

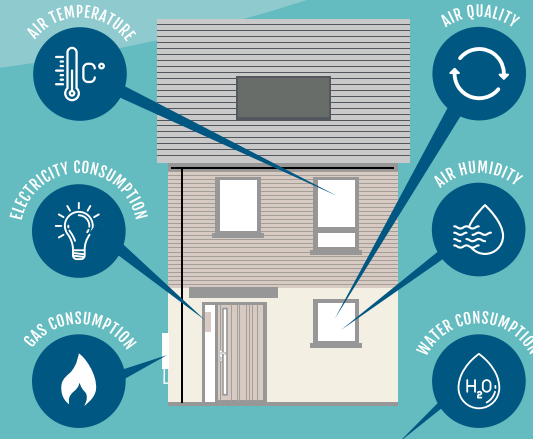


Using home sensors and tablet computers Smartline is creating a digitally **connected community** amongst **300** households within Camborne, Pool, Redruth and Illogan.

Community

Enterprises

Smartline is working with Cornish enterprises to **develop** the next generation of smart technology to **improve wellbeing** in the homes of the future, based on the **needs** of the households and the data collected from Smartline participants.



Research

Smartline **brings together** an interdisciplinary team of epidemiologists, economists, geographers, mathematicians and sociologists **exploring** the potential for business **innovation** to **improve health and wellbeing**.

- VOLUNTEER CORNWALL
- CORNWALL COUNCIL
- UNIVERSITY OF EXETER
- COASTLINE HOUSING

The Smartline story

Green&Blue – Natural alliance to improve health and wellbeing

In 2014, Perranporth based company Green&Blue launched the award winning Bee Brick which provides specially designed nesting sites for solitary bees and can be used in place of a standard Brick or Block in walls, houses, offices, sheds, conservatories and greenhouses.

Green&Blue approached Smartline to seek support for an awareness raising campaign to help educate communities and businesses about the importance of pollinators and encourage them to become more bee-friendly.

Funding from the Idea Generation Grant enabled Green&Blue to create an education portal and digital education pack to support their Solitary Bee Week campaign. The campaign delivered information about the crucial role of pollinators and the positive health and wellbeing benefits of contact with nature to schools and community groups across Cornwall.



The company is now taking part in Smartline's In Residence Scheme and is working with researchers on a new project looking at how their wildlife friendly products can be used to encourage the construction industry to consider biodiversity alongside sustainability within future developments.

"Nature and green space are a key part of wellbeing and community. As the Smartline project is also about these things, it felt like a really good match. Solitary Bee Week has helped us establish greater awareness of pollinators and to reach a wider audience with our message. The research from the In Residence Scheme will give us the evidence we need to encourage the Government and construction industry to incorporate biodiversity alongside energy and water when developing sustainable housing."

Faye Clifton, Sales and Marketing Manager, Green&Blue

Visit our website www.smartline.org.uk for more information and details on how to apply

