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Sustainable Innovation Fund Communications & Engagement – PR

Invitation to Tender and
Statement of Works

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Open

We value diversity of opinions, ideas, skills and perspectives.

Creative

We embrace ideas with curious minds and use our insight to uncover opportunity.

Collaborative

We are one team, working together across sectors, people and geographies to drive positive change.

Determined

We are determined to meet challenges with solutions and enable innovators to think and act beyond expectations.



1. Background

KTN exists to connect innovators with new partners and new opportunities beyond their existing thinking – accelerating ambitious ideas into value for our economy and society. KTN has a network of over 46,000 unique organisations and 234,000 innovators.

KTN, in collaboration with Innovate UK, is seeking a PR agency to amplify the work of the projects and companies that were funded through the following competitions:

Sustainable Innovation Fund (Rounds 1, 2 & 3)
Sustainable Innovation Fund Small Business Research Initiative
Covid-19 Continuity Grants.

Funded by Innovate UK, grants were awarded to over 1800 projects working on Covid-19 recovery to help all sectors of the UK rebuild after the effects of the pandemic. As well as Covid-19 recovery, projects also had to ensure their work had a positive impact on climate change/environmental sustainability and equality, diversity, and inclusion.

2. Services Required

KTN requires an agency with the skills, connections, and creativity to effectively communicate and amplify the innovative work that has been funded through the competitions listed above.

The successful agency will be able to tell the story of the winners and the societal and economic value of this Innovate UK funded innovation to the media, effectively positioning these funding competitions and opportunities as key to delivering change in the UK.

Participants in the tender should be able to demonstrate a proven ability to communicate complex concepts and ideas to a range of audiences and have a network of influence that reaches across the UK and, in particular, business innovation, political and scientific communities.

KTN is seeking to appoint an agency for a concentrated 6-month period between October 2021 and April 2022. The purpose of the appointment shall be to provide media and public relations services overseen by the in-house Communications Team.

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The agency will be expected to support in content creation and press negotiation, working closely in partnership with media buyers and planners.

50 video case studies showcasing some of the successful innovation projects are already in development and any content and PR strategy should complement this work. The purpose of this content is to maximise the impact of the funding. It must achieve the following objectives:

- 2.1. Raise awareness of the portfolio of projects across the following stakeholders: industry, government, award winners and grant recipients, investors/funders and KTN and Innovate UK's existing audience.**
- 2.2. Highlight the key themes of the funding; Covid-19 response, environmental sustainability, and equality, diversity, and inclusion.**
- 2.3. Drive increased audiences to ktn-uk.org and ukri.org.**
- 2.4. Communicate the impact of this Innovate UK funded activity on society and the economy.**
- 2.5. Increase the profile of key personalities behind the funding including competition winners, Innovate UK CEO, Head of Sustainable Innovation Fund at Innovate UK, and CEO of KTN.**

3. Deliverables Required

The following deliverables are required if KTN decides to proceed with a chosen agency:

- 3.1. Collaborate with KTN's Communications Lead, Project Manager, Marketing Managers, media planners and others involved in the campaign to establish a clear and mutually owned Media and PR plan for the project.**
- 3.2. Deliver and execute the PR element of this plan on time and against agreed KPIs.**
- 3.3. Understand and refine the key messages for the campaign across all stakeholders.**

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- 3.4. **Managing media relations for the project.** Liaising with PR teams across Innovate UK, UKRI and KTN to ensure messaging is aligned and complementary.
- 3.5. **Copywriting** – to include, but not limited to, press releases, speeches, interviews, press briefings and blogs etc.
- 3.6. **Social Media** – to work closely with KTN’s Social Media Manager and Innovate UK’s social media team to ensure messaging is amplified and aligned across both channels – and that relevant conversations are involved.
- 3.7. **Work alongside KTN to evaluate the success of the PR and Media plan - and refine the approach throughout the project as required.**
- 3.8. **To provide regular reports on PR coverage, including reach and value.**
- 3.9. **To manage and execute any new photography required for content creation.**

Technical Considerations

KTN requires its suppliers to meet industry recognised security practices and as such it is expected that they hold Cyber Essentials Plus certification or higher (ISO 27001).

4. Quote for Service – Fees

KTN requires quotes for the above services, to include time, travel and expenses relating to an initial online pitch meeting and follow up design and progress meetings in Edinburgh and/or London. *Dependant on Covid-19 regulations.*

Budget: up to £74,000+VAT

5. Term & Expiry Date

The campaign will continue until 31st March 2022.

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6. Submission

In response to this Statement of Works, please provide the information listed below. Shortlisted suppliers will be invited to pitch to KTN before a final decision is made. These pitches are expected to take place w/c 11th October 2021.

- 6.1. Short narrative describing how you would approach the project i.e., your approach, suppliers you may have to collaborate with to deliver, examples of previous work etc.
- 6.2. Initial schedule of costs. Recognising that this would be subject to change and within the constraints of the overall budget, suppliers are asked to submit a timeline of estimated costs for the duration of the project i.e., to 31st March 2022. Note – the fees referenced in Clause 4 do not include any external costs for advertorial, photography execution or speaker fees.
- 6.3. A completed copy of the Pre-Qualification Questionnaire.
- 6.4. Additional Information. KTN invite suppliers to provide any additional information in the form of video content, imagery, or links, which provide supporting evidence that suppliers recognise and work in accordance with KTN values as an organisation. Suppliers might include evidence of environmental management practices, environmental or social aims and social responsibility, diversity and inclusion policy and practices.
- 6.5. Legal information i.e. Your standard T&Cs.

Please provide the information requested above to sustainableinnovationfund@ktn-uk.org by 17:00, 9th October 2021 at the latest. Submissions will be assessed on an ongoing basis until this date.

7. Principal Contact for the Invitation to Quote

Please direct any questions or communications on this Invitation to Quote to:

sustainableinnovationfund@ktn-uk.org

8. Terms & Conditions

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Any contract offered will be subject to “KTN’s Terms and Conditions of Contractor Engagement – Company Edition”, which can be made available on request.

Please note that KTN reserves the right to not select any supplier if we feel none meet our requirements and budget.

Further References

KTN Brand Portal:

http://ktn-brand.mdev.uk/wp-login.php?redirect_to=http://ktn-brand.mdev.uk/

U: external

*P: QB4WJ#hvlilNH6Sniw*XrAN*

UKRI / Innovate UK Branding Guidelines:

<https://ukri.frontify.com/d/zgfuBB2r7aAg/brand-basics#/brand-guidelines/full-brand-guidelines>

Competition Details:

- The Sustainable Innovation Fund: round 1 - <https://apply-for-innovation-funding.service.gov.uk/competition/651/overview>
- The Sustainable Innovation Fund: round 2 - <https://apply-for-innovation-funding.service.gov.uk/competition/678/overview>
- The Sustainable Innovation Fund: round 3 - <https://apply-for-innovation-funding.service.gov.uk/competition/709/overview>
- The Sustainable Innovation Fund: SBRI phase 1/2 - <https://apply-for-innovation-funding.service.gov.uk/competition/654/overview>
- COVID-19: Continuity grants - <https://apply-for-innovation-funding.service.gov.uk/competition/596/overview>

Sample Video Content:

https://www.youtube.com/watch?v=SB6mKWPcezU&list=PL-hp8OOckWOBgtKINPI9K1FrBfnGP2Z_M&index=4

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