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Sustainable Innovation Fund Communications & Engagement – Content Creation

Invitation to Tender and
Statement of Works

Prepared By:

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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 real-world solutions. KTN has a network of over 46,000 unique organisations and 234,000 innovators.

KTN, in collaboration with Innovate UK, is seeking a communications agency to help us amplify the work of the companies funded by the following competitions: Sustainable Innovation Fund (Rounds 1, 2 & 3), Sustainable Innovation Fund Small Business Research Initiative, and Covid-19 Continuity Grants. The competitions funded by Innovate UK awarded grants 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

This request for quotation is to invite suppliers to quote for the creation of content showcasing the competitions and the funded projects. The purpose of this content is to maximise the impact of the funding. It must achieve the following objectives.

- 2.1. Communicate the impact of the funding and raise awareness of the projects across the following stakeholders: industry, government, the public, 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. Create a network effect within sectors, technologies, and challenges.**

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3. Deliverables Required

The following deliverables are required if KTN decides to proceed with a chosen contract partner.

- 3.1. Build the campaign's content strategy and key messaging.**
- 3.2. Identify appropriate co-branding for content using Innovate UK and KTN brand guidelines.**
- 3.3. Create story-led content.**
 - 3.3.1. 50 video success stories. *Please note that 100 projects have been identified as strong success stories across an even mix of geographies, sectors and the three core themes.*
- 3.4. Identify external events and activity to leverage, for example, COP26.**
- 3.5. Work alongside KTN to evaluate the success of the content and refine the approach throughout the project.**

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 £200,000 + VAT

5. Term & Expiry Date

The first five video success stories should be ready to roll out on 23rd August 2021. 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 26th July online**.

- 6.1. Short narrative describing how you would approach the project i.e., your design approach, suppliers you may have to collaborate with to deliver etc.
- 6.2. One or more examples of a campaign you have previously taken from concept through to roll out. If you do not have an example of this work, please select a suitable alternative piece of work, and associated narrative.
- 6.3. 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., 1st August 2021 to 31st March 2022.
- 6.4. A completed copy of the Pre-Qualification Questionnaire.
- 6.5. 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.
- 6.6. Legal information i.e. Your standard T&Cs.

Please provide the information requested above by **12:00, 23rd July 2021** at the latest. Submissions will be assessed on an ongoing basis until this date.

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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

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#hvi!iilNH6Sniw*XrAN*

KTN Strategy Video: <https://www.youtube.com/watch?v=0QrwwtTV4Hk>

UKRI / Innovate UK Branding Guidelines:

<https://ukri.frontify.com/d/zgfuBB2r7aAq/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>

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- COVID-19: Continuity grants - <https://apply-for-innovation-funding.service.gov.uk/competition/596/overview>

Sample Projects:

- <https://gtr.ukri.org/projects?ref=84433>
- <https://gtr.ukri.org/projects?ref=82801>
- <https://gtr.ukri.org/projects?ref=78614>

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