



# Wittenborg and GREAT Project

Since 2011, Wittenborg University has been closely involved in activities to encourage regional economic development, especially the development of regional SME's. As part of the development of its programmes, Wittenborg has traditionally close interactions with companies from different sectors in the region and internationally. Sustainability has been common area for discussion, together with entrepreneurship and innovation.

Dr Teun Wolters, head of Wittenborg's Research Centre and Professor of Applied Sciences in Sustainability, has led many discussions in the region on sustainability in relation to SME's and entrepreneurship and was involved from the outset in the instigation and development of an EU INTERREG IVB NWE research project in Sustainable Energy. Through this project, Wittenborg's Research Centre is aiming to help local SME's to see the European Union market opportunity, encouraging them to start international business, therefore creating more employment in the region.

Wittenborg, as a higher education institute, will naturally use this opportunity to expand its network with other institutes from the region but also nationally and internationally. The SME's behind the GREAT Projects are seen as 'best practice examples' for local youngsters, to show them their workplaces of the future and the people they will work with -

concrete examples are what they need! Through its active communication and institution network, Wittenborg will be able to encourage more students to choose technical studies, which in turn will help the region and the Netherlands to meet its Human Capital needs of the near future.

## What is GREAT?

The GREAT (Growing Renewable Energy Applications and Technologies) project is an EU funded project under the INTERREG IVB NWE Programme. GREAT aims to encourage communities and small to medium size enterprises (SMEs) to develop technological solutions for Smart Grid, Renewable Energy and Distributive Generation; research and develop policy issues for regulatory authorities and provide structured co-operation opportunities between SMEs and research institutes / technology

### Investing in Opportunities



This project has received European Regional Development Funding through INTERREG IV B.



INTERREG IVB

developers. The project encourages cross sector integration involving the following sectors:

- Public authorities supporting economic generation and incorporating the requirements of distributed energy in its new developments
- Economic development agencies linking with Original Equipment Manufacturers (OEMs) and transmission bodies to sculpt opportunities for SMEs and providing business support to them
- Research bodies involving themselves with all parties for two purposes: technology transfer and analyses of regulatory and market situations to provide good practices and policy recommendations
- OEMs and large manufacturers demonstrating the benefits of distributed generation and Smart Grids to enlarge the market and improve their supply chains
- SME suppliers in the market developing their businesses through international contacts and consortia

## Aims of the GREAT Project

Accelerate deployment of Smart Grid benefits in North West Europe (NWE). Smart Grid / Renewable Energy/Distributive generation provide opportunities for SMEs to achieve optimum synergies in this emerging sector. The project stimulates enterprises, develops innovations and creates employment; creates practices / policies that will help to push the third industrial revolution forward in NWE.

- Inform Regulatory and Policy Actors of the opportunities of Smart Grid
- Enable and promote the sectors as a growth opportunity for SMEs in NWE.
- Provide a Platform across NWE that promotes and develops Smart Grid benefits; encourage new Smart Grid services and technologies to be developed for citizens.

### Objectives:

- 1 Develop a set of tools to enable SMEs to engage with SG/DG/RE Nexus
- 2 Provide tools to SMEs to compete for transnational business
- 3 Stimulate product developments through developing international consortia
- 4 Increase awareness of market opportunities through distribution network

