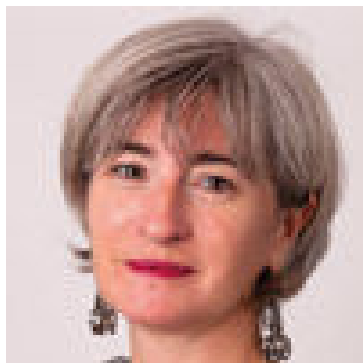


Kent's European Relationship Select Committee – 7th January, 12.00 a.m.

Biographical Information: Erica Russell



Erica is Head of Sustainability and Insight for BSK-CiC. She has had a long career in marketing with brand management, marketing manager and director roles in a number of PLCs, as well as a leading UK co-operative and has had experience running a small company. She joined BSK-CiC in 2006 and now heads up the BSK Low Carbon: Sustainability team, working with project teams to develop insights from SME interactions and leads on the company's foresight work. Erica additionally manages BSK-CiC marketing and European project support. She

regularly presents to audiences on Marketing Green Credentials and BSK-CiC is proud to have been a finalist in the national Green Marketing Awards, recognised for its expertise in initiating low carbon changes in small and medium sized companies. Erica is currently a Board Member on the Environment and Efficiency Theme Board, a Fellow of the Royal Society of Arts (FRSA) and Associate Member of the Institute of Environmental Management (IEMA). She completed her MSc in Sustainable Development in 2010.

Suggested themes for Members' questions

1. Background and information regarding BSK
2. KCC's role and involvement with regard to obtaining EU funding (for KCC and for Kent)
3. Examples of specific programmes or projects to highlight opportunities
4. Our learning to date about what is likely to be successful and what doesn't work
5. The challenges and risks (including costs) of obtaining EU funding
6. The impacts (benefits and any drawbacks) of European project and partnership work (has it made a difference?)
7. The new funding round 2014-20 European and UK – priorities, aims and opportunities for Kent