Launchpad South West Wales CR&D R2

Applicant Briefing

Date: 6th March 2025

The webinar will start at 3 pm.

- Welcome, we are currently waiting for more people to join.
- This briefing will be recorded. A copy of the slides and the recording link will be made available on IFS.
- Please enter any questions that you may have into the Q&A Box.
- For more information on the competition process, please click here to access our YouTube channel.

Welcome and Introductions

Laura McCartney,
Competition Manager

Louise Jones,
Innovation Lead

Justin Davis
Net Zero Industry Wales CMO

UKRI Innovate UK

Agenda

- Key Dates
- Competition Summary & Scope
- Eligibility Criteria
- Innovation Funding Service (IFS)
- Funding Rules
- Assessment
- Use of AI
- Additional Support
- Q&A

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Key Dates

Timeline	Dates
Competition Opens	**24th February 2025**
Submission Deadline	**9th April 2025** at 11am
Applicants informed	**16th May 2025** by 5pm
Project start and end dates	Start from 1st September 2025

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Competition Summary & Scope

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Innovate UK Launchpads

- Dedicated investments to build and grow **SME innovation clusters** and support **local and national growth and levelling up**
- Developed ***in co-creation with local leadership*** - tailored to local ecosystem
- This Launchpad has included:
- Grants (£25k to £1m) awarded by Innovate UK –CR&D, MFA and New Innovators products explored
- Wrap around business support
- Cluster convening and management
- Support for access to testbed and demonstration facilities

THIS launchpad in Wales **Net Zero Industry** Launchpad is dedicated to the pursuit of sustainable solutions in the realm of Net Zero industrial emissions in Southwest Wales

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Our objectives in this Launchpad

- The aim of this competition is to support outstanding innovation projects led by businesses and support the Government's **Levelling Up White Paper**
- Your business must be active, growing and driving innovation in **net zero industry** within the cluster in **Southwest Wales**, consisting of Carmarthenshire, Neath-Port Talbot, Pembrokeshire and Swansea.
- To drive the innovation-led growth opportunity for the cluster
- Contribute to Equality, Diversity and Inclusivity within the cluster
- Your project **must** focus on **net zero innovation for industry**.

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Your project can focus on the following technologies, market sectors and industries

- decarbonisation of industry
- carbon dioxide capture, distribution and storage
- hydrogen energy
- renewable energy, including renewable marine energy
- energy efficiency, including industrial energy efficiency and demand-side management)
- green industry innovation

Projects can also consider the following areas:

- sustainable fuel and platform chemical production
- low carbon heat distribution and utilisation
- mini grid community systems
- industrial transport
- innovation in skills development
- advances that empower your business to start your journey to net zero
- innovation that enables other businesses to learn from you and replicate your example

These lists are not exhaustive. Where you can show your proposal fits within the scope of this competition you can focus on other themes.

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Your project must

Your business **must** use the funding to grow your innovation activities **in the net zero industrial cluster** in Southwest Wales, both during and after the project.

This could be demonstrated by:

- your local innovation activities
- the value that your innovation activities create in the cluster
- your engagement with other innovation active organisations in the cluster, such as with Net Zero Industry Wales, this Launchpad's cluster management organisation

Your application may be considered ineligible if you do not describe clearly how your **main project activities** and **work packages** meet the scope of this competition.

This includes the main project activities of any subcontractors.

If you do not describe how your activities in the cluster will continue after your project, then you are unlikely to be offered funding in this competition.

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Project selection

We reserve the right to prioritise projects that:

- are from applicants who have not led successful applications to the CR&D Round 1 competition for this Launchpad for Southwest Wales
- demonstrate more innovation activity or value creation in the cluster or outside the Greater South East of England, during and after the project (ACROSS ALL IUK FUNDING)
- demonstrate more engagement in the innovation cluster, during and after the project
- demonstrate closer alignment to this competition's scope and specific themes

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South West Wales Innovation Cluster

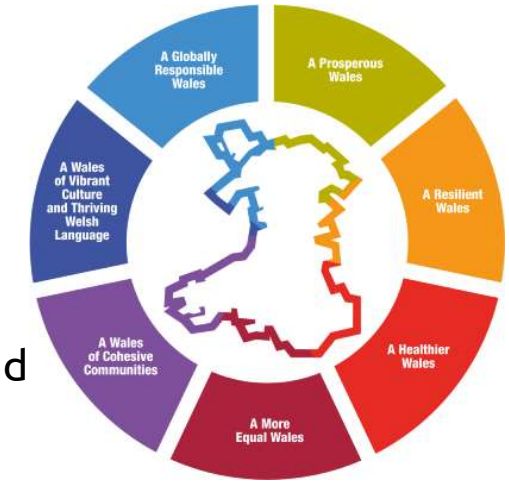
IUK Applicant briefing

Sero Net Diwydiant Cymru | Net Zero Industry Wales

"Rhoi'r pŵer i fusnesau greu dyfodol gwyrdd"
"Empowering businesses to build greener futures"

What's Net Zero Industry Wales?

- Not-for-profit umbrella organisation that supports Welsh Industrial Clusters and their partners in their Journey to Net Zero
- Membership organisation, reporting to an industry led board
- Core funded by Welsh Government



Purpose statement

Make Wales the country of choice for sustainable goods & services

By supporting a trusted, sustainable, prosperous & resilient Welsh industry that lead the transition to a healthier, equal & cohesive Wales

Resulting in an industry that the citizens of Wales are proud off, is globally responsible and builds on its industrial heritage

Single voice | **Build partnerships** | **Support policy development** | **Access funding**

Southwest Wales Launchpad

The Southwest Wales Net Zero Launchpad

Three Pillars

- Business Support
- Industry Outreach
- Academic Outreach

Funding Masterclass Series

Grant Funding Masterclass Series:

1-hour webinars: available online

This interactive and engaging series is designed to equip attendees with practical knowledge and strategies for assessing, securing, and managing Innovate UK-funded projects. Each session includes 30 minutes of expert talks and a 30-minute Q&A session.

Session Title	Content Summary
Preparing a Grant Application	Learn how to select the right grant, understand its requirements, and manage a collaborative application effectively. Topics include fund selection, financial planning, IP, and sustainability.
The Grant Writing Process – Hints and Tips	Practical strategies for crafting clear, compelling grant applications, with tips on structuring answers, financial justification, and addressing key criteria.
Key Steps in Managing a Successful Project	Insights into managing risks, partners, and finances effectively. Covers risk mitigation, financial tracking, compliance, and reporting to funding bodies.
Continued Funding and Commercialisation	Guidance on planning for continued funding, marketing innovations, and accessing local and Welsh Government support for scaling and commercialisation.

Net Zero Industry Wales' masterclass shows how to make the most of your application to the South Wales Net Zero Launchpad – Net Zero Industry Wales

SWIC

SOUTH WALES INDUSTRIAL CLUSTER

"Aspiring to become a world leading, truly sustainable industrial cluster, which powers Wales to become the country of choice for sustainable goods & services".

Powered by:

Sero Net
Diwydiant Cymru

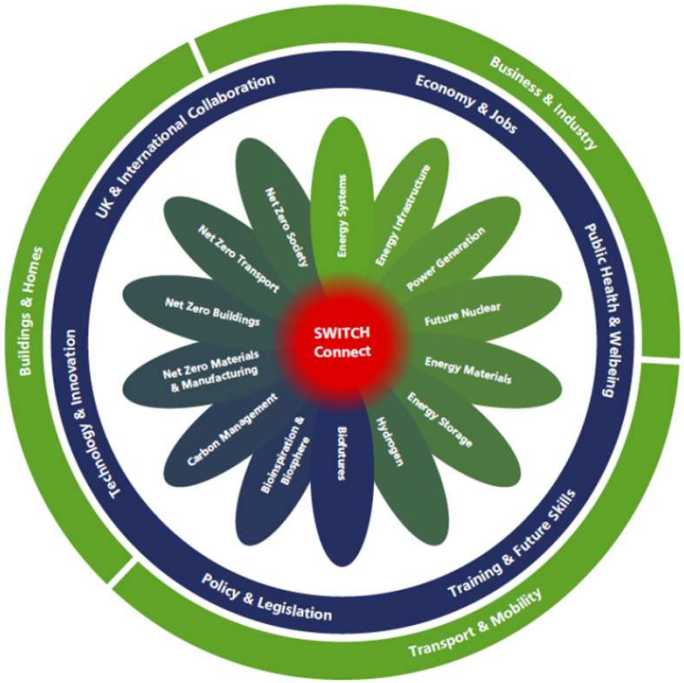
Net Zero
Industry Wales

UK Research and Innovation

UK Government Wales
Llywodraeth y DU Cymru

Academics coming together to Accelerate our Transition to Net Zero
"Sustainable Welsh Innovation from Carbon Hub"

SWITCH
Wales' net zero accelerator



- Making Welsh expertise more accessible and connecting the right people, skills and facilities – played a key role in establishing SWIC
- Bringing together a wide range of expertise developed from a decade of collaborative research and innovation.
- Providing a uniquely connected regional innovation ecosystem underpinned by a range of facilities to accelerate impact.
- Delivering practical solutions for industry, developing new technologies and skills for our future workforce in a net zero society.
- Working together to secure funding for innovative, net zero projects.

A history of collaboration and impact

LCRI LOW CARBON RESEARCH INSTITUTE
2008

specific
2011

FLEXIS
SMART ENERGY FOR OUR FUTURE
YNNI CALL AR GYFER EIN DYFODOL
2018

SWITCH
Wales' net zero accelerator

SWIC
SOUTH WALES INDUSTRIAL CLUSTER

Prifysgol Abertawe Swansea University
University of South Wales Prifysgol De Cymru
Cardiff University Prifysgol Caerdydd
Cardiff Metropolitan University | Prifysgol Metropolitan Caerdydd

now-switch.wales
@SWITCHWales

Eligibility criteria

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CR&D Eligibility Criteria – Your Project

Your project must:

- have a grant funding request of between £150,000 and £750,000
- last between 6 and 18 months
- carry out all of its project work in the UK
- intend to exploit the results from or in the UK
- not start before 1st September 2025

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CR&D Eligibility Criteria – Lead Organisation

Lead organisation:

To lead a project your business must:

- be a UK registered business of any size
- be or involve at least one grant claiming micro, small or medium-sized enterprise (SME)
- collaborate with other UK registered organisations
- be growing your innovation activities in the [Launchpad] cluster
- have a demonstrable ambition for business growth

More information on the different types of organisation can be found in our Funding rules.

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CR&D Eligibility Criteria – Project Team

Project team

To collaborate with the lead, your organisation must be one of the following UK registered:

- business of any size
- academic institution
- charity
- not for profit
- public sector organisation
- research and technology organisation (RTO)

To be an eligible collaboration, the lead and at least one other organisation must apply for funding when entering their costs into the application.

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CR&D Eligibility Criteria – Partners/Subcontractors

Non-funded partners
Your project can include partners that do not receive any of this competition's funding, for example, non-UK businesses. Their costs will count towards the total project costs.

Subcontractors
Subcontractors are allowed in this competition.

Subcontractors can be from anywhere in the UK and you must select them through your usual procurement process.

You cannot use non-UK based subcontractors.

All subcontractor costs must be justified and appropriate to the total project costs.

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CR&D Eligibility Criteria – Number of applications

Number of applications

A business can lead on only one CR&D strand application and can be included as a collaborator in any number of applications. Any subsequent applications submitted with the same project lead will be ineligible and will not be forwarded for assessment.
If you are not leading any application, you can collaborate in any number of applications.

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Previously submitted applications

This competition **does** allow you to submit a previously submitted application.

Previously submitted application	Not a Previously submitted application
A previously submitted application is an application Innovate UK judges as not materially different from one you have submitted before (but it can be updated based on the assessors' feedback). If you have previously submitted an application that reached our assessment stage, you can re-apply once more with the same proposal.	A brand-new application, project or idea that you have not previously submitted into an Innovate UK competition. or A previously submitted or ineligible application which: • has been updated based on assessor feedback • and is materially different from the application submitted before • and fits with the scope of this competition

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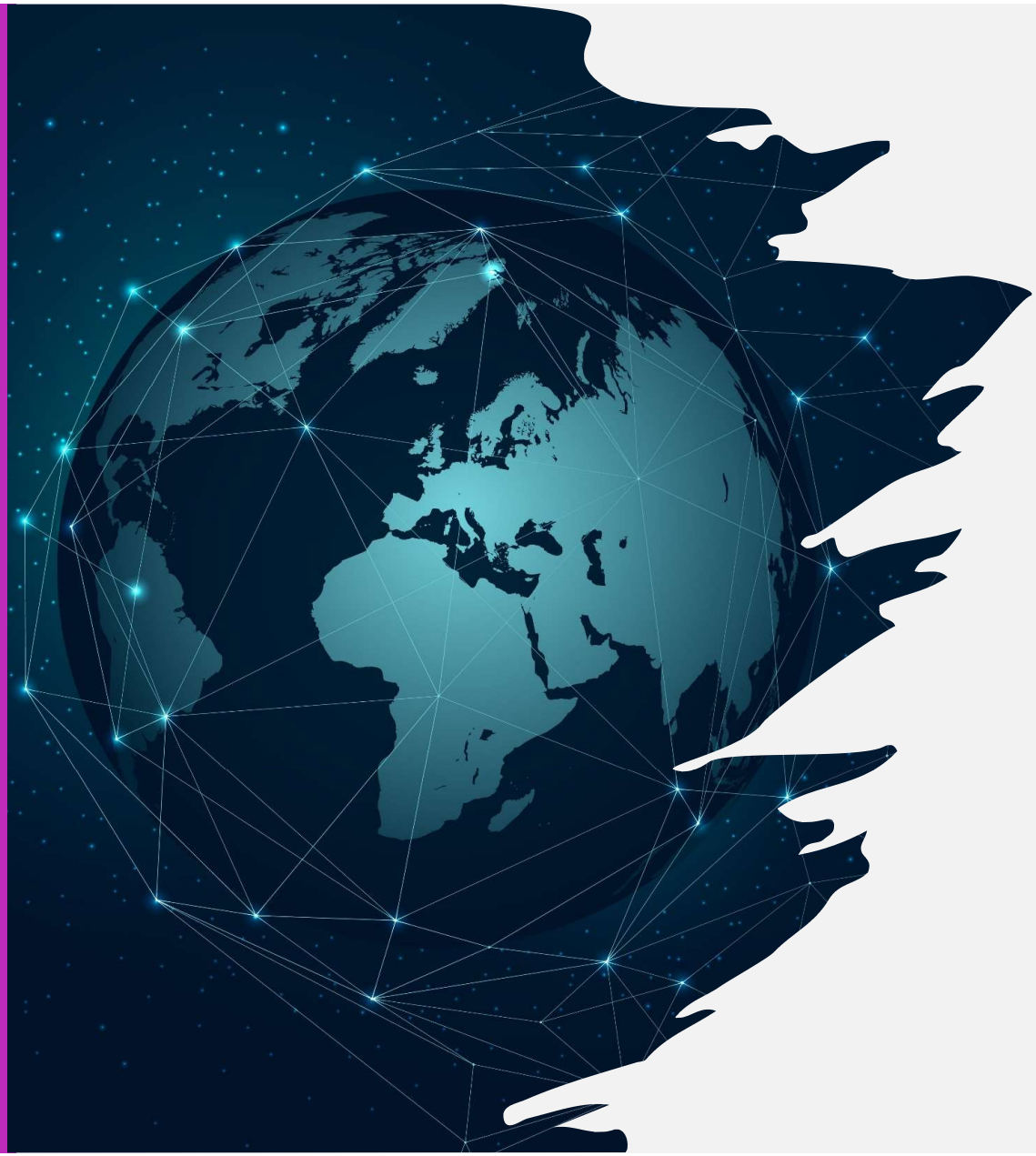


Innovation Funding Service (IFS)

How to apply

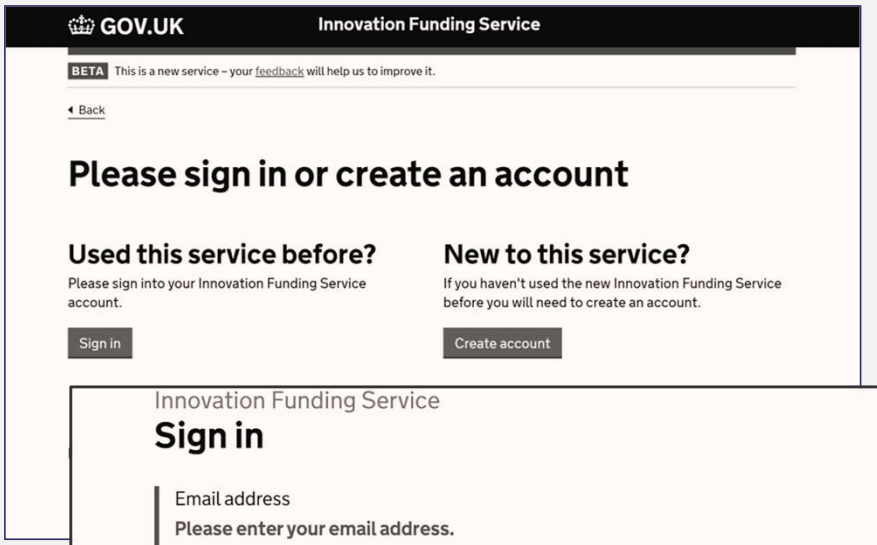
The lead applicant must create an account:

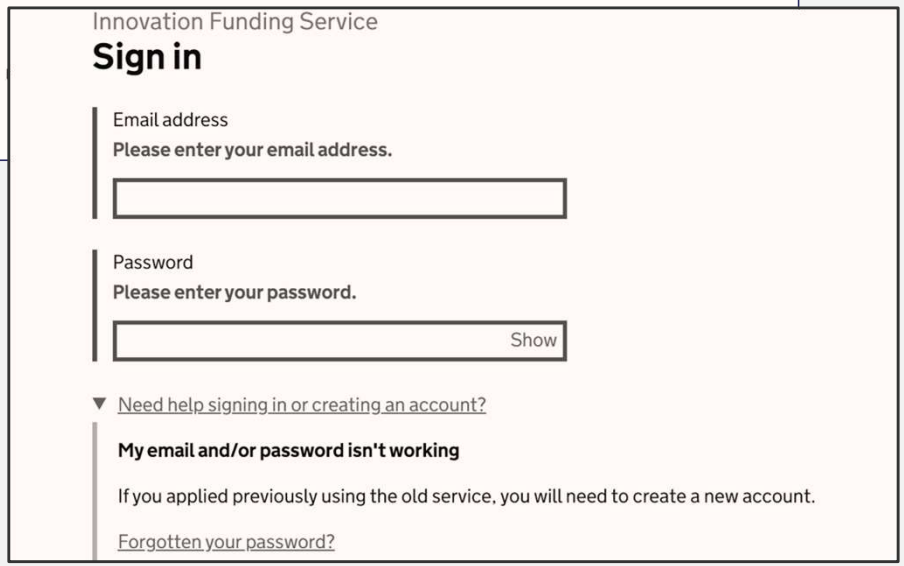
UK registered businesses

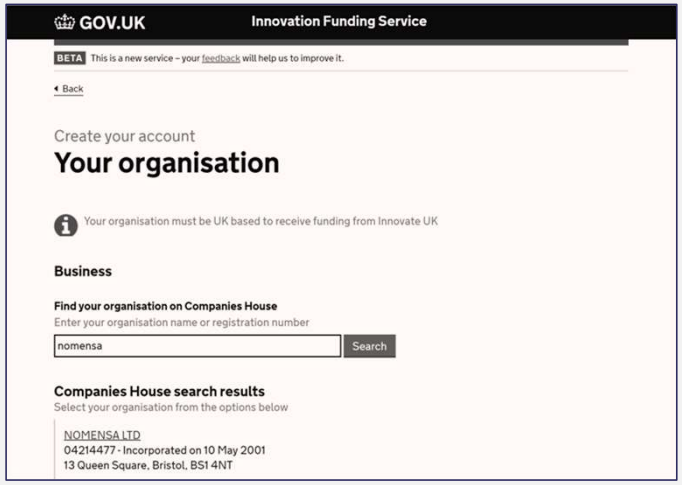
Use Companies House lookup as it speeds up our checks by providing your company number. You are unable to enter this at a later date.

Research organisations, academics and universities

To avoid being listed as a business and to ensure you receive the correct funding, enter your information manually on IFS







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Application Questions – CR&D

Detailed guidance available on IFS

Application Form		Word Count	Appendix inc. number of pages
Question 1	Applicant location (not scored)	150	No
Question 2	Animal testing (not scored)	Multiple choice	No
Question 3	Permits and licences (not scored)	Multiple choice	No
Question 4	Need, challenge and market awareness	600	No
Question 5	Approach and innovation	400	Yes - optional
Question 6	Team and resources	600	Yes - mandatory
Question 7	Outcomes and route to market	400	No
Question 8	Risks	400	Yes - mandatory
Question 9	Costs, value for money and added value	600	No

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Project Impact questions

- Each organisation in your application will complete the Project Impact questions within the ‘Supporting information’ section
- The Project Impact questions ask for data about your business and innovation and its contribution to the UK economy, society, and the environment
- Visit the Project Impact guidance page for more information, the types of questions you will be asked and how to get further support
- By providing this data, you are enabling us to better understand the impact of our support. It will help us identify success stories and provide evidence to government and the public of the value of supporting innovative businesses

For more information:

- Watch Our Impact Management Framework video
- How is the Project Impact data collected? video

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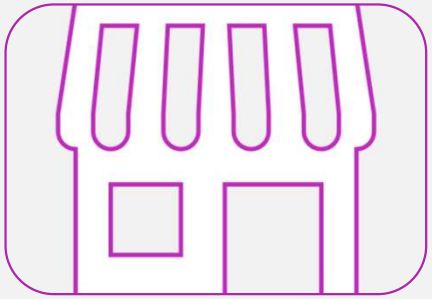
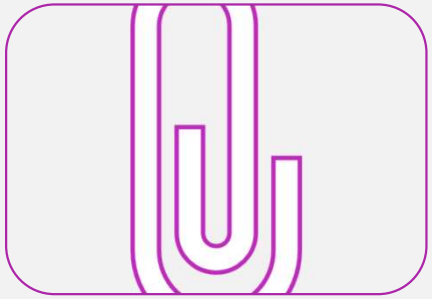
Your Project Cost Categories

View our Application Finances Instructional Video

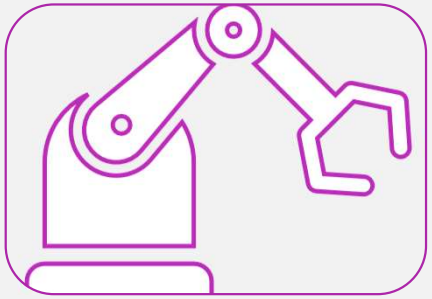
Labour



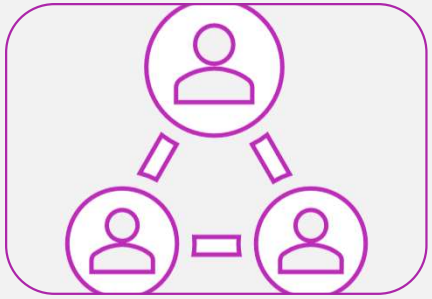
Overheads



Materials

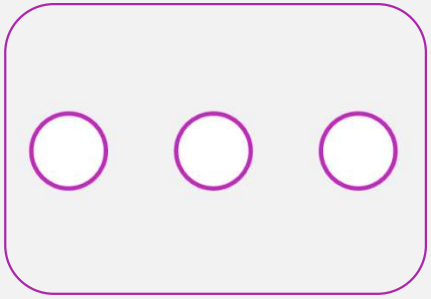


Capital Usage



Subcontractors

Travel & Subsistence



Other

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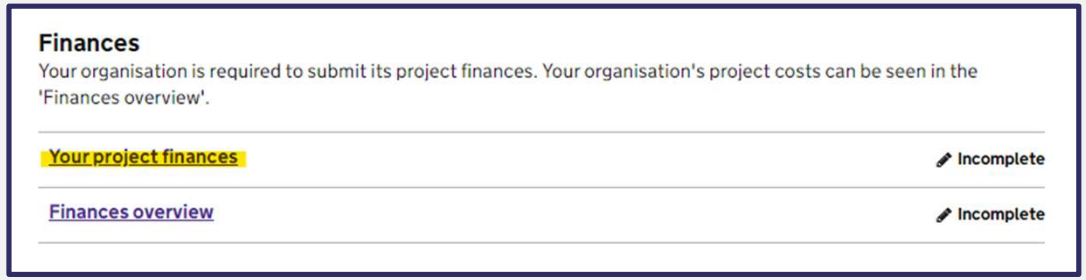
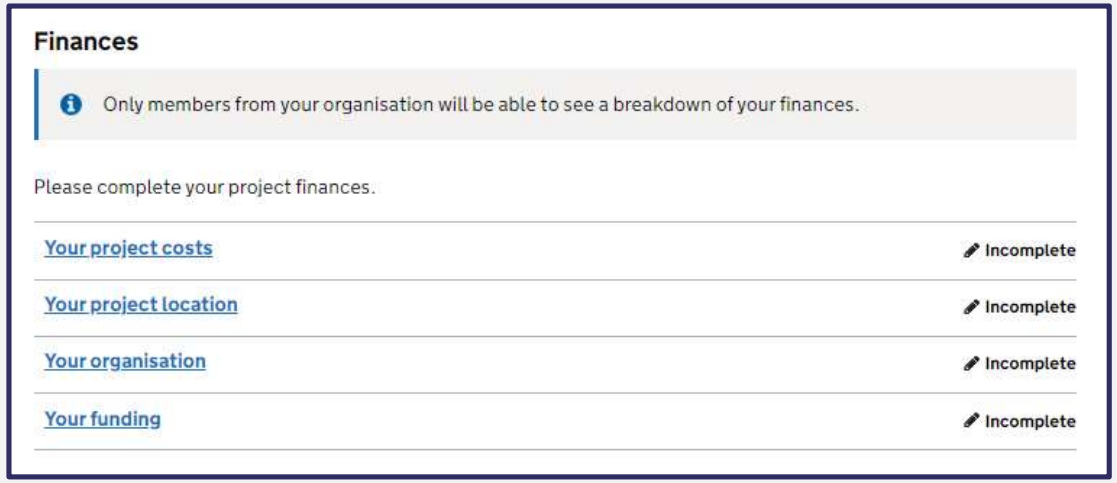
Your project finances





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Your project costs
Add your project costs by category – refer to previous slide for link to instructional video

Your project location
Enter postcode for where most of the project work will take place.

Your organisation
Add details of your organisation including size, turnover and number of employees

Your funding
Include your funding level percentage according to the competition's funding rules.

You can declare Other Public Sector Funding here if you have previously received public money for **exactly** the same activities

Checking your finances are complete – CR&D

Finances summary

These organisations have not marked their finances as complete:

- Ludlow
- EGGS

This application cannot be submitted until all items in the finances section have been marked as complete by all partners.

		Total costs (£)	Funding level (%)	Funding sought (£)	Contribution to project (£)	Other public sector funding (£)
Empire Ltd Lead organisation	✔	**200,903**	30.00	57,803	140,632	2,468
Ludlow Partner	⚠	**200,903**	30.00	57,803	140,632	2,468
EGGS Partner	⚠	**990**	100.00	990	0	0
Total	⚠	**£402,796**		116,596	281,264	4,936

The lead must ensure that all partners have marked their finances as complete.

Research organisation participation is no greater than **30** % of the total project costs.

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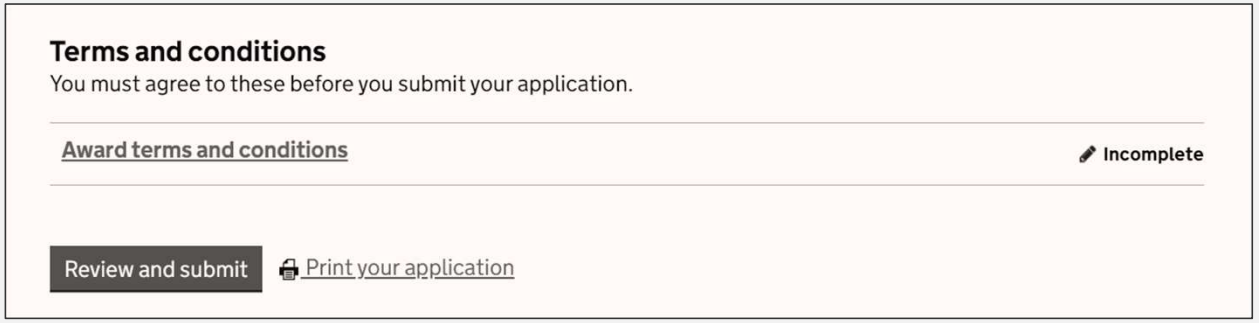
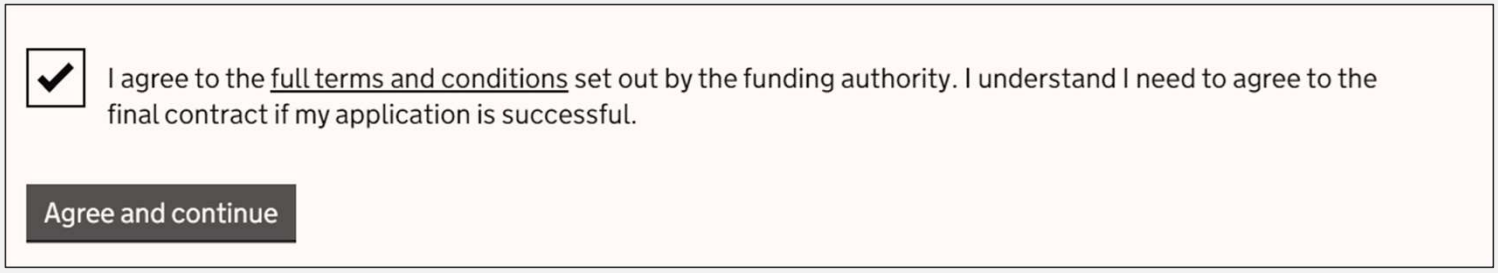
Terms and Conditions

Before you can submit your application, **all** organisations in an application must agree to the draft terms and conditions for this competition. Please ensure you share the T&Cs with your legal team at the earliest possible opportunity.





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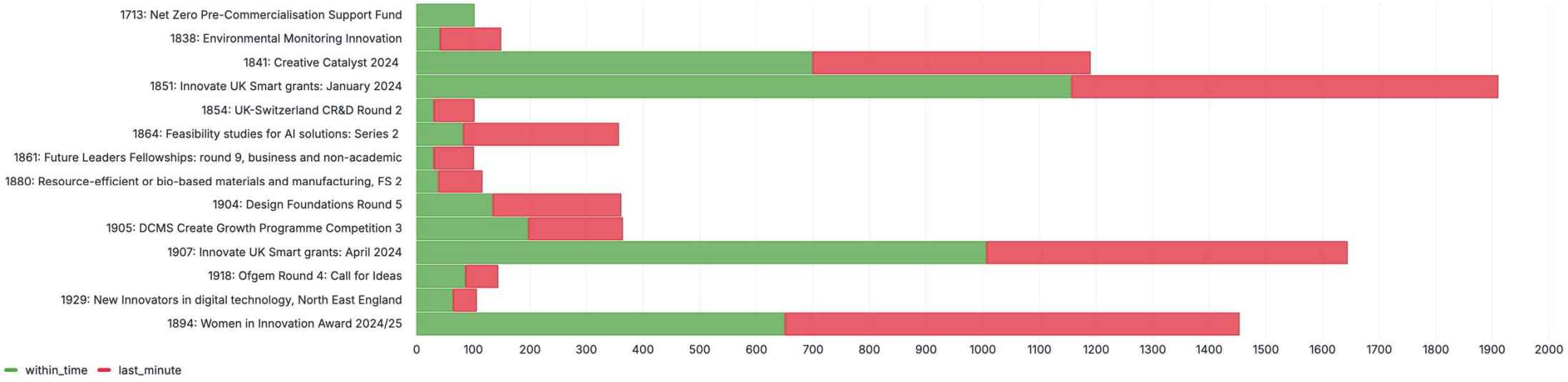
Submitting your application

Customer Support can help resolve any issues you might have when submitting **but only if they are contacted before the deadline**.

Once the deadline has passed, your application cannot be submitted.



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Pros & Cons of using AI to support you

With the advances in AI technology, it is only natural to use technology to support you in applying to our competitions. Whilst we don't recommend or advise against it, we would like to make you aware of the following which could potentially impact your project.

Pros

- Removes barriers for people with disabilities and non-English speakers
- Allows you to rephrase your content to meet the word count in a question
- Ensures all aspects of a question are answered
- Can aid a better understanding of:
  - intended/wider market
  - best practice in project management
  - complementary technologies and advances in the industry
  - expected project impacts

Cons

- It is not always accurate in its assumptions and can get things wrong
- AI learns from the information you give it as well as what it has already learnt
- May provide a generic response meaning your application could use similar phrasing to others
- AI can be detected as non-human as it lacks expression and insight because it relies on logic to summarise information based on the question asked

Whilst AI offers many benefits, it is important you are aware that **you are potentially sharing your idea with the world,** so be careful what you share as you have no control over how it is shared on once you do.

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Funding Rules

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Other Innovate UK projects

If you have an outstanding final claim or Independent Accountant Report (IAR) on a live Innovate UK project, you will not be eligible to apply to this competition, as a lead or a partner organisation.

We will not award you any further funding if you:

- applied to a previous competition as the lead or sole company and were awarded funding by Innovate UK, but did not make a substantial effort to exploit that award
- applied to a previous competition as the lead or sole company and failed to comply with grant terms and conditions.

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Compliance with the UK Subsidy Control Regime

On 4th January 2023, the Subsidy Control Act 2022 came into effect.

This provides a framework for public authorities to design and award subsidies in a compliant way, whilst minimising any negative effects of subsidies both within the UK and Internationally.

Innovate UK offers funding in line with the UK's obligations and commitments to Subsidy Control. To ensure that Innovate UK remains compliant with the UK's international Subsidy Control duties in respect of:

- the EU-UK Trade and Cooperation Agreement;
- the subsidy control act 2022
- Article 10 of the Windsor Framework (successful applicants which are affected by the Windsor Framework will be funded in line with EU State aid regulations)
- Article 138 of the Withdrawal Agreement (some Union law applicable after 31 December 2020 in relation to the UK's participation in Union programmes and activities)
- the Subsidies and Countervailing measures within the WTO (ASCM)
- any other Free Trade Agreements active at the time of award

All awards will be conditional on compliance at all times with the UK's international obligations on Subsidy Control - this will be reflected in the terms and conditions of any award.

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Subsidy Control (and State aid where relevant)

The Subsidy Control Act 2022 definition of a ‘subsidy’ means financial assistance which:

1. is given by a public authority. This can be at any level: central, devolved, regional or local government or a public body.

2. makes a contribution (this could be a financial or an in-kind contribution) to an enterprise, conferring an economic advantage that is not available on market terms.

3. affects international trade.

For awards made from 4 January 2023, the majority are subject to Subsidy Control Act 2022. EU State aid rules now only apply in certain limited circumstances.

Financial viability and eligibility
Innovate UK is unable to award funding to organisations that are considered to be in financial difficulty. All applicant organisations are subjected to financial viability and eligibility checks to ensure they are suitable for public funding.

General guidance on Subsidy control (and State aid where relevant).

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Article 10 of the Windsor Framework

The EU and the UK formally adopted the Windsor Framework on 24 March 2023.

The Windsor Framework replaces the Northern Ireland Protocol, providing a new legal and UK constitutional framework.

Article 10 provides that European Union State aid rules will continue to apply to the UK in respect of measures which affect trade in goods or the electricity market between Northern Ireland and the EU.

Article 10 does not directly apply to subsidies for services and such subsidies will need to comply with the UK's subsidy control regime.

Undertakings in difficulty
In the unusual circumstance of an award having to be made under the EU GBER regulation (State aid), the applicant must pass **'undertaking in difficulty' checks as defined by GBER (2014)**.

Guidance on Article 10 of the Windsor Framework.

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Eligibility Criteria: Funding Opportunities

Funding for R&D projects split into **3** categories: feasibility studies, industrial research and experimental development.

For feasibility studies and industrial research projects, you could get funding for your eligible project costs of:

- up to 70% if you are a micro or small organisation
- up to 60% if you are a medium-sized organisation
- up to 50% if you are a large organisation

For experimental development projects which are nearer to market, you could get funding for your eligible project costs of:

- up to 45% if you are a micro or small organisation
- up to 35% if you are a medium-sized organisation
- up to 25% if you are a large organisation

For research organisations conducting fundamental research you could get funding for your eligible project costs of up to 100%.

For general guidance on what our research categories are please visit:
https://www.ukri.org/councils/innovate-uk/guidance-for-applicants/general-guidance/categories-of-research-and-development/#contents-list

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Assessment

Innovate UK

Assessment

[YouTube Playlist]

1

How do our assessors assess?

Innovate UK • 8.1K views • 2 years ago

2

How are successful applications selected for funding?

Innovate UK • 17K views • 2 years ago

3

What steps are there before a project starts?

Innovate UK • 7.7K views • 2 years ago

4

How are successful projects monitored?

Innovate UK • 4.1K views • 2 years ago

5

How successful applicants receive their funding.

Innovate UK • 4.6K views • 2 years ago

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Project setup

If you pass the technical assessment, you will have a further eight steps detailed in your notification to complete in Project Setup before being able to start your project.

These are:

- Project details
- Project team
- Documents
- You will be allocated a Monitoring Service Provider (MSP)
- Bank details
- Finance checks
- Spend profile
- Grant Offer Letter

Please share the T&Cs with your legal team at the earliest possible opportunity to avoid any delays.

You are expected to complete all the steps above within 90 calendar days of receiving your notification. Failure to do so may result in funding being withdrawn.

Work can only commence on your project once you have received your Go Live email.

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Additional Support

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Innovate UK Business Growth

https://iuk.ktn-uk.org/business-growth/

Innovate UK Business Growth (previously Innovate UK EDGE) is a key part of the UK innovation agency's deep investment in the pioneering businesses that drive economic growth. It is a publicly-funded service available to all high potential small to medium sized innovation-driven companies, including Innovate UK grant winners.

Exploit Innovation:
Grow your business by protecting your IP, improving innovation management and accessing the innovation ecosystem globally through us.

Source funding:
Grow and scale your business by accessing the right finance and funding for you and becoming investment ready.

Enter new markets:
Helping you to make connections to partners and leverage insights to expand into vertical and international markets and achieve scaling ambitions.

Ready to scale?
The Innovate UK Scaleup Programme helps the highest potential businesses realise their ambitions.

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Useful Information

- UKRI's General Guidance
- Innovate UK Business Connect's Good Application Guide
- Who we fund
- Collaboration Agreement Guidance: Lambert Toolkit
- Innovate UK: Shaping the Future

Funding opportunities

To find out more about the competitions currently available you can visit either the **Innovation Funding Service (IFS)** or the **funding finder** on the UKRI website. Through these links, you can review the competitions available and decide which ones may be right for you.

You can **sign up to our newsletter** to receive all the latest information on our competitions straight to your inbox or **register for email alerts** to get page updates from Innovate UK.

The government also offers **other opportunities for businesses to get finance and support**.
Innovate UK reserves the rights to host competitions on a needs basis and will adjust each competition criteria and scope accordingly. We may occasionally run closed competitions that are for invited applicants only. These are run based on the challenge requirement or need.

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Q&A

Innovate UK

Contact

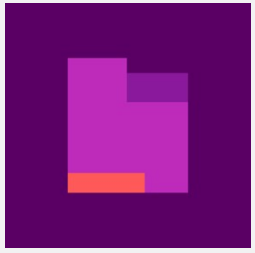
Customer Support Services

0300 321 4357 (Monday - Friday 9am-12pm and 2pm-5pm)

support@iuk.ukri.org

Innovate UK

ukri.org/councils/innovate-uk



Innovate UK Business Connect

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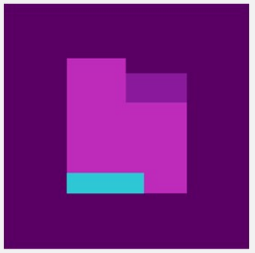

Innovate UK Business Growth

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