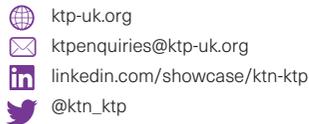




At a glance
publicity
Guidelines:
KTP, mKTP
& AAKTP



Welcome to KTP

Congratulations on being awarded funding for your [Knowledge Transfer Partnership \(KTP\)](#). Principally via its national network of highly experienced Knowledge Transfer Advisers, KTN 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 that process in any enterprise's path to growth. That is why we encourage you to take a proactive approach to communications, and we have put together these KTP Guidelines to help support your activity and maximise its impact. The more we work together, the more effective we can be!

Connect with us!

- Link with us:
Do make sure you link to the KTP "hub" website ktp-uk.org from your own website
- Follow us:
On twitter [@KTN_KTP](https://twitter.com/KTN_KTP)
On LinkedIn [LinkedIn.com/showcase/ktn-ktp](https://www.linkedin.com/showcase/ktn-ktp)

KTP At a Glance KTP Publicity Requirements

1. Please acknowledge funders in any publicity that you issue about your KTP. Full details are below.
2. When writing a press release or drafting a news story about your project, please make sure you also include the programme description and request a quote from your [KT Adviser](#) to form part of the collateral about your KTP project.
3. Partnerships are encouraged to share any plans and material with the funding partners and KTN. This can be done via your [KT Adviser](#) or through the KTP Comms team ktpenquiries@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.



ktp-uk.org

ktpenquiries@ktp-uk.org

linkedin.com/showcase/ktn-ktp

@ktn_ktp

Programme Description and Supporters

Please use the following in any communication about your KTP:

"Knowledge Transfer Partnerships (KTPs) aim to help businesses 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 next page for co-funder details.

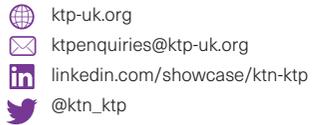
You may also wish to use the following:

"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 KTN, Knowledge Bases and Businesses. Each partner plays a specific role in the support and delivery of the programme."

The Knowledge Transfer Partnership programme creates a dynamic three way partnership between a business, a specialist academic team and a talented graduate or post graduate (the Associate).

The programme, funded by UKRI through Innovate UK, has been running for over 45 years and during that time has enabled more than 14,000 businesses to drive innovation for positive impact.

KTN is a delivery partner of the programme, providing expert support to all KTP projects and Associates via its national network of 31 Knowledge Transfer Advisers.



Branding

For KTPs funded by Innovate UK please use the Innovate UK logo. Brand guidelines are [here](#).

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



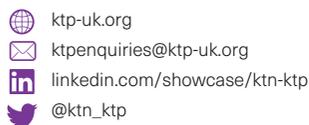
Co-funded KTPs:

[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 [here](#).
For further help please contactcommunications@sfc.ac.uk

[Invest Northern Ireland](#): please acknowledge the funding from Invest NI and display the appropriate "Funded " or "Part funded by" logo which should be obtained from:
nicola.doherty@investni.com

For KTPs co-funded by other supporters, please consult your [KT Adviser](#).



Management KTP Publicity Requirements

The same guidelines apply to management KTPs as outlined on page 3.

mKTP Programme and Supporters 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:

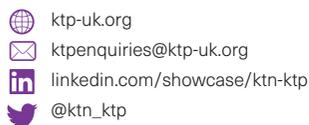
mKTP aims to help businesses improve their efficiency and productivity through the better use of knowledge and expertise by specialist Academic teams in the UK's world class Knowledge Bases.

Branding

Please use the BEIS and Innovate UK logos

To download logos and branding guidelines please see [here](#).





African Agriculture Knowledge Transfer Partnership (AAKTP) Publicity Requirements

The same publicity requirements outlined for KTP on Page 3 apply to AAKTP.

AAKTP Programme and Supporters description

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

This AAKTP project was funded by UKRI's Global Challenges Research Fund (GCRF) through Innovate UK.

You may also wish to include the programme description:

African Agriculture Knowledge Transfer Partnerships (AAKTP) bring new skills and the latest academic thinking into an African business. An AAKTP enables the delivery of a specific, strategic innovation project through a joint partnership between a UK and African University/Research organisation with an African business.

Branding

Please use the GCRF and Innovate UK logos

To download logos and branding guidelines please see [here](#).

