



Innovate
UK

ADOPT Grants

- ADOPT Facilitator Support Grant – Round 1
- Full ADOPT Grant – Round 1

Applicant Briefing

- This briefing is pre-recorded. A copy of the slides and the recording link will be made available on IFS.
- A live Q&A date is 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

Steph Armitage, Competition Manager

Helen Sweeney, Innovation Lead

Chris Lyons, Innovation Lead



Agenda

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



Key Dates: Facilitator Support Grant

Timeline	Dates
Competition Opens	28th April 2025
Submission Deadline	11 June 2025 at 11am
Applicants informed	10 July 2025 by 5pm
Project start and end dates	Start by 01 September 2025 End by 28 February 2026

Key Dates: Full ADOPT Grant

Timeline	Dates
Competition Opens	28th April 2025
Submission Deadline	25 June 2025 at 11am
Applicants informed	30 July 2025 by 5pm
Project start and end dates	Start by 01 November 2025 End by 31 October 2027

Farming Innovation Programme

Enhancing productivity, environmental sustainability
and resilience in England's farming sectors



The Farming Innovation Programme

- Part of Defra's Agricultural Transition Plan
- To enhance productivity, environmental sustainability and resilience in England's farming sectors
- Funding is awarded on a competitive basis to high quality, innovative projects
- Collaborative projects must benefit farmers and growers in England



The **Farming Innovation Programme** offers a range of opportunities for farmers, growers, businesses and researchers to collaborate on industry-led research and development:



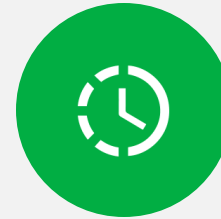
Small **Research Starter Projects** where farmers, growers & foresters can explore a new idea



Feasibility projects where businesses can check if a research idea works in practice.



Small/Large Partnership Projects, where businesses can further develop a new farming product or service towards commercialisation.



Themed competitions (Farming Futures R&D Fund), where businesses and researchers can work on longer-term innovation focussing on issues like: Climate-Smart Farming, Sustainable farm-based Proteins, Robotics and Automation, Environmental resilience or Nutrient Management



ADOPT Fund where farmers can trial on-farm new innovations, practices or technologies



ADOPT

Accelerating Development of Practices and Technologies Fund

- ADOPT includes 2 grants - the **Facilitator Support Grant** and the **ADOPT Full Grant**, these are designed make ADOPT funding accessible to a wider range of applicants
- ADOPT Support Hub and IUK Business Connect Project Facilitator database to provide practical and expert advice to participants.
- ADOPT is focussed on collaborative, smaller-scale, farmer-led projects to address immediate on-farm productivity and sustainability challenges
- ADOPT projects will trial, test and demonstrate the on-farm viability of new and existing technologies, processes and practices for the benefit of the sector
- ADOPT projects will last up to 2 years and have total project costs between £50K-£100K.



Adoption of on-farm technologies

ADOPT Grants Summary

Lead must be a farming, growing or forestry business of any size **based in England**

2 Grants	Purpose	Total Project Costs	Duration
Facilitator Support Grant	To support the development of an ADOPT Full Grant application	Support Grant £2,500	Up to 6 months
Full Grant	For on-farm trials and demonstrations of existing solutions	Project trials £50K-£100K	Between 6–24 months

A Support Grant is not mandatory before applying into the Full Grant.



ADOPT Facilitator Support Grant

**Explain your idea
for a farm trial**

**No detailed plan or
budget required**

£2,500 grant

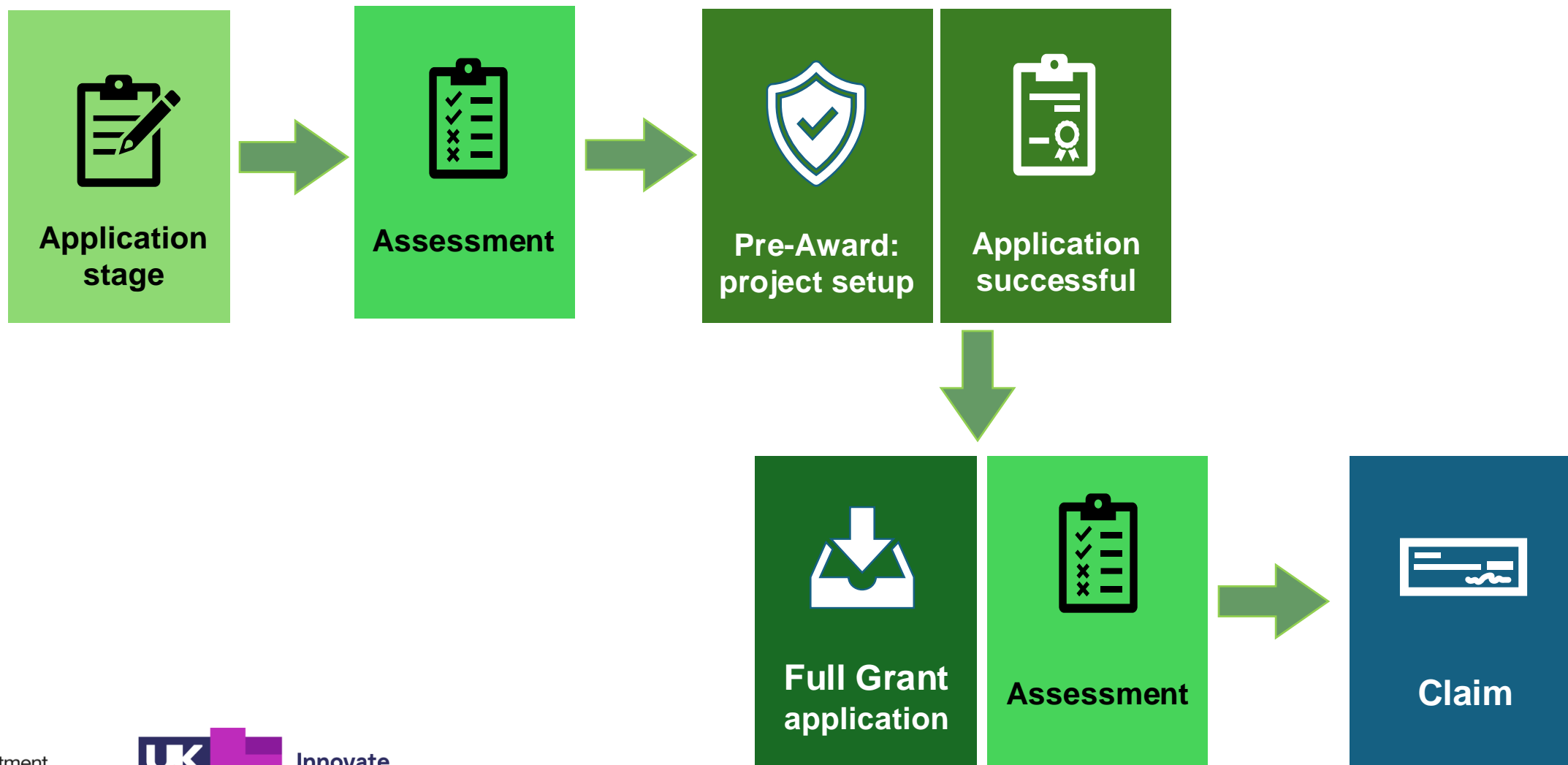


**Project
Facilitator**

**ADOPT
Support Hub**



ADOPT: Facilitator Support Grant application process





ADOPT Full Grant

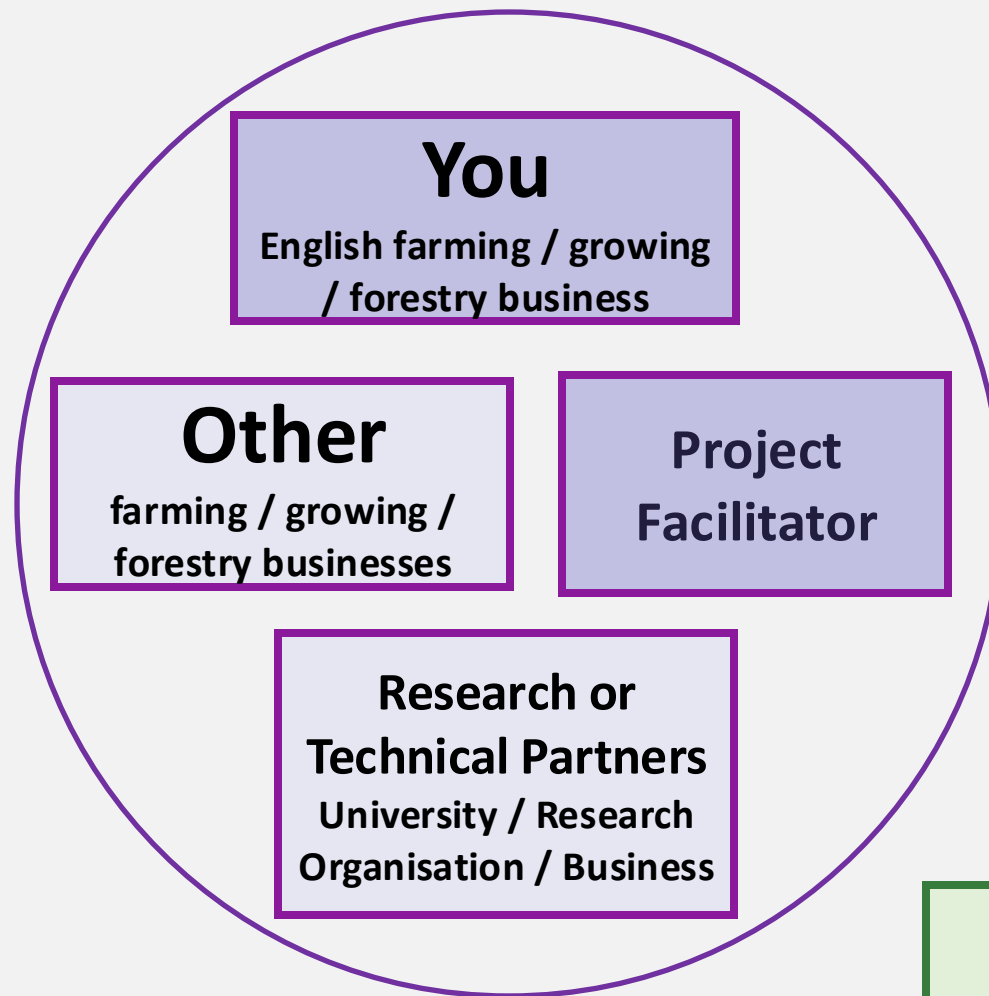
Who is in the Collaborative Team

Same on farm trial idea

Project plan now required
What? Why? How? When?

Detailed budget required

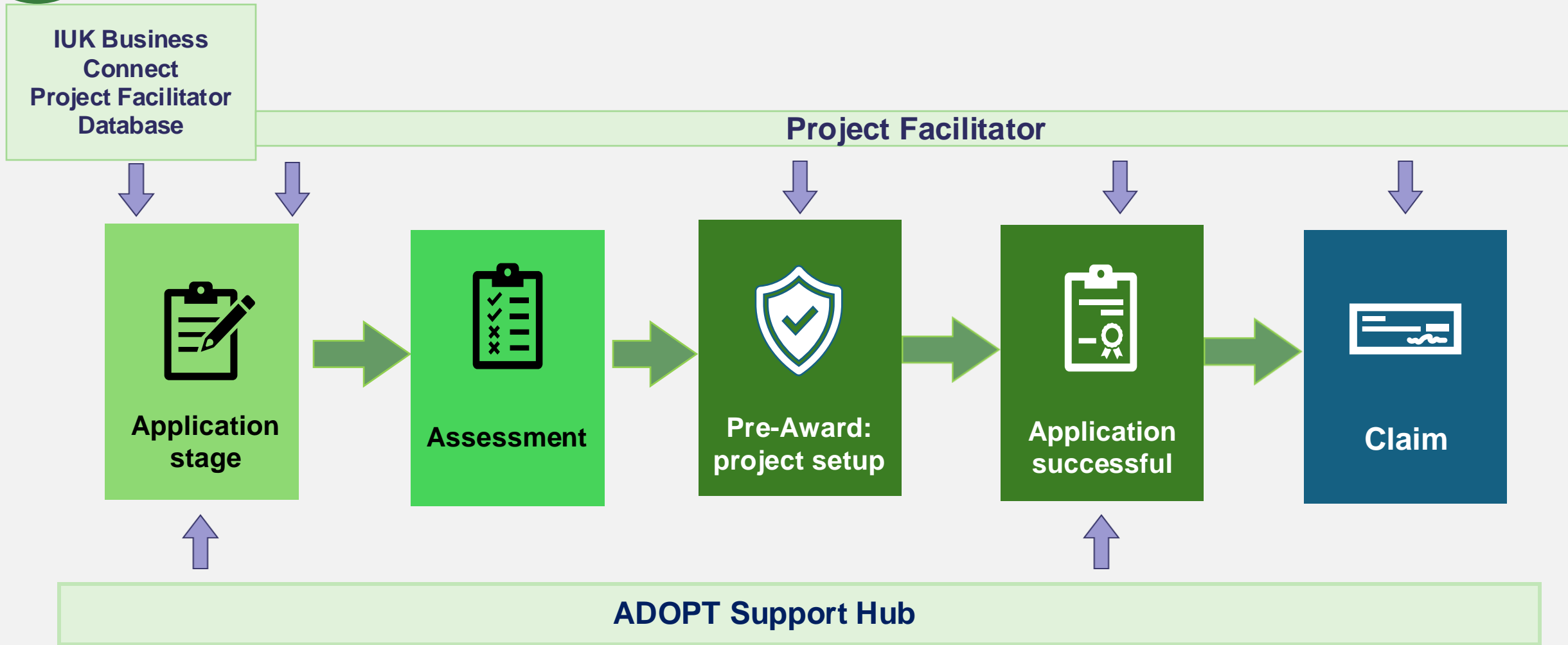
Funding
£50K - £100K costs



ADOPT Support Hub



ADOPT: Full Grant application process





Scope

In Scope

Address major on-farm or immediate post farmgate challenges or opportunities. Solutions being trialled **must** significantly improve:

- ✓ productivity
- ✓ resilience
- ✓ Sustainability and progression towards net zero emissions





Scope



Exclusions, we are not funding projects that:

- × do not benefit farmers, growers or foresters in England
- × are based on equine systems
- × involve wild caught fisheries
- × are for the production of crops or plants for medicinal or pharmaceutical use
- × are based on funded crop variety plot trials
- × are based on existing demonstration trials or projects
- × include aquaculture, such as algae and seaweed, for human consumption
- × fermentation systems for bacteria, yeast or fungi or cultivated meat



Specific Themes



Address a significant **industry challenge or opportunity** in at least one of the below:

- ✓ Agriculture
- ✓ Horticulture
- ✓ Agro-forestry



ADOPT Sources of support

External support: pre-application

ADOPT Support Hub

Innovate UK Business
Connect Project
Facilitator database

Project Facilitator

Grant opportunities

Facilitator
Support Grant

ADOPT Full
Grant

Live ADOPT Farm Trial projects

Project Facilitator

IUK
Monitoring
Officer

ADOPT Support Hub

*Project Facilitator is funded as part
of claimable project costs

Eligibility criteria

- **Facilitator Support Grant**
- **Full Grant**



Innovate
UK



Eligibility Criteria – Your Project –ADOPT Facilitator Support Grant: Round 1

Your project must:

To be eligible to apply for this competition, you must:

- engage with an external Project Facilitator that is registered in the Innovate UK Business Connect database
- work with the facilitator to develop and submit an eligible application for a Full ADOPT Grant competition

If you are successful in this competition you will need to provide evidence within six months of the funding being awarded that your Full ADOPT Grant application has been sent for assessment.

A total of £2,500 will be awarded per successful participant once the claim and evidence is submitted.

Eligibility Criteria – Lead Organisation – ADOPT Facilitator Grant: Round 1

Lead organisation:

To lead a project your organisation must:

- be an active farming, growing or forestry business of any size **based in England**
- be able to evidence that you are an established commercial business, including sole traders and partnerships
- have a UK bank account

More information on the different types of organisation can be found in our [Funding rules](#).

Eligibility Criteria – Partners/Subcontractors – ADOPT Facilitator Grant: Round 1

Subcontractors

Subcontractors are allowed in this competition.

The subcontractor must be the Project Facilitator who will be working with you to submit a Full ADOPT Grant application.

The Project Facilitator must be registered in the Innovate UK Business Connect database.

Eligibility Criteria – Number of applications – ADOPT Facilitator Grant: Round 1

Number of applications

A farmer, grower or forester can only lead on one application per competition round and receive a maximum of two Facilitator Support Grants in total.

Eligibility Criteria – Your Project – ADOPT Full Grant: Round 1

Your project must:

- have total costs between £50,000 and £100,000
- last between 6 and 24 months
- start by 1 November 2025
- end by 31 October 2027
- intend to exploit the results from or in England
- carry out all of its project work in the UK
- embrace open innovation principles and be willing to share results with other farmers, growers or foresters
- have a Project Facilitator as part of the project team who is listed in the ADOPT Innovate UK Business Connect database

Eligibility Criteria – Lead Organisation – ADOPT Full Grant: Round 1

Lead organisation:

To lead a project your organisation must:

- be an active farming, growing or forestry business of any size **based in England**
- be able to evidence that you are an established commercial business, including sole traders and partnerships
- have a UK bank account
- collaborate with at least one other farming or growing businesses of any size, based in the UK

It is desirable that you also collaborate with other UK registered organisations.

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

Eligibility Criteria – Collaboration – ADOPT Full Grant: Round 1

For this competition your project must be collaborative.

In all collaborative projects there must be:

- at least two grant claiming partners
- evidence of an effective collaboration

This means one partner must not account for more than 70% of the eligible costs and you must include rationale for the collaboration and describe the structure in the application.

Eligibility Criteria – Project Team – ADOPT Full Grant: Round 1

Project team

To collaborate with the lead, your organisation must be a farmer, grower or forester based in the UK .

You may also collaborate if you are a UK registered:

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

Eligibility Criteria – Partners/Subcontractors – ADOPT Full Grant: Round 1

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 can use subcontractors from overseas but must make the case in your application as to why you cannot use subcontractors from the UK.

You must provide a detailed rationale, evidence of the potential UK contractors you approached and the reasons why they were unable to work with you. We will not accept a cheaper cost as a sufficient reason to use an overseas subcontractor.

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

Eligibility Criteria – Number of applications – ADOPT Full Grant: Round 1

Number of applications

A farmer, grower or forester can only lead on one application but can be included as a collaborator in two further two applications.

If an organisation is not leading an application, it can collaborate in any number of applications

Previously submitted applications

This competition **does not** allow you to submit a previously submitted application.

Previously submitted application	Not a Previously submitted application
<p>A previously submitted application is an application Innovate UK judges as <u>not</u> materially different from one you have submitted before (but it can be updated based on the assessors' feedback).</p> <p>If you have previously submitted an application that reached our assessment stage, you can re-apply once more with the same proposal.</p>	<p>A brand-new application, project or idea that you have not previously submitted into an Innovate UK competition.</p> <p>or</p> <p>A previously submitted or ineligible application which:</p> <ul style="list-style-type: none">• has been updated based on assessor feedback• <u>and</u> is materially different from the application submitted before• <u>and</u> fits with the scope of this competition



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

This screenshot shows the 'Create your account' page for UK registered businesses. It includes a 'Your organisation' section with an information icon and a note that the organisation must be UK based. Below this is a 'Business' section with a search bar for 'Find your organisation on Companies House'. The search bar contains the text 'nomensa' and a 'Search' button. Below the search bar, it shows 'Companies House search results' for 'NOMENSALTD', including its registration number (04214477), incorporation date (10 May 2001), and address (13 Queen Square, Bristol, BS1 4NT).This screenshot shows the 'Please sign in or create an account' page. It has two columns: 'Used this service before?' with a 'Sign in' button, and 'New to this service?' with a 'Create account' button. Below this is a 'Sign in' section with input fields for 'Email address' and 'Password', each with a 'Show' button. At the bottom, there are links for 'Need help signing in or creating an account?', 'My email and/or password isn't working', and 'Forgotten your password?'.

1) Click Start New application

Do you have an account?

Yes

Sign in to your Innovation Funding Service account.

Sign in

No

Create a new account to start your application.

Continue and create an account

2) Click No - Create new account to start your application.

3) Click Business for organisation type

Create an account

Choose your organisation type

This is the organisation that will lead the application.

- Business**
A person or organisation that provides goods or services in exchange for something of value, usually money.
- Research**
Higher education and organisations registered with Je-S.
- Research and technology organisation (RTO)**
Organisations which solely promote and conduct collaborative research and innovation.
- Public sector, charity or non Je-S registered research organisation**
A not-for-profit organisation focusing on innovation.

4) The next page it will give “Enter your organisation’s details”. In the search box put a single digit and click **Search**

Create an account

Enter your organisation's details

Enter your organisation name or company registration number and click the 'Search' button. We'll look for your organisation's details and tell you what to do next.

▶ [Where to find your company registration number](#)

Search

5) The next page will show a list of companies. And links to further pages of companies. **Ignore these.**

Look near the bottom of this page there is some text “My organisation is not Registered” Click **Find Out What To Do**

My organisation is not registered on Companies House

[Find out what to do](#) if your organisation has not yet been registered or does not need to be registered on Companies House.

6) The next new screen will enable you to enter text manually into boxes with the company business details. Once completed these can be submitted and application started.

Create an account

Organisations not registered on Companies House

You must register your company on Companies House before you can continue with your application. [Register your company on Companies House \(opens a new window\)](#).

Exemptions

Some organisations do not need to be registered, for example:

- charities
- local authorities
- NGOs
- partnerships
- sole traders
- trusts

If your organisation is exempt, you can [enter its details manually](#).

Create an account

Manually enter your organisation's details

This page is only for organisations that cannot be registered on Companies House, for example:

- charities
- local authorities
- NGOs
- partnerships
- sole traders
- trusts

Please make sure you enter your organisation's details correctly. Any errors you make will slow down the application process, which could delay your funding payments.

Organisation name

Application Questions: Support Grant

Detailed guidance available on IFS

Application Form		Word Count
Question 1	Location of the farmer, grower or forester who is the project lead for this application. (not scored)	250
Question 2	Animal testing (not scored)	Multiple choice
Question 3	Permits and licences (not scored)	Multiple choice
Question 4	What is the idea or solution you have identified to trial on-farm?	250
Question 5	How will your idea or solution benefit other farmers, what improvements will it offer?	250
Question 6	Project Facilitator and Full ADOPT Grant team	250

Application Questions:

Full Grant

Detailed guidance available on IFS

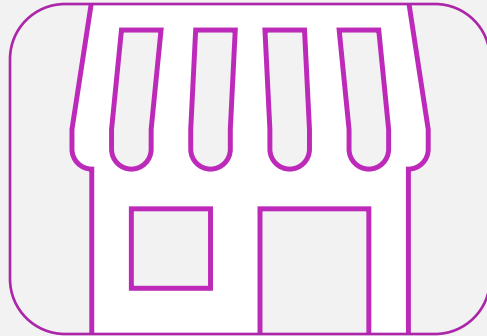
Application Form		Word Count	Appendix inc. number of pages
Question 1	Applicant location (not scored)		No
Question 2	Animal testing (not scored)	Multiple choice	No
Question 3	Permits and licences (not scored)	Multiple choice	No
Question 4	Farmers, growers or foresters details (not scored)	400	No
Question 5	What is the idea or solution you have identified to trial on-farm?	400	No
Question 6	How will you trial and test this idea or solution on-farm?	400	Yes - optional 1
Question 7	Team and resources for the trial	400	Yes - optional, 1
Question 8	Outcomes and impacts	400	No
Question 9	Adoption and communication of results	400	No
Question 10	Project management and risks	600	Yes - mandatory, 2
Question 11	Costs and value for money	400	No

Your Project Cost Categories

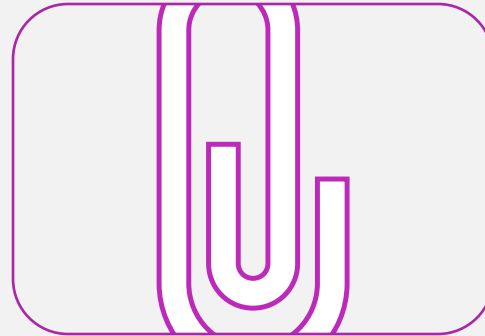
View our [Application Finances Instructional Video](#)



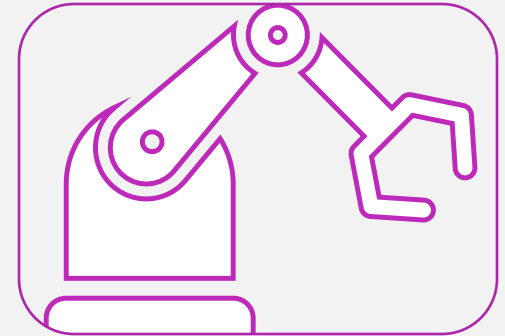
Labour



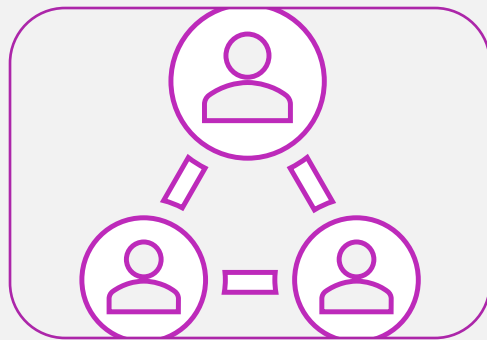
Overheads



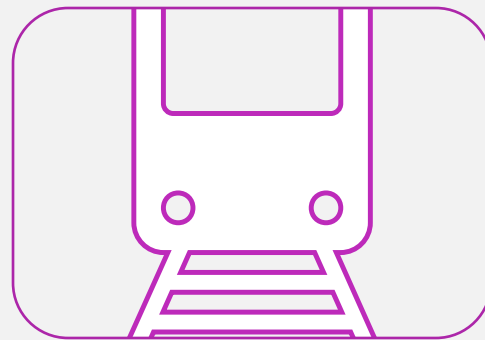
Materials



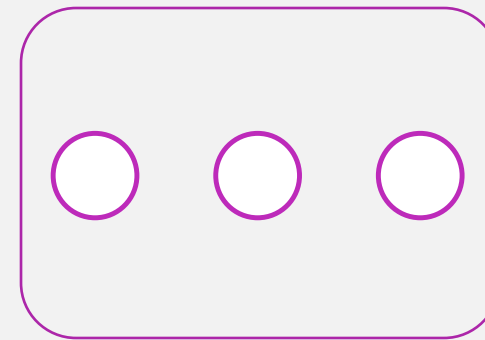
Capital Usage



Subcontractors



Travel &
Subsistence



Other




Your project finances

Finances

Your organisation is required to submit its project finances. Your organisation's project costs can be seen in the 'Finances overview'.


[Your project finances](#)

 Incomplete

[Finances overview](#)


 Incomplete

Finances


 Only members from your organisation will be able to see a breakdown of your finances.

Please complete your project finances.


[Your project costs](#)

 Incomplete

[Your project location](#)

 Incomplete

[Your organisation](#)

 Incomplete

[Your funding](#)

 Incomplete

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

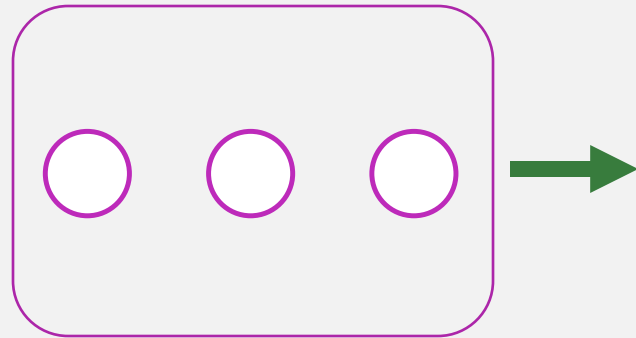
Add details of your organisation including size, turnover and number of employees

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

Facilitator Support Grant: Finances



Other

You must **only** submit in the other costs section the name of the Project Facilitator you intend to work with to submit your Full ADOPT Grant application.

You must enter the total costs of £2,500 as part of this section.

Other costs		£2,500 –
Description and justification of the cost		Estimated cost (£)
My Facilitator		2,500
Total other costs		£2,500

Full Grant: Finances



All other organisations, inc standard businesses:

- Use standard general guidance and fill in costs as they normally would for any other IUK project
- Academics and other Je-S registered partners should use the Je-S system as normal.

<https://www.ukri.org/councils/innovate-uk/guidance-for-applicants/costs-we-fund/>

Farmers only:

- Farmers are able to calculate their trial expenses based upon labour day/ hourly rate or rate x Hectare
- All applicable costs can be rolled in to one single cost and entered in “Other Costs” category which is validated during the set-up stage and will be accepted at claims stage.
- i.e. use of tractor to cultivate a field, time for a farmer to operate the tractor, operating costs such as fuel and maintenance, cost of using other machinery, fertilisers, seed etc
- It's possible to claim professional memberships relevant to the project.



Checking your finances are complete

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

Check your finances have been correctly inputted, with the correct costs, funding level % and funding sought figure, as per the eligibility criteria of the competition.

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

Full Grant Only:
Research organisation participation must be no greater than **60%** of the total project costs.

*** IFS DOES NOT VALIDATE TOTAL PROJECT COSTS**

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.

Terms and conditions

You must agree to these before you submit your application.

[Award terms and conditions](#)

 Incomplete

[Review and submit](#)

 [Print your application](#)



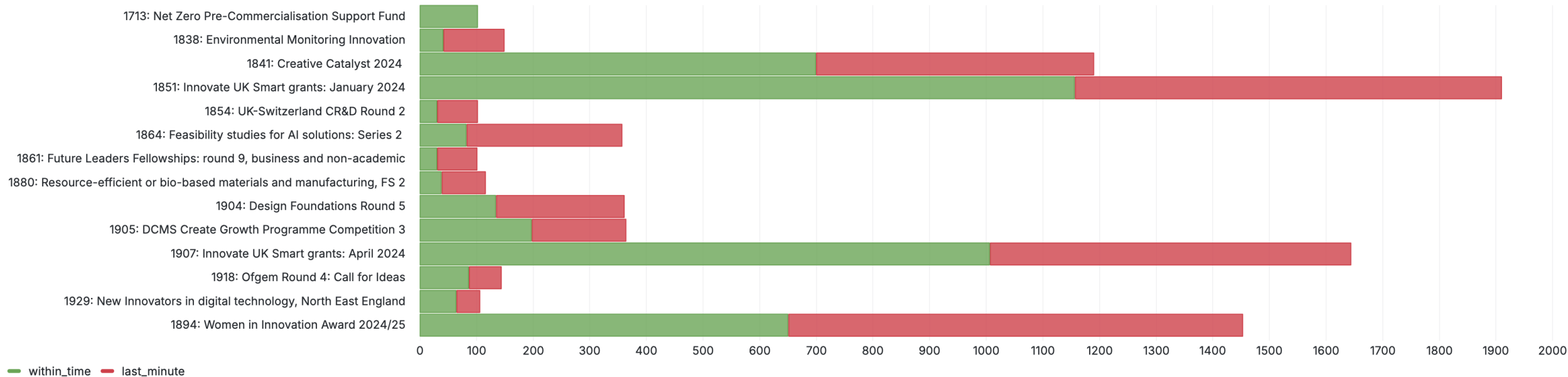
I agree to the [full terms and conditions](#) set out by the funding authority. I understand I need to agree to the final contract if my application is successful.

[Agree and continue](#)

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.



Editing a submitted application

test
Application number: 242
Competition: 599 Covid de minimis round 2

Awaiting assessment

Application submitted

[Reopen](#)

Reopen by clicking here

Terms and conditions
You must agree to these before you submit your application.

[Award terms and conditions](#) ✓ Complete

[Review and submit](#) [Print your application](#)

Remember to press 'Submit application'

Terms and conditions [Open all](#)

[Award terms and conditions](#) ✓ Complete +

[Submit application](#)

Need help with this service? [Contact us](#)

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.

Funding Rules



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.

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.

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 \(and State aid where relevant\).](#)

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](#).

Eligibility Criteria: Funding Opportunities








Organisation or type of activity	Facilitator Support Grant
Active farming, growing or forestry business based in England	Up to 100%
Organisation or type of activity	Full Grant
Active farming, growing or forestry business based in England, Wales or Scotland	up to 80%
active farming, growing or forestry businesses based in Northern Ireland	Up to 70%
Business (economic activity)	Micro or Small – 70% Medium – 60% Large – 50%
Research organisation (non-economic activity)	Universities – 100% (80% of Full Economic Costs) Other research organisations can claim 100% of their project costs
Public Sector Organisation or Charity (non-economic activity)	100% of eligible costs
Research organisations (undertaking economic activities) Organisations receive funding related to the size of their organisation	Micro or Small – 70% Medium – 60% Large – 50%

Assessment



Assessment

[YouTube Playlist](#)

-  **How do our assessors assess?**
Innovate UK • 8.1K views • 2 years ago
2:33
-  **How are successful applications selected for funding?**
Innovate UK • 17K views • 2 years ago
2:39
-  **What steps are there before a project starts?**
Innovate UK • 7.7K views • 2 years ago
3:45
-  **How are successful projects monitored?**
Innovate UK • 4.1K views • 2 years ago
2:20
-  **How successful applicants receive their funding.**
Innovate UK • 4.6K views • 2 years ago
2:51



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.

Additional Support



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.

Where to go for help

ADOPT SUPPORT HUB

Delivered by **ADAS**, **UK Agri-Tech Centre** and **The Soil Association**, aim to help farmers, growers and foresters to understand more about the programme, connect with experts, access funding and make on-farm trials a success.

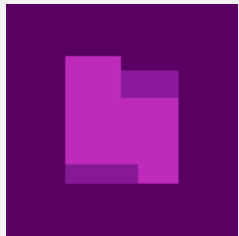
0800 9878006 (Monday-Friday 9am-5pm)

[ADOPT Support | FarmPEP | adoptsupport@adas.co.uk](mailto:adoptsupport@adas.co.uk)



Innovate UK Business Connect Project Facilitator database

<https://iuk-business-connect.org.uk/adopt-project-facilitators/>



Innovate UK Customer Support Services

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

support@iuk.ukri.org

Thank You

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