

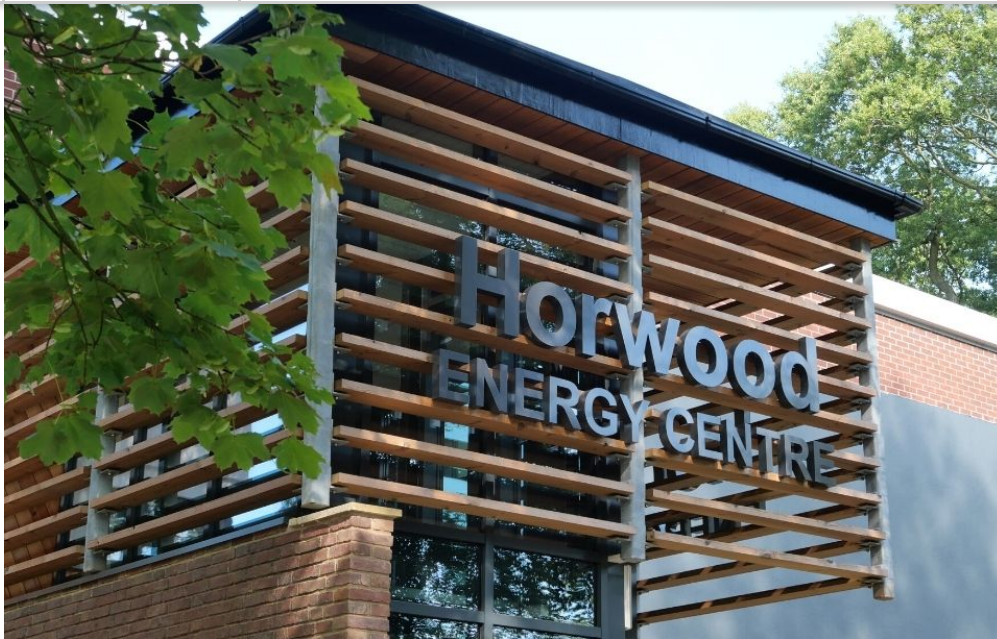
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Business Gateway newsletter 25 August 2020

With many local businesses viewing the current situation as an opportunity to review their ways of working, the business support programmes available at Keele University may be an ideal starting point for those looking to upskill or add elements of innovation into their business practices.

For a confidential discussion, and to find out how your business could benefit from a Keele University collaboration, please contact the Business Gateway at business.gateway@keele.ac.uk or visit keele.ac.uk/business.

**Siemens choose Keele sustainability project
for global case study**



Keele University's Smart Energy Network Demonstrator (SEND) has been highlighted by Siemens in a new global case study.

SEND is a European first, demonstrating world class facilities for smart energy research and is enabling the collaborative development, testing and evaluation of new and evolving energy technologies.

[Watch the Siemens video on the Keele University website](#)

As part of the project, SMEs in Stoke-on-Trent and Staffordshire are invited to work with the University on sustainability-related projects, with talented researchers working as part of the business for three months. [Find out more on the SEND website.](#)

Government funding to accelerate construction of Innovation Centre 7



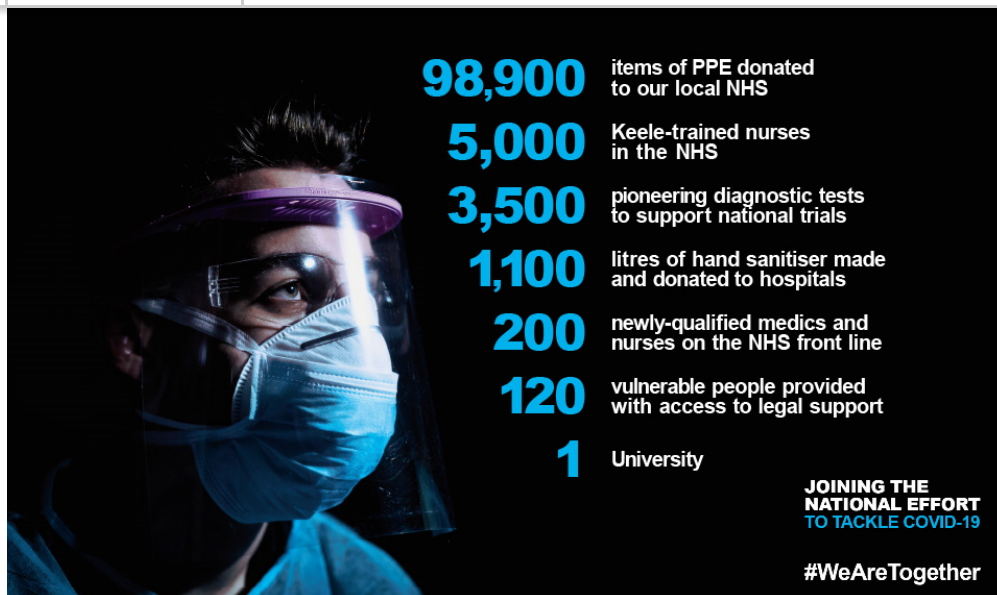
Keele University is delighted to announce that its proposed seventh Innovation Centre (IC7) building has been selected as one of 300 projects to receive funding from the government's "Getting Building Fund".

The vision for Keele's seventh Innovation Centre is to drive business growth and innovation, helping local businesses understand and adopt advanced data analytics.

Businesses will be able to access specialist facilities, academic expertise, graduate and student talent, and ongoing support programmes specifically designed to support growth through responsible data analytics.

The Centre's initial programme will be launched in 2022 and will support over 400 SMEs over an 18-month period. For more information on the plans for IC7, [see the full news release](#).

Keele contributes to national Covid-19 response

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Staff, students and partners of Keele University have come together to support the local community during these unique times, joining the national effort to tackle Covid-19.

The University's established business initiatives have adapted their services to ensure that businesses can continue to benefit from academic and industry expertise, while more than 500 local business leaders and entrepreneurs have also participated in the University's '[Keele Talks Business](#)' expert webinar series.

For more information about the University's response to the Covid-19 crisis, visit keele.ac.uk/coronavirus/response.

Pilot project for Business Bridge collaborator

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A Stoke-on-Trent clinic that has benefitted from Keele University's Business Bridge programme is offering a free health and wellbeing package of support to employers in return for feedback on their pilot project.

Torus Wellbeing Clinic, based in Shelton, is preparing to launch the first tier of its Employee Assistance Programme (EAP), and is looking for companies to give them feedback on the online programme.

For more information, and how to get involved, [see the full story on the University website](#).

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**The following support programmes available within the Business Gateway are receiving funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020:*

-- Keele University Science & Innovation Park Smart Innovation Hub (Ref: 32R17P01691);



European Union
European Regional
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The Ministry of Housing, Communities & Local Government (MHCLG) (and in London the intermediate body Greater London Authority) is the Managing Authority for European Regional Development Fund.



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