



## NORTH WEST COMPANIES RESPOND TO CLIMATE CHANGE CHALLENGES.

[The North West Eco-Innovation Programme](#) recently hosted a successful exhibition and conference at the Reebok Stadium, Bolton. The event showcased businesses that have been supported through The North West Eco-Innovation Programme and highlighted and promoted some of the diverse range of eco-innovative products and services that have been developed in the North West of England.

Over 150 delegates from across the North West saw and heard how regional businesses were responding to the challenges presented by climate change. The event exhibited a range of eco-innovative products and services developed in the North West and provided over 20 businesses with the opportunity to deliver a [90-second 'pitch' to the audience](#).

Dr Mark Bacon, Faculty Director at [Lancaster University](#), told the audience that 'the world's finite resources were being over used and the world had to move towards more sustainable consumption and production'.

Other speakers included Bob Crawford, from Unilever, who told the audience that the was always looking to improve its environmental policies and reduce its carbon footprint and that in the future businesses would have to develop different ways of working to help reduce carbon impacts.<sup>i</sup>

Delegates also heard about the development finance available for the right business with the right commercial idea.

One exhibitor, Bolton-based blind maker [James Robertshaw](#) showed how simple solutions, such as its exterior powered metal and fabric blinds, could help companies control the temperature in their buildings which in turn reduced energy costs and carbon emissions. Sales director at James Robertshaw, Lesley Sharrock said: "We have been working with [C-Tech Innovation Ltd.](#) and Lancaster University for the best part of the year and they helped us focus on the marketing of our innovative products."

Walkden-based owner of [Norton Villiers](#), Clive Tomkinson, took the opportunity to pitch to the audience and appealed for funding for his unique super efficient two-stroke engine. He said: "I need to be seen now to get the funding partner as I need to develop the engine further."

David Birch, of [Flexiwarm Technology](#), added: "These events are excellent for networking and they can be good for gaining customers or attracting finance."

Jeffrey Boardman of [Atmos Technologies Ltd](#), based at Daresbury, thought that the event had "more 'energy' & better organisation than other previous events I have been to. The venue and hospitality were excellent, better than most".

The event programme and business exhibition was developed and organised by [C-Tech Innovation Ltd](#), [Lancaster University](#) and the [North West Investment Fund](#) (NWIN). The North West Eco-Innovation programme is funded by the North West Development Agency and the European Regional Development Fund.



Kiwiosity Products Ltd - Steve Myatt



Delegates at the Eco-Innovation Exhibition



Low-E - Mark Collins

- ENDS -

**Note to Editors:** C-Tech Innovation (<http://www.ctechinnovation.com?pr>) is an internationally renowned, independent consultancy, research and technology development company with more than 40 years' experience in providing innovation and business support to companies, universities and government bodies.

Activities range from research to commercialisation of innovative new products and multi-disciplinary consultancy. The company's worldwide customer base ranges from small start-up companies to large multi-nationals. [C-Tech Innovation's](#) facilities and experienced staff provide a complete, flexible service to customers. Fully equipped laboratories and workshops enable experimental and prototype equipment to be designed, constructed and fully proven in complete confidence. We also offer an end-to-end innovation management service designed to support your business through every step of the innovation journey. It helps you to develop sustainably, supports growth and develops new ways of working. It can equip managers with skills necessary to lead, inspire, ensure long term success and develop a clear competitive advantage.

ECO INNOVATION  
INNOVATION MANAGEMENT  
PROGRAMME MANAGEMENT  
SUSTAINABLE DESIGN

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<sup>i</sup> [www.theboltonnews.co.uk/news/business/boltonbusiness/9107244.Experts\\_take\\_green\\_look\\_into\\_the\\_future](http://www.theboltonnews.co.uk/news/business/boltonbusiness/9107244.Experts_take_green_look_into_the_future)