



Innovate  
UK

# Farming Futures R&D Fund: Low emissions farming

## Pre-recorded Applicant Briefing

- A copy of the slides and the recording link will be made available on IFS.
- A live Q&A date is available on IFS
- For more information on the competition process, please click [here](#) to access our YouTube channel.



# Welcome and Introductions

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Competition Manager

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Innovation Lead



# Agenda

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



# Key Dates

Timeline	Dates
Competition Opens	<b>5 May 2025</b>
Submission Deadline	<b>25 June 2025</b> at 11am
Applicants informed	<b>10 October 2025</b> by 5pm
Project start and end dates	Start by <b>1 January 2026</b> End by <b>31 December 2028</b>

# 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



# Work on longer-term farming innovation projects → Farming Futures R&D Fund

## Summary

**Theme**

**Low Emissions Farming**




**Total Project Costs**

**£1-2.5 million**



**Duration**

**30-36 months**




Demonstrate how the solution **benefits** farming, growing or forestry business **in England**

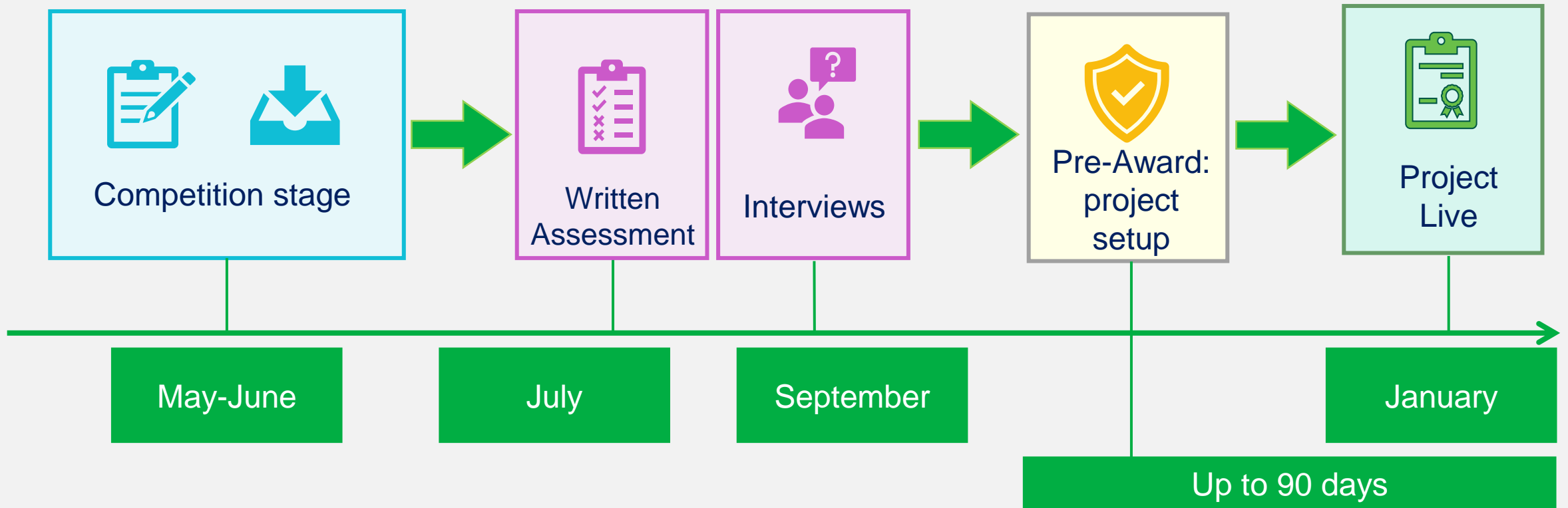


For **UK businesses** or **Research Organisations** wishing to **collaborate** with other UK organisations  
Either can lead



**2 stage assessment process with interviews**  
**Projects to start by 1 Jan 2026**

# Application process





# Scope

**Develop** new solutions to support UK farming working towards achieving low emissions and address **major on-farm or immediate post farmgate** challenges or opportunities.

Must also demonstrate how the solution will **significantly improve on-farm**:

- ✓ productivity
- ✓ resilience
- ✓ sustainability and progression towards low emission farming



# Scope



- develop ambitious **solutions** that will **reduce emissions in existing farming practices**
- carry out a **life cycle assessment (LCA)** for the solution developed
- demonstrate **impact and measure of carbon** as a number to facilitate foot printing and potential trading, but **other emissions must not be ignored**
- demonstrate and **measure wider environmental benefits**, as contributors to low emission farming
- encourage **dissemination and knowledge exchange** to the wider sector and increase the maturity or market readiness of emerging solutions
- ensure concepts are closely aligned with industry priorities to deliver **business orientated, transformative opportunities**
- Projects must evidence how the solution will **benefit farmers, growers or foresters in England.**



# Specific themes



Address major on-farm or immediate post farmgate challenges or opportunities. Focus **at least on one** of the below areas:

- ✓ Regenerative farming
- ✓ Energy
- ✓ Methanisation - *focus on on-farm use*
- ✓ Reducing GHG emission in livestock production
- ✓ Innovations to support land management



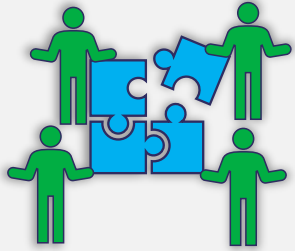
# Out of Scope



## **we are not funding projects that:**

- × are not addressing low emission farming priorities as listed in the scope section
- × are not measuring the GHG emissions impact from their innovation
- × are equine specific
- × involve wild caught fisheries
- × involve aquaculture for fish production or human consumption
- × are for the production of crops or plants for medicinal or pharmaceutical use
- × do not benefit farmers, growers or foresters in England

# Consortium Building



## Collaboration is essential.

The lead can be UK business or Research Organisation (RO).

If the lead organisation is an academic institution or an RTO it must collaborate with 2 UK registered **businesses** of any size.

ROs can **share up to 40%** of the total eligible project costs.

- ✓ Build **diverse consortiums** of innovative agricultural businesses and relevant research expertise with defined roles
- ✓ **Get to know your partnership**
- ✓ **Ensure all partners are well justified** - *Partners will need to pass financial due diligence*





# Application: additional questions

- Total 13 mandatory questions
  - Q1-3 are not scored
- Different scored questions:

Question 7	Project impact and life cycle assessment
Question 8	Outputs and exploitation (+exploitation plan)
Question 9	Benefits realisation (+logic model)

# Eligibility criteria



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# Eligibility Criteria – Your Project

## Your project must:

- have total costs between £1 million and £2.5 million
- last between 30 and 36 months
- start by 1 January 2026
- end by 31 December 2028
- carry out all of its project work in the UK
- intend to exploit the results from or in England

# Eligibility Criteria – Lead Organisation

## Lead organisation:

To lead a project your organisation must:

- be a UK registered business of any size, an academic institution or a research and technology organisation (RTO)
- collaborate with other UK registered organisations
- involve at least one grant claiming business of any size

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

# Eligibility Criteria – Collaboration

**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

## 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)

# Eligibility Criteria – Partners/Subcontractors

## Non-funded partners

Your project cannot include partners that do not receive any of this competition's funding, for example, non-UK businesses.

## 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 suppliers 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

## Number of applications

A business, academic institution or research and technology organisation (RTO) can only lead on one application but can be included as a collaborator in two further applications.

If an organisation is not leading any 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"><li>• has been updated based on assessor feedback</li><li>• <u>and</u> is materially different from the application submitted before</li><li>• <u>and</u> fits with the scope of this competition</li></ul>



# **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



GOV.UK Innovation Funding Service

BETA This is a new service – your [feedback](#) will help us to improve it.

◀ Back

Create your account

### Your organisation

**i** Your organisation must be UK based to receive funding from Innovate UK

**Business**

**Find your organisation on Companies House**  
Enter your organisation name or registration number

**Companies House search results**  
Select your organisation from the options below

[NOMENSA LTD](#)  
04214477 - Incorporated on 10 May 2001  
13 Queen Square, Bristol, BS1 4NT

GOV.UK Innovation Funding Service

BETA This is a new service – your [feedback](#) will help us to improve it.

◀ Back

## Please sign in or create an account

**Used this service before?**  
Please sign into your Innovation Funding Service account.

**New to this service?**  
If you haven't used the new Innovation Funding Service before you will need to create an account.

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### Innovation Funding Service Sign in

Email address  
Please enter your email address.

Password  
Please enter your password.

▼ [Need help signing in or creating an account?](#)

**My email and/or password isn't working**

If you applied previously using the old service, you will need to create a new account.

[Forgotten your password?](#)

# Application Questions

Detailed guidance available on IFS

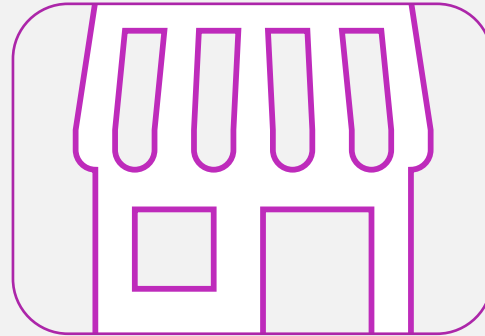
Application Form		Word Count	Appendix inc. number of pages
Question 1	Applicant location (not scored)	400	No
Question 2	Animal testing (not scored)	Multiple choice	No
Question 3	Permits and licences (not scored)	Multiple choice	No
Question 4	Challenge and ambition	400	No
Question 5	Approach and innovation	400	Yes – optional – 2pp
Question 6	Team and resources	400	Yes – optional – 2pp
Question 7	Project impact and life cycle assessment	400	No
Question 8	Outputs and exploitation	400	Yes – mandatory – 2pp
Question 9	Benefits realisation	400	Yes – mandatory – template
Question 10	Project management	400	Yes – mandatory – 2pp
Question 11	Risks	400	Yes – mandatory – 2pp
Question 12	Added value	400	No
Question 13	Costs and value for money	400	No

# Your Project Cost Categories

View our [Application Finances Instructional Video](#)



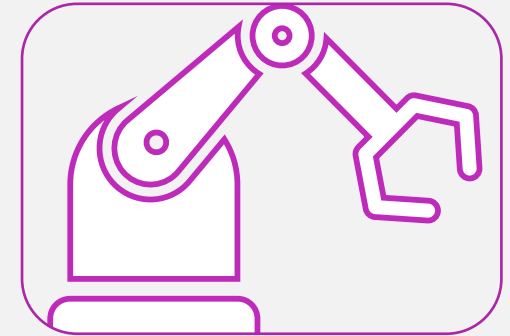
Labour



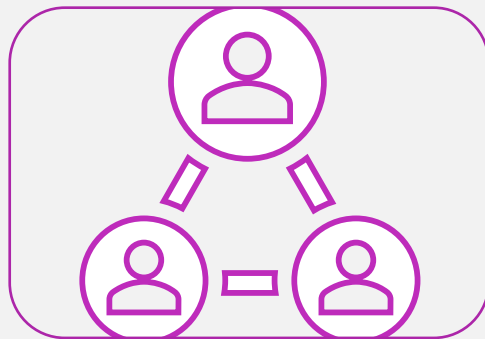
Overheads



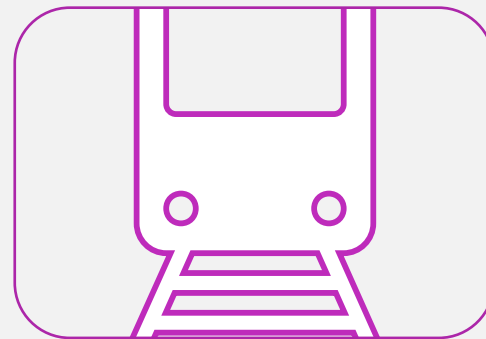
Materials



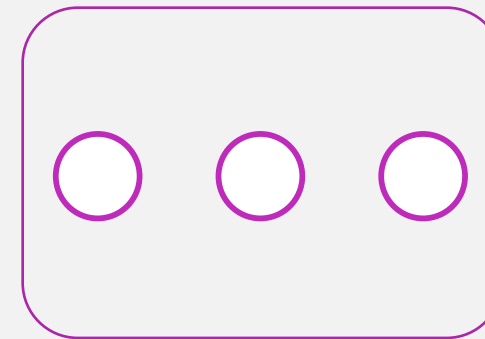
Capital Usage



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

# 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 (£)
<b>Empire Ltd</b> Lead organisation	✓	200,903	30.00	57,803	140,632	2,468
<b>Ludlow</b> Partner	⚠	200,903	30.00	57,803	140,632	2,468
<b>EGGS</b> Partner	⚠	990	100.00	990	0	0
<b>Total</b>	⚠	<b>£402,796</b>		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.

If collaborative, the lead must ensure that all partners have marked their finances as complete.

Research organisation participation must be no greater than **40%** 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](#)



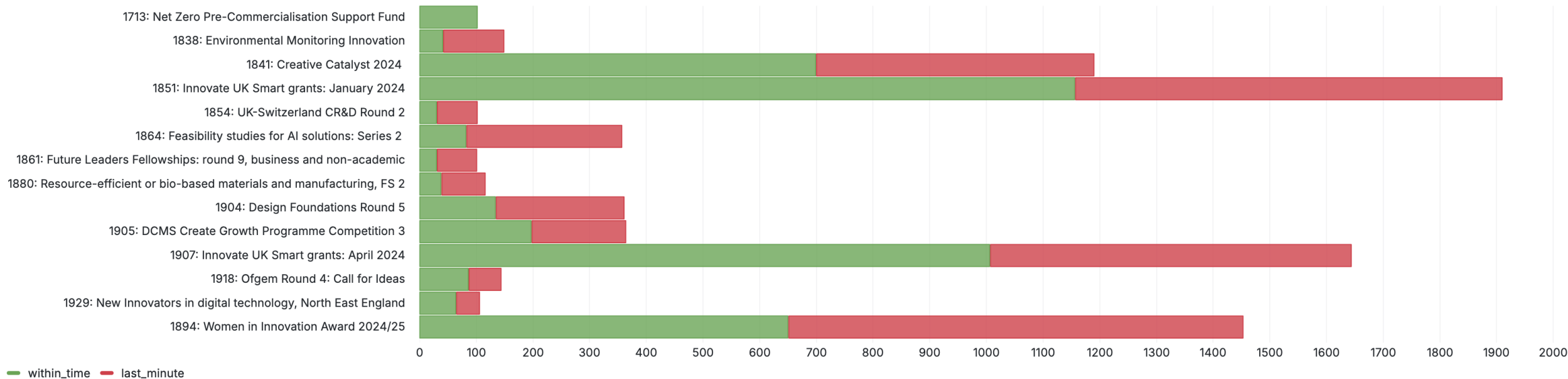
I agree to the [full terms and conditions](#) set out by the funding authority. I understand I need to agree to the final contract if my application is successful.

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

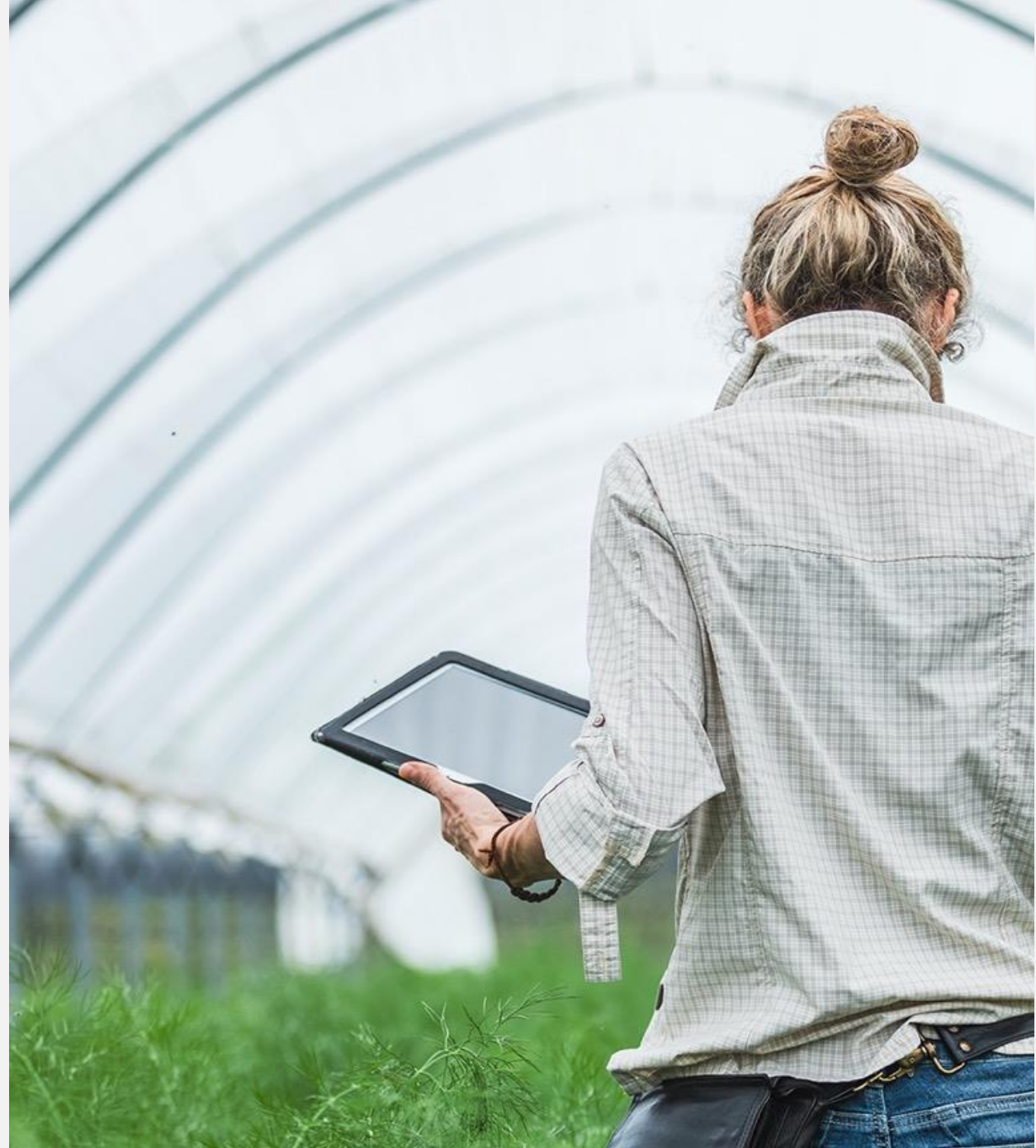
- Removes barriers for people with disabilities and non-English speakers
- Allows you to rephrase your content to meet the word count in a question
- Ensures all aspects of a question are answered
- Can aid a better understanding of:
  - intended/wider market
  - best practice in project management
  - 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 4<sup>th</sup> 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

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

**For 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 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>


# Assessment





# Assessment


## [YouTube Playlist](#)

- 

1 **How do our assessors assess?**  
Innovate UK • 8.1K views • 2 years ago  
2:33
- 

2 **How are successful applications selected for funding?**  
Innovate UK • 17K views • 2 years ago  
2:39
- 

3 **What steps are there before a project starts?**  
Innovate UK • 7.7K views • 2 years ago  
3:45
- 

4 **How are successful projects monitored?**  
Innovate UK • 4.1K views • 2 years ago  
2:20
- 

5 **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



# 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.



# 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](#)
- [Farming Innovation Programme](#) Website

## 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](#).

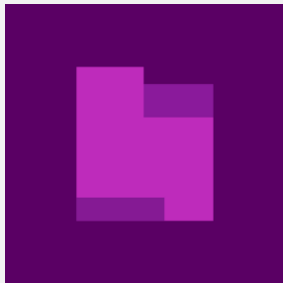
Innovate UK reserves the rights to host competitions on a needs basis and will adjust each competition criteria and scope accordingly. We may occasionally run closed competitions that are for invited applicants only. These are run based on the challenge requirement or need.

# Contact

## Customer Support Services

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

[support@iuk.ukri.org](mailto:support@iuk.ukri.org)



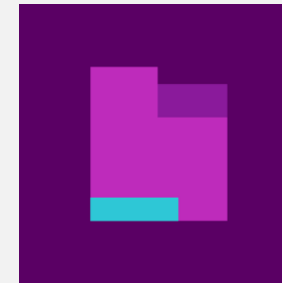
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[ukri.org/councils/innovate-uk](https://ukri.org/councils/innovate-uk)



**Innovate UK  
Business  
Connect**

[iuk.ktn-uk.org](https://iuk.ktn-uk.org)



**Innovate UK Business  
Growth**

[www.iukbg.ukri.org](https://www.iukbg.ukri.org)