

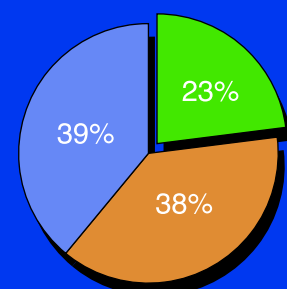
# esep

## STRATEGIC AIM

To promote sustainable economic development in the East of Scotland which is founded on the key principles of enterprise, learning and social justice.



## FINANCIAL ALLOCATIONS



- Strategic Economic Development €93.4m
- Strategic Locations and Sectors €95m
- Community Economic Development €56.6m

## EAST OF SCOTLAND EUROPEAN PARTNERSHIP (ESEP)

The East of Scotland European Partnership is a network of local economic development organisations working together to achieve the best use of European grants. It was originally formed in 1994 as the Eastern Scotland European Partnership and reconstituted in 2000 to encompass a larger constituency across the East of Scotland. The Partnership has implemented the Eastern Scotland Objective 2 Programme 1994 - 1999, and the Objective 5b Programmes 1994 - 1999 for NW Grampian and Rural Stirling and Upland Tayside.



ESEP includes representatives from Local Councils, Scottish Enterprise, Local Enterprise Companies, Universities, Further Education Colleges, Chambers of Commerce, Area Tourist Boards, Voluntary Organisations and Government

Departments. The Scottish Executive and the European Commission are also partners although they have special roles and responsibilities. Through a number of committees, the East of Scotland European Partnership agrees and monitors strategy and oversees the management of the Programme.



## CONTACT DETAILS

For more information and advice on specific funding opportunities please contact the following members of ESEP staff.

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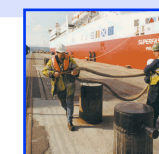


EAST OF SCOTLAND OBJECTIVE 2  
PROGRAMME 2000 - 2006

# European FUNDING programme



Creating a strong,  
internationally  
competitive economy  
in the East of Scotland.



Europe and Scotland  
Making it **work together**

# Priority one

STRATEGIC  
ECONOMIC DEVELOPMENT

## CREATING A STRONG, INTERNATIONALLY COMPETITIVE ECONOMY IN THE EAST OF SCOTLAND.

THERE ARE THREE OPERATIONAL MEASURES WHICH WILL TARGET THE PRIORITY OF A DYNAMIC, INTERNATIONALLY COMPETITIVE AND SELF SUSTAINING ECONOMY IN THE EAST OF SCOTLAND.

### Measure 1.1 SME Creation and Development

Measure 1.1 supports efforts that encourage new business start-ups, especially those with significant growth and export potential; improved SME management skills; stronger links with universities, colleges and research institutions; and equal access to business development opportunities, regardless of gender, ethnicity, disability or race.



### Measure 1.2 Access To Risk Capital

Measure 1.2 seeks to encourage and provide access to development finance for new start-up and early stage companies - especially those with growth potential and international competitiveness.



### Measure 1.3 Technology and Knowledge Transfer

Measure 1.3 aims to encourage the better transfer and commercialisation of scientific knowledge and applied technology from universities and research institutions to SMEs, to help ensure that all the key players participate fully in the new knowledge economies.



# Priority two

STRATEGIC LOCATIONS  
AND SECTORS

## BUILDING REGIONAL CAPACITY AND PROMOTING AND MARKETING THE STRATEGIC SECTORS IN THE EAST OF SCOTLAND.

TWO OPERATIONAL MEASURES HAVE BEEN DESIGNED TO BUILD ON THE STRENGTHS AND OPPORTUNITIES OF THE STRATEGIC LOCATIONS AND TO PROMOTE THE KEY ECONOMIC SECTORS.



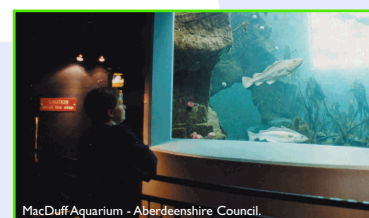
### Measure 2.1 Strategic Locations and Sectors - Revenue Funding

Measure 2.1 provides revenue-funding support for marketing and branding initiatives that encourage new growth and employment; destination and niche marketing activity and the development of strategic corridors



### Measure 2.2 Strategic Locations and Sectors - Capital Funding

Measure 2.2 aims to provide capital funding to help the East of Scotland attain a high quality living and working environment. It aims to deliver a strong, internationally competitive location that supports existing business and attracts new enterprise; is highly regarded as a conference destination; and where residents and visitors alike have access to key rural, coastal and national parks areas.



# Priority three

COMMUNITY ECONOMIC  
DEVELOPMENT

## EMBEDDING AN INCLUSIVE AND COLLABORATIVE APPROACH TO COMMUNITY DEVELOPMENT IN THE EAST OF SCOTLAND.

IN ORDER TO IMPROVE THE CAPACITY AND CAPABILITY OF LOCAL COMMUNITIES TO IMPROVE THEIR QUALITY OF LIFE, CREATE NEW AND APPROPRIATE FORMS OF ENTERPRISE AND IMPROVE ACCESS TO EMPLOYMENT OPPORTUNITIES THREE OPERATIONAL MEASURES HAVE BEEN CONSTRUCTED.

### Measure 3.1 Community Engagement and Capacity Building

Measure 3.1 is designed to promote genuine engagement of communities in the definition of local needs, aspirations and priorities for the development of their community. It also provides support for local management structures and dedicated development workers.



### Measure 3.2 CED Implementation - Spatial Targeting

Measure 3.2 can provide support for local social and economic infrastructure in the targeted communities. Support for social enterprises and entrepreneurship is also available in order to promote a more sustainable future for the designated CED areas.



### Measure 3.3 CED Implementation - Thematic Activity

This measure is designed to provide support for a number of local development themes to be delivered at a more strategic level across the CED areas. Development themes such as community transport, micro-finance and networking feature in this thematic approach.

