



SMARTA



SMARTA (Sustainable Marine Transformation and Assessment) is a 3-year project, jointly funded by the regional development agency (SEEDA) and the European Union. The project is aimed at helping marine companies to achieve a combination of economic and environmental performance improvement.

Marine South East and its partners (Atkins Environmental, Manufacturing Advisory Service (MAS), Force 5 Marketing and ProAction Creative) will work with a limited number of companies to minimise their resource usage and environmental impact, review and improve their marketing and optimise their manufacturing processes. These activities will deliver the dual aims of enhancing sustainability and improving the company's profitability.

What will engagement with the project entail?

A review of your Company's activities and plans, followed by a tailored programme delivered by one or more of the project partners.

The initial review will be conducted by a programme mentor - a marine sector specialist who will act as the company's prime contact for the duration of the programme - and a project partner. They will work with you to gauge the degree to which improvements in environmental aspects, marketing or production processes could aid the company's financial performance. You can then take advantage of up to **9 days of free consultancy** provided by the project partners. (5 days from an environmental expert, a 2 day brand audit and 2 days from MAS.)



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The examples below are a selection of activities that might be covered by the project partners, although each programme will be tailored to your company's requirements.

Examples of typical consultancy areas:

Atkins Environmental

- **Development of an Environmental Management System (EMS)**
- **Preparation for ISO14001 accreditation**
- **Analysis of and recommendations for energy and water usage**
- **Analysis of and recommendations for waste management process**
- **Development of a sustainable procurement strategy**

Manufacturing Advisory Service

- **Provision of advice on adoption of '5S' and '6 Sigma' techniques**
- **Optimisation of factory layout**
- **Optimisation of manufacturing processes**
- **Application of Lean techniques to office systems**
- **Elimination of non value-adding activities**

Force 5 Marketing and ProAction Creative

- **Brand assessment**
- **Website review**
- **Marketing collateral review**

Please do not hesitate to contact Steve Sharp for further information.

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