



Greater Cambridge Partnership Cleantech Strategy & Action Plan

HEAT 2009 – 4 December 2009

joint talk given at HEAT Conference 2009
run by Cambridge Investment Research
www.hvm-uk.com

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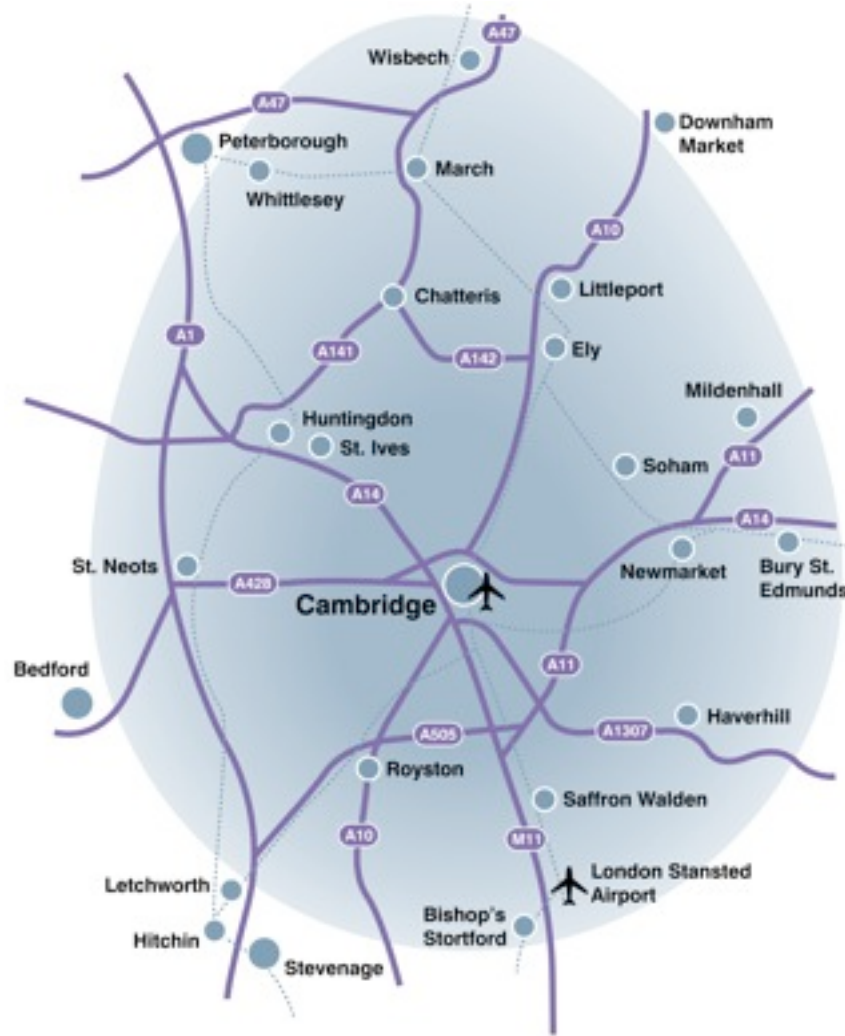
Introduction



- Background
- Growth of cluster
- Cleantech Strategy & Action Plan



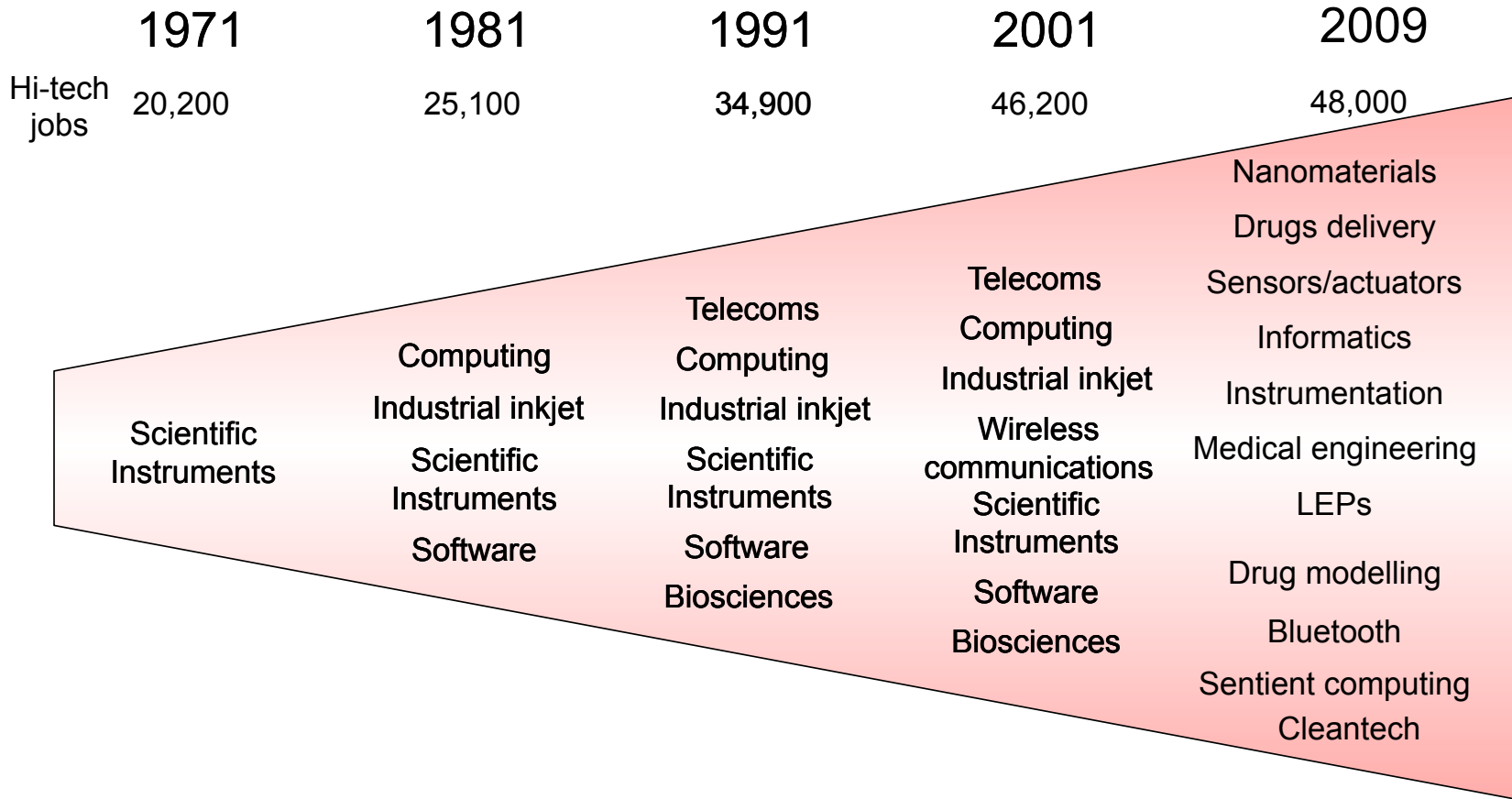
Greater Cambridge Area



(For indicative purposes only - Not to scale)



The Emergence of Hi-Tech Clusters in Greater Cambridge



Quarterly Economic Review



- Focus business support on likely future high growth sectors that can help drive the area out of recession
- Specific sectors include:
 - ICT
 - Cleantech
 - Biomedical
 - Domestic tourism
 - High value manufacturing
 - Food processing
 - Creative industries



Cleantech Strategy & Action Plan



- The Greater Cambridge Cluster: The Next Wave –
Cleantech
 - Mapping (underway)
 - SWOT
 - Strategy
 - Interventions (e.g.)
 - GCP Cleantech/Sustainable Economy sub-group: co-ordinate delivery of plan



Cleantech Strategy & Action Plan: SWOT Analysis



Strengths	Strengths in sub-sectors – photo voltaics, lighting, electric controls, buildings, bio-clean, carbon capture and storage, environmental monitoring, environmental services/consultancies, waste
Weaknesses	Lack of coherence across sector (joining up of work / initiatives)
Opportunities	Make Greater Cambridge an exemplar of environmental best practice in action (world-leading)
Threats	Greater Cambridge behind competitors – Germany (Freiburg, Hamburg), Hong Kong, Singapore, Denmark, USA (Texas – wind / solar, Massachusetts, California – LA cleantech corridor)





Cleantech Strategy & Action Plan: Examples of Interventions

- Physical hubs – The Hive
- Networks – Envirotech
- Promotion / profile – HEAT 2009
- Inward investment – Philips
- Consultancies – profile knowledge-base

