans to look to the next round of funding to include provision for SME's looking to increase or enhance their energy efficiency.

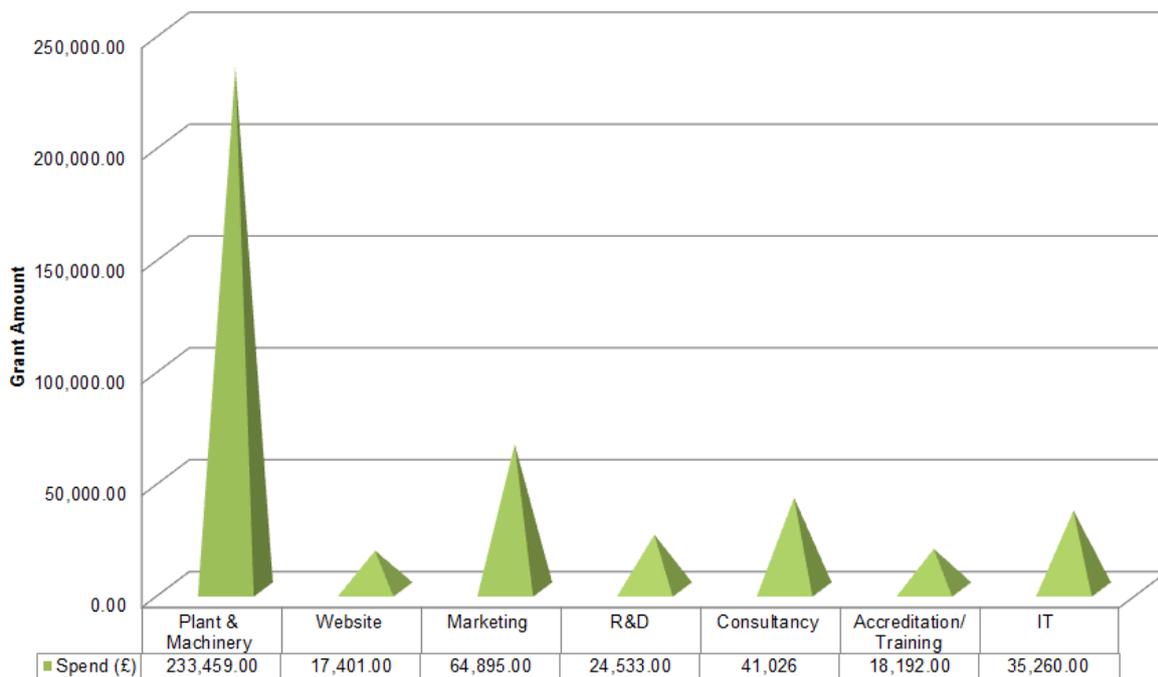
### WHAT IS LCEGS?

#### Low Carbon Environmental Goods and Services

Broadly defined as those organisations that operate within one of three distinct primary strategic drivers:

- Decarbonising the energy system
- Improving resource efficiency
- Preserving and enhancing the natural environment

Grant Spend (per category)



## What KCC learned about Talking Low Carbon:

*“Despite Kent having a relatively strong LCEGS sector in comparison to other parts of the UK, businesses in the sector are still facing challenges of securing finance for their innovative products and encouraging consumers to opt for eco-friendly products and services. LC+ endeavours to meet both these challenges by raising awareness of new green products on the market and providing grants to LCEGS businesses so that they can continue to support the transition to a low carbon economy by developing energy saving technologies.”*

**Chris Seamark**  
Low Carbon Plus Project Manager  
Kent County Council



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