

Environmental Sustainability Case Study

Rev Project Objective

As part of our commitment to foster the environmental, social and economic well-being of the sector and local community, the REV Project will look to ensure all aspects of project delivery will embrace the principles of environmental priorities and sustainable development.

REV encourages & promotes environmental sustainability!

The Requirement

In order to support the delivery of the regional drive for low carbon economic growth a single point of communication and co-ordination for environmental sustainability issues to the advanced engineering and motorsport sector was required.

The Solution

The Rev Project encouraged and supported the sector to develop and implement environmental policies by organising and coordinating events with an environmental focus. The Rev Project also offered the Rev Business Grant Product to sector companies who embraced environmental principles and technologies.

A motorsport business that has benefited from the Rev Business Grant is Eco Racing LLP.

The company was set up in 2007 with the purpose of pursuing alternative energy sources and environmental products which can be credibly used in a Le Mans prototype sports racing car.

Ian Dawson Team Manager said *“Our philosophy is to search for and develop eco friendly solutions and apply across all facets of the race programme”*

Although initial funding had been secured for 2008 the company had to become less reliant on outsourcing its day to day engineering work and had the immediate need for technicians on site to meet the critical deadlines set for producing the bio fueled race car before the start of the All American Le Mans Series in March 2008.

and with budgets tightly controlled support from the Rev Project was urgently required.



The Rev Business Grant was used to purchase essential workshop equipment that was needed to continue with the development of the bio diesel Radical SR10.

The Result

Just a month after being awarded the grant the Eco Racing Radical SR10 – V10 was tested at Snetterton before the car was flown to Serbring in Florida, to attempt the oldest and hardest sportscar race in the US.

Pioneering diesel race engineer Ian Dawson has played an integral part in the Rev Project. Supporting and contributing to the launch event and the promotion of renewable fuels on the Rev Stand at the Royal Norfolk Show in 2007.



The need to achieve the deadlines