



PRIFYSGOL  
BANGOR  
UNIVERSITY

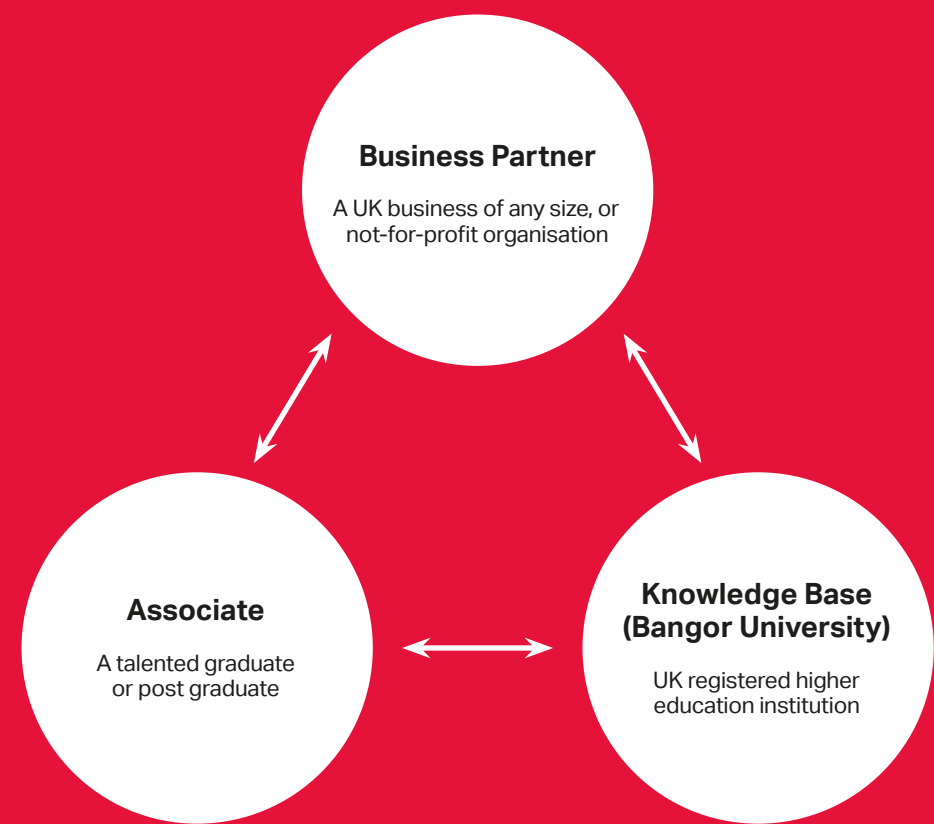
# KNOWLEDGE EXCHANGE FUNDING OPPORTUNITIES





# KNOWLEDGE EXCHANGE

Knowledge exchange opportunities utilise a three-way collaborative innovation model.



**BENEFITS TO THE BUSINESS PARTNER**

- Embed expertise, generate new knowledge, expand capability and foster a culture of innovation
- Drive competitive advantage through accelerated innovation and creating Intellectual Property
- Gain privileged and cost-effective access to the UK's world-class knowledge base and resources
- Increase revenue/ profits through access to new markets, new product development, increased productivity and better processes
- Benefit from the strategic input of a highly experienced Knowledge Transfer Adviser.

**BENEFITS TO THE ASSOCIATE**

- Fast tracking of a graduate career
- Owning projects and delivering positive change
- Taking on a role that bridges academia and business
- Application of academic knowledge to a real life challenge
- Potential to gain a further professional qualification
- Management of a substantial personal training and development budget
- Access to a wide professional network of peers in the UK innovation space.

**BENEFITS TO THE KNOWLEDGE BASE**

- Business relevant teaching and research, and the ability to apply knowledge and expertise to real-world problems
- On average three new research projects and two research papers were created for each KTP project
- Source of research income
- Identifying new research themes and contributing to the Research Excellence Framework (REF)
- Leading a rewarding and ongoing collaboration with innovative companies requiring research-based expertise to succeed
- Publishing high-quality journals and conference papers.



KTP and SMART Partnerships have funding success rates of over 80% and 90% respectively





# KNOWLEDGE TRANSFER PARTNERSHIPS (KTPs)

KTPs aim to help businesses improve their competitiveness and productivity through the better use of knowledge, technology and skills within the UK knowledge base

**Purpose**

A KTP enables a business to bring in new skills and the latest academic thinking to deliver a specific, strategic innovation project through a knowledge-based partnership.

Bangor University will help to develop the project, provide academic input and recruit a suitable graduate, known as an associate. They will act as the employer of the associate, who then works at the business for the majority of the project.

**Scope**

Projects must address a specific, strategic innovation project that tackles one or more challenges faced by the business partner - projects must show:

- How it helps the business with a real need
- How it fits the strategic aims of the business partner
- There is a genuine market opportunity and route to market
- How the knowledge gained will be embedded within the business partner
- What makes this approach innovative.

**Funding**

- SMEs contribute 33% of the project costs (approx. £25k/year)
- LEs contribute 50% of the project costs (approx. £40k/year)
- Total project costs include:
  - Associate employment costs
  - Access to University expertise and equipment
  - Travel and subsistence
  - Consumables
  - Associate development

**Duration**

- 12 – 36 months

# MANAGEMENT KTPs (mKTPs)

mKTPs have the funding criteria as standard KTPs. However, the scope of mKTP projects must be management centred. A typical mKTP project profile is as follows:

- Is strategic, delivering business-wide change and productivity improvements
- Involves leadership and strategic management practices / techniques, applies management theories and or discusses / applies relevant research to demonstrate this
- Is more than product or process development - involves new management practices (empowerment, reward systems, human factors, communications)
- Contributes to/further academic research around productivity
- Is strategic and involves culture change, identifying the agents for such change
- Quantifies the business's productivity before and after the project
- Delivers a fully implemented system; has a holistic approach affecting multiple business areas
- Includes an emphasis on people management in some form. Change applies to management as well as employees
- Incorporates research into a range of management practices to build a new management strategy
- Led by an Academic team with specialist management experience.

# SMART PARTNERSHIP

SMART Partnerships offer financial support to innovative collaboration projects that require a range of expertise to help businesses grow, improve productivity and increase competitiveness.

**Purpose**

SMART Partnerships support collaborative projects, with a clear focus to increase the capacity and capabilities of Welsh businesses to develop R&D activities by linking them with research organisations (Bangor University) and an associate, to work on a specific project to develop new products, processes and services in alignment with Smart Specialisation.

The project must demonstrate it is an effective collaboration and will deliver positive Welsh economic and Well-being of Future Generations impacts.

**Scope**

- The project needs to be business driven with the Wales based business clearly demonstrating the capacity and resource to exploit the outcomes of the project. Non-Welsh businesses can be considered in exceptional cases.
- All projects must demonstrate a clear and positive impact and benefits to the Welsh economy
- Strategic relevance to the business and a level of innovation
- Stimulating and challenging for the academic team
- Intellectually challenging for the associate.

**Funding**

- Welsh Government provide 50% of the project costs, businesses provide the remaining project costs, with payments in cash or in kind.
- Total project costs include:
  - Associate employment costs
  - Access to University expertise and equipment
  - Travel and substance
  - Associate development
  - Equipment and consumables

**Duration**

- 6 – 12 months



## CONTACT US

The IRIS knowledge exchange team provide support for KTP, SMART Partnership, and all other knowledge exchange programmes.

If these knowledge exchange opportunities aren't right for you, there are a number of other models for academic-business collaboration available, including: PhD student funding, collaborative projects, access to facilities, or consultancy.

Please contact us at: [research-support@bangor.ac.uk](mailto:research-support@bangor.ac.uk)



WWW.BANGOR.AC.UK

