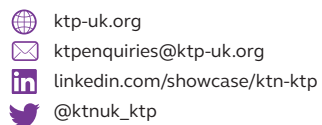




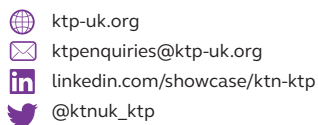
At a glance PR Guidelines: KTP and mKTP



Introduction

We are delighted that you are participating in a **Knowledge Transfer Partnership** (KTP). The Knowledge Transfer Network is one of the delivery partners of the programme for Innovate UK, part of UKRI.

We are here to help innovative ideas flourish, and effective business communication is a vital part of any enterprise's path to growth. That is why we encourage you to take a proactive approach to communications, and we have put together this KTP Publicity Guidelines.



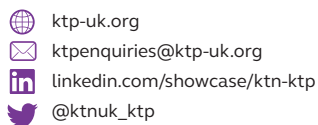
KTP At a Glance KTP Publicity Requirements

Congratulations on being awarded funding for your KTP. We fully encourage and welcome publicity of KTPs by the partnerships and are here to support your activity to help maximise its impact.

Please note that all KTP Partnerships are asked to acknowledge funders in any publicity that they issue about their KTP.

When writing a press release, please make sure you include the programme description and funder details (see below) and request a quote from your [KT Adviser](#) to form part of the release about your KTP project.

Partnerships are encouraged to share any publicity material with the funding partners and the Knowledge Transfer Network (KTN). This can be done via your [KT Adviser](#) or through the KTN ktp-enquiries@ktn-uk.org: the more we work together, the more effective we can be in communicating the benefits of participation in KTP – so please keep in touch with your plans and the progress of your projects.



Please use the following to describe the programme and include details of the funder(s) of your Project:

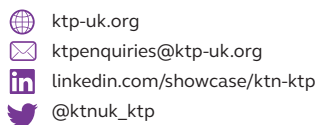
“Knowledge Transfer Partnerships (KTPs) aim to help businesses to improve their competitiveness and productivity through the better use of knowledge, technology and skills within the UK knowledge base.”

And either: “This KTP project was funded by UKRI through **Innovate UK**” **or, if co-funded:** “This KTP project was co-funded by UKRI through Innovate UK and [insert co-funder name]”.

See below for more details for co-funder details.

You may also wish to use the following:

“KTPs are funded by UKRI through Innovate UK with the support of co-funders, including the Scottish Funding Council, Welsh Government, Invest Northern Ireland, Defra and BEIS. Innovate UK manages the KTP programme and facilitates its delivery through a range of partners including the Knowledge Transfer Network (KTN), Knowledge Bases and Businesses. Each partner plays a specific role in the support and delivery of the programme”.



Branding

Where appropriate (e.g in press releases & project reports) please **always** use the **InnovateUK/UKRI logo**.



(as below / see weblink for further variants) together with **appropriate co-funder logos**.

KTPs receiving funding from:

Research Council: please acknowledge funding as above and display the appropriate logo available **here**.

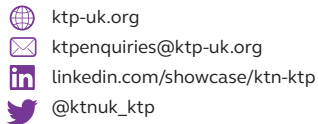
Welsh Government, please acknowledge funding as above and display the appropriate “Funded by” or “Part Funded by” logo which should be obtained from **brandingqueries@gov.wales**

Scottish Funding Council, please acknowledge funding as above and display the appropriate “Funded by” or “Part Funded by” logo which should be obtained from **<http://www.sfc.ac.uk/news/sfc-logo/sfc-logo.aspx>**

For further help please **contactcommunications@sfc.ac.uk**

Invest Northern Ireland: please acknowledge funding from Invest NI and display the appropriate “Funded by” or “Part funded by” logo which should be obtained from: **nicola.doherty@investni.com**

For other funder logos please consult your **KT Adviser**



ktp-uk.org

ktpenquiries@ktp-uk.org

linkedin.com/showcase/ktn-ktp

@ktnuk_ktp

Management KTP Publicity Requirements

Congratulations on being awarded funding for your mKTP. We fully encourage and welcome publicity of mKTPs by the partnerships and are here to support your activity to help maximise its impact.

Please note that all mKTP Partnerships are asked to acknowledge funders in any publicity that they issue about their mKTP.

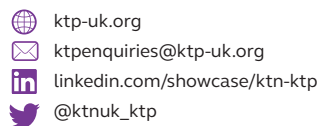
When writing a press release, please make sure you include the programme description and funder details (see below) and request a quote from your [KT Adviser](#) to form part of the release about your KTP project.

Partnerships are encouraged to share any publicity material with the funding partners and the Knowledge Transfer Network (KTN). This can be done via your [KT Adviser](#) or through the KTN ktp-enquiries@ktn-uk.org: the more we work together, the more effective we can be in communicating the benefits of participation in mKTP – so please keep in touch with your plans and the progress of your projects.

mKTP Programme and funding description

Please use the following to describe the programme and its funder.

This mKTP received financial support from the UK government department for Business, Energy & Industrial Strategy (BEIS) through Innovate UK. You may also wish to include the programme description: mKTP aims to help businesses improve their efficiency and productivity through the better use of knowledge and expertise held within UK Business Schools.



Branding

Please use the following logos where appropriate.
Full brand guidelines can be found [here](#).

