

## University of Brighton Enterprise and Employability Green Growth Platform

### About the project

#### Summary

The Green Growth Platform supports a thriving green sector in Sussex through a menu of 1-2-1 business support, innovation and R&D support, events, student placements, internships and green sector course development.

#### Project partners

University of Brighton, local authorities, HEFCE, Local Economic Partnerships, Further Education Colleges, 500+ local green sector business.

### The results

#### The problem

The green sector has seen strong economic growth in recent years; how can we capitalize on this in Sussex, boosting the drive to a low carbon and environmentally sustainable economy through collaboration between education providers, local authorities and local economic stakeholders?

#### The approach

A green sector support body based at the University of Brighton that delivers a menu of services designed to support environmentally sustainable business growth in Sussex through engagement with universities and local economic stakeholders.

#### Our goals

- To drive environmentally sustainable business growth.
- Create employment opportunities in the green sector.
- Enable students to gain work experience and job opportunities in the green sector.
- Apply the work of the university in the local economy through partnerships and research collaborations with businesses.
- Develop innovative environmental and low carbon products and services.

Green**Growth**  
**PLATFORM**  
\*  
University of Brighton

#### Profile

- HEI
- 21,000 students  
(includes full and part time students)
- 2700 staff
- Urban

Category supported by

 Higher Education  
**Academy**

## Obstacles and solutions

Attracting businesses to the project.	Developing a marketing strategy focused on the needs of businesses.
Providing services that will result in sustainable business growth.	A broad menu of services covering different business needs, particularly the combination of product/service innovation support and business coaching.
Creating value for businesses that the project doesn't work with intensively.	Regular networking events, web based resources and newsletters.

## Performance and results

After 18 months the project has attracted over 500 green sector businesses and has worked intensively with 20% of these. Over 40 new jobs have been created, 13 new environmental products or services have been developed and over 40 student internships and placement opportunities have been filled.

## The future

### Lessons learned

Through listening to what local businesses need there are great opportunities for innovation and growth through university – business collaboration.

### Sharing your project

The project has been marketed widely to the local business community. It has made connections with similar green sector support organisations across the country, with a view to sharing best practice and collaborating.

### What has it meant to your institution to be a Green Gown Award finalist?

*The University of Brighton is honoured to be a Green Gown Award finalist. It is a recognition of the contribution that the Green Growth Platform is making in the local community and the positive impact it is having on economic growth, student opportunity and the transition to a low carbon and environmentally conscious economy.* Professor Julian Crampton, Vice Chancellor, University of Brighton

### Further information

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