

APPENDIX A – Women in Innovation Results and FY18/19 programme details

Women in Innovation – Communications results to date:

- 1,700 EOI for Awards
- 442 applications
- 31 Award Holders
- 110m media reach
- 458,686 social media reach
- 61,956 Gov.UK views
- 5,000+ exhibition viewings
- 99.7% positive feedback
- Female applications up to 24%
- European leadership across innovation agencies

Women in Innovation – March 2018 Press Release outlining our FY18/19 programme

Innovate UK commit to gender diversity with new Women in Innovation awards

7th March 2018: Female entrepreneurship received a boost today as Innovate UK announced a long-term commitment to expand its Women in Innovation programme.

A second phase of the Women in Innovation Awards competition will be run by Innovate UK in 2018, alongside a dedicated support programme, continuing its commitment to encourage female-led innovation.

The Women in Innovation Awards, launched ahead of International Women's Day tomorrow, begins the search for ideas from female innovators that tackle the societal and economic challenges identified in the government's Industrial Strategy.

The inaugural Women in Innovation campaign was launched in 2016 and aimed at addressing the disproportionately low number of women seeking support from Innovate UK. It resulted in a 10% increase in registrations from female applicants for Innovate UK support and saw a 31-strong cohort of women achieve business successes.

Dr. Ruth McKernan CBE, Chief Executive of Innovate UK, says:

"It is fantastic that more women are coming to us for innovation funding and support, but we need to go further. Our 2018 Women in Innovation programme is designed to help many more women achieve their business ambitions, drive UK growth and productivity, and harness the full talent pool."

Spotlight on innovation for International Women's Day

Innovate UK are shining a spotlight on innovation ahead of International Women's Day and bringing together key organisations such as the United Nations and BBC at a high-impact event at Banking Hall in London on 7 March to look at how to change perceptions and support women to succeed.

It will also be an opportunity to highlight the successes of the original women in innovation award holders, including:

- Carmen Hijosa, Founder and CEO of London-based Pinatex, developed sustainable alternative to leather, and went on to hit the MET Gala's red-carpet;
- Cancer radiation innovator Shakar Jafari, Founder and CTO of TrueInvivo, is now in discussions about a potential film biopic;
- EarthSense's Commercial Director Donna Lyndsay has developed an air-quality monitoring innovation helping to inform real-time decisions about the air we breathe and become a fellow of the Royal Geographic Society;
- London innovators Pae Natwilai, Director and Founder of GetTriK and Elena Dieckmann, Co-Founder of Aeropowder, have been selected for Forbes' 30 Under 30
- Christine Boyle, CEO of Belfast-based Senergy Innovations, has developed low-cost solar thermal panels and doubled her productivity

Women in Innovation supports Industrial Strategy

With this second phase of the Women in Innovation awards, Innovate UK will be seeking applications from the best female innovators for projects that align with the four Grand Challenges posed by the Industrial Strategy Challenge Fund, specifically:

- ✓ *AI and the Data Economy*: Putting the UK at the forefront of the artificial intelligence and big data revolution.
- ✓ *Clean Growth*: Maximising advantages to UK industry from the global shift to clean growth.
- ✓ *Future of Mobility*: Becoming a world leader in shaping the future of mobility.
- ✓ *Ageing Society*: Harnessing the power of innovation to meet the needs of an ageing society.

The Women in Innovation awards will also be supplemented by a broader programme of business support, tailored to UK-based female innovators and including quarterly innovation accelerator workshops to help unlock the potential of women nationwide. Innovate UK is also announcing today it is kick-starting a review of existing programmes to see how it can pro-actively encourage a greater diversity of involvement.

A legacy of innovative change

Innovate UK's announcement should be seen in the context of their ongoing commitment to tangibly changing the *face* of innovation in the UK. In 2017 their stereotype-shattering *Women in Innovation* partnership with Getty Images saw Innovate UK commission ground-breaking photographer Amelia Troubridge to capture 12 inspiring Women In Innovation; not only shining a rare spotlight on the UK's most promising future female leaders, but in doing so helping to directly address a key barrier to female entrepreneurship: limited access to accessible, diverse and relevant role models.

The Women in Innovation exhibition, which travelled the country and has been viewed by over 5,000 young people, business professionals and government representatives, not only directly questioned assumptions about female innovation, inspiration, creativity and entrepreneurship, but redefined what we see, feel and believe about female innovation.

Boosting the UK economy with female entrepreneurship

The wider economic impact of addressing this gender imbalance is significant. Research suggests that the proportion of UK women engaging in entrepreneurial activity is around half the level of men and that if participation was increased to equal levels, women-led SMEs could potentially contribute a massive £180bn GVA to the UK by 2025.

The 2016 Award Holders:

APPLICANT NAME	COMPANY NAME	AREA OF INNOVATION
Pauline Dawes	SOMI Trailers Ltd	Transport logistics
Elena Dieckmann	AEROPOWDER Limited	Sustainable materials
Fanzi Down	DPS Designs Ltd	Design and Manufacturing
Carmen Hijosa	Ananas Anam UK Limited	Sustainable materials
Anna Hill	River Cycleway Consortium Ltd	Green transport
Shakardokht Jafari	TrueInvivo Ltd	Medical diagnostic
Donna Lyndsay	EarthSense Systems Limited	Sensors
Fiona Marston	Absynth Biologics Limited	Medical Therapeutics
Carolyn Pearson	MAIDEN-VOYAGE.COM LTD	Digital
Rebecca Street	Rebecca Street Limited	Novel Materials
Pae Natwilai Utoomprurkporn	TRIK Ltd.	Drone system
Jenna Bowen	Cotton Mouton Diagnostics Ltd	Medical Diagnostics
Christine Boyle	Senergy Innovations	Solar Energy
Suzanne Dilly	Points North Consultancy Limited	Medical Therapeutics
Beth Dawson	Fuel Cell Systems Ltd	Fuel Cells
Joanna Evershed	IndexMatch Ltd	Online Research Platform
Siobhan Gardiner	HEROTECH8	Drone System
Virginia Gardiner	Loowatt Ltd	Sanitation

Rachel Gawley	AppAttic	Digital Health
Mary Gillie	Energy Local	Low Cost Energy
Diane Gilpin	Smart Green Shipping Alliance	Green Shipping
Lucy Gower	Lucidity Innovation Ltd	Innovation Tools
Dorota Grabkowska	Fanatic House Ltd	Sportswear
Lorin Gresser	Dem Dx Ltd	Digital Health
Gabriela Isas	Score Academy	Financial Technology
Emma Sceats	CN Bio Innovations Ltd	Non-animal Testing
Anne Roques	Aurora Medical Ltd	Surgical Tool
Kym Jarvis	Viridian Consultants Ltd	Nuclear Energy
Rebecca Sage	Interactive Scientific Ltd	Ed Tech
Gabi Santosa	Customem limited	Water Infrastructure
Sarah Ward	RainShare Ltd	Water Infrastructure