

# Innovation, innovation, innovation

**Innovation Valley is a consortium of business support organisations which brings together a wide range of services to help businesses in North London to be more innovative and compete more effectively. From the examples below you can see how companies have and can benefit from participating in these projects**

**Zoe White is a designer and owner of Zinfinity, a creative design company based in North London that makes bespoke handmade pieces of jewellery accessories, body adornment etc for theatrical costume design, special occasion wear and installations through the use of a variety of materials and techniques.**

Working with Middlesex University's Centre for Environment and Safety Management for Business (CESMB), Zinfinity looked at the opportunities to develop and add a new green product line to its existing designs (pictured right). The team carried out a baseline environmental audit to measure Zinfinity's environmental impacts. CESMB then assisted Zinfinity in sourcing a regular supply of free raw materials from local businesses for its products and developed an environmental and business code of practice policy. Zinfinity continues to save money, the take up of the new products is good and Zinfinity has incorporated the principles of the waste hierarchy into its business operations, start with green procurement and the reuse of raw material. In addition, Zinfinity now regularly runs workshops to promote the concept of reuse and recycle in local schools.

**For further details on how to get involved with the above programmes, please contact Andy Chisholm at [andrewchisholm@lda.gov.uk](mailto:andrewchisholm@lda.gov.uk)**

