

# 2008

## Eco Innovation Breakfasts

The Eco Innovation Centre in Peterborough will be holding breakfast presentations specifically targeted at assisting and informing environmental sector companies.



Venue: Eco Innovation Centre PE1 1SA

Places are limited. To book your free places please contact John Pickstone on [j.pickstone@ukceed.org](mailto:j.pickstone@ukceed.org) or call me on 01733 311 644.

16<sup>th</sup> Oct ***Plans for the Peterborough Energy Park***

Chris Williams, Director of PREL, highlights the vision to build and operate a sustainable world class renewable energypark that eliminates the need for landfill and turns waste into an asset providing considerable benefits for the community and the environment. The purpose of the Energypark is to take the materials that would normally go to landfill and turn it into either re-useable products or energy for homes, Chris will also be providing an update on the recently provided planning application.

***Time: 07.45 till 09.00***

23<sup>rd</sup> Oct ***How to write an effective Press Release***


Journalists and editors each receive dozens of press releases every day, so it's not surprising that most of the ones they get are ignored or rejected. Even though environmental issues are highly topical, that doesn't mean you are guaranteed to make it into print.

So to help you start to get your press releases noticed, this breakfast seminar will help you to see things from an editor's point of view. By understanding what they are looking for, you will be better able to identify what they are likely to print, and submit appropriate stories as a result. There will also be an introduction to techniques for writing and submitting press releases that editors and journalists will expect you to follow.

This session will put you on course to generate better coverage for your organisation without the need for extra investment in advertising by showing you how to make the most of your publicity opportunities. Presented by Richard Groom, Marketability.

***Time: 07.45 till 09.00***

30<sup>th</sup> Oct ***How to write an Environmental Policy***



Claire Watters and Kalia Mahalingham will be delivering a seminar on how to write a succinct and appropriate environmental policy. The seminar will also focus on how to integrate your policy with other business policies such as Quality and Health & Safety? This session will help you learn from best practice and avoid the common pitfalls.

**Time: 08.30 till 11.30**

6<sup>th</sup> Nov

**65% plus Recycling Initiative**

Mike Lennox, Peterborough City Council, will be delivering a presentation on the Peterborough City Council plan in submitting planning applications for new materials recycling and energy-from-waste facilities to be built in the Fengate area. The new facilities will help meet stringent European Union landfill reduction targets and offer sustainable municipal waste treatment options before the closure in December 2013 of the Dogsthorpe landfill site. This presentation will describe why the measures are needed; how they will achieve the city council's target to recycle and compost over 65 per cent of discarded household and garden materials by 2020; and how they support the city's Environment Capital aspirations.

**Time: 07.45 till 09.00**

13<sup>th</sup> Nov

***Algae: the next generation feedstock for biofuels?***

Bianca Forte, the Bioscientist of the Centre for Sustainable Engineering, will be exploring emerging industry of algae as a feedstock for biofuels and other sustainable commodities. Touching on other issues of critical importance to this emerging industry including the commercial viability of algae production, current government and private initiatives, evolving technologies and processing concepts.

**Time: 07.45 till 09.00**

20<sup>th</sup> Nov

***Guidance on setting up an IP***

Drew Lamb, Urquhart-Dykes & Lord LLP, will be delivering a short seminar giving an introduction to Intellectual Property Rights, guidance to help you decide whether or not applying for a patent, registering a design or trademark is the correct route to take. He will also be outlining the procedure for obtaining protection for your Intellectual Property and advice on how Intellectual Property Rights can be enforced.

**Time: 07.45 till 09.00**

Please support us by coming and inviting your friends! We plan after this series to put together many more events at the centre and at larger venues in Peterborough.

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