DESIGN to Deliver

a collaborative project by

CATAPULT Connected Places CATAPULT Digital CATAPULT Satellite Applications

Design to Deliver - Innovation Funding Programme - Application Guidance

Developed in collaboration with and funded by: UKRI Innovate UK

The aim of this document is to support you through the application process of the Design to Deliver Innovation Funding Programme. It has an estimated reading time of ten minutes.

We recommend you take the time to read through all sections before you plan your answers for the online application form. *This form will allow you to save your responses before you submit your application*.

Our Innovation Funding Team are available throughout this programme for support. Aine Moriarty and Becca Spoor are the leads on this programme, contact them at: design2deliver@cp.catapult.org.uk.

We are committed to making our application process accessible to everyone. Our processes aim to be accessible for all, however we are always learning. Please reach out to us at design2deliver@cp.catapult.org.uk discuss how we can ensure this process feels seamless for you.

We encourage you to attend our online Application Guidance webinar taking place at 10am on the 25th of September (this will be recorded). This is a support online seminar to guide you through the application. We will also provide additional support sessions; key dates are detailed in section 7a of this document.

Please note that **applications must be submitted by 5pm on Friday, 25th of October 2024**.

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1: Introduction

A: The Design to Deliver brief

Design to Deliver aims to unlock the potential of the design industry to benefit Small and Medium-sized Enterprises (SMEs) tackling some of the UK's biggest challenges. The programme, developed in collaboration with and funded by Innovate UK, brings together the combined design expertise of three Catapults: Digital Catapult, Connected Places Catapult, and Satellite Applications Catapult, to unlock the potential design can have on developing innovative solutions across multiple sectors of the UK economy.

The programme will make £600,000 available to deliver an Innovation Funding Competition to benefit SMEs, helping them develop new offers, open markets and ultimately, deliver real impact on people's lives, and the planet.

B: Competition overview

Design to Deliver is looking for innovative tech solutions that leverage information, so that people realise the value of nature, and initiate nature-positive behaviour change. To achieve this, the programme aims to ensure that information is accessible, accurate and actionable, inspiring people to take steps to regenerate nature.

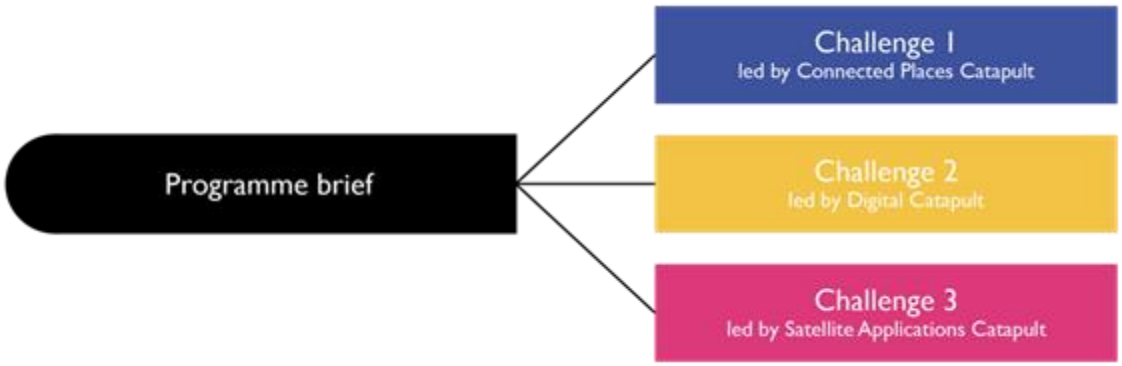
The Design to Deliver programme has been structured to champion design, collaboration and collective impact.

The programme is centred around one central brief from which each of the three Catapults has developed their own challenge statement within their area of expertise (see section 2 below).

Each Catapult will support up to 4 SME-led projects, therefore the competition will fund a total of up to 12 projects across the three challenge areas.

Each SME-led project will receive up to £50,000 to develop a proposed testing plan between January - March 2025.

In addition to funding, each project will also receive support from a specialised design consultancy, the respective Catapults' technical team and a location partner (this is explained in more detail in section 2).



C: Expected outputs

SMEs will need to adopt a systemic approach to their chosen challenge, ensuring they provide accessible, accurate, and actionable information. The output should be place-based and showcase-able, with a strong focus on supporting the environment and specifically on rebuilding the connection between humans and nature. By the end of this competition, successful SMEs will have used design to bolster their impact and showcase this clearly. We encourage creativity in how you present your results. Some examples of this include videos, reports, and demonstrations. We would like this to be engaging and informative. The design consultancy that will be assigned to your project will support you with this.

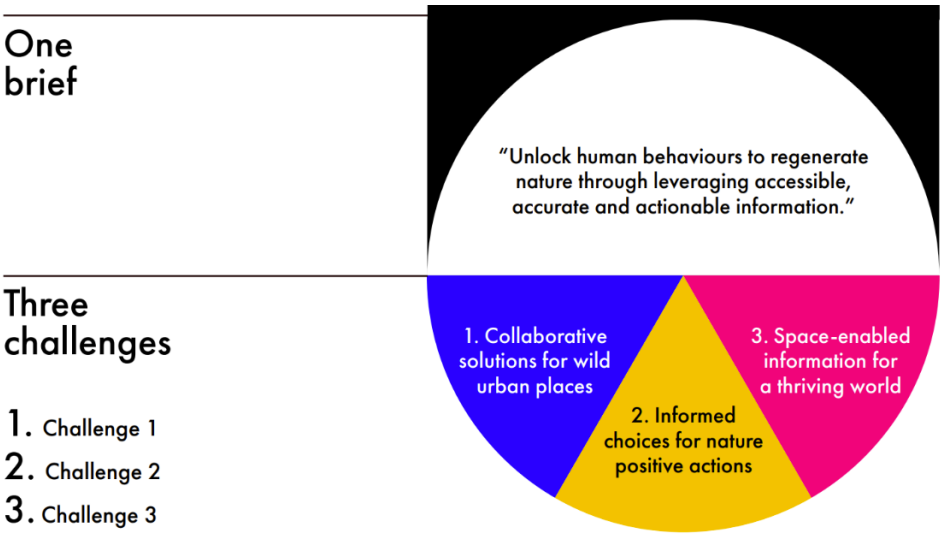
There may be an opportunity to receive further funding at the end of this initial programme to conduct live trials with what you have developed. This is currently still under discussion and the Design to Deliver team will inform applicants in due course.

D: Funding rules

- Connected Places Catapult (CPC) will be procuring the services for the programme under a pre-commercial Pilot & Trial contract.
- Once the contract has been signed, Connected Places Catapult will provide you with a Purchase Order number which must be clearly noted on all invoices.
- If you are VAT registered, please include the appropriate VAT on the invoice.
- To enable your costs to be paid, you will need to raise an invoice and send this to us.
- Rates of staff time must be appropriate, reflecting market value.
- Payments will be staged. An up-front payment of 50% will be made at the start of the programme. The remaining 50% will be paid once your end-of-project report has been approved. Invoices will have to be provided for the payment to be released.

- Only fees incurred between project start and end dates will be paid.

2: Challenge Areas



From the central brief, the three Catapults (Connected Places, Digital and Satellite Applications) have developed three separate, yet interconnected, challenge statements for the Design to Deliver competition.

The challenges are summarised below. For a more detailed breakdown of our challenges refer to the design brief available on the opportunity page.

A: Challenge 1: Connected Places Catapult

Collective solutions for wild urban places

How might you use information to contribute to the successful implementation, stewardship, and maintenance of wild urban places?

B: Challenge 2: Digital Catapult

Informed choices for nature positive actions.

How can you develop a solution* leveraging existing data to help citizens be better informed to make nature conscious decisions?

* Innovations, products, services, frameworks and platform.

C: Challenge 3: Satellite Applications

Space-enabled information for a thriving world.

How can you translate space-enabled data and services* into information that is trusted and actionable, fuelling responsible behaviours towards nature?

*Through Earth Observation, Satcom and sensing (e.g. Internet of Things, drones)

3: Your Partners

To support the delivery of your project, you will collaborate closely with two partners:

- Design Consultant
- Location Partner

A: Design consultancy

Your design consultant will support you to amplify your impact with design thinking. They are with you throughout the programme to embed design thinking into your solution and its delivery. They will focus on key areas, tailoring support to unblock your current challenge and reach a desired output. They will push for deeper thinking by asking the relevant questions and providing design thinking methodologies.

B: Location partners

Each Catapult has selected a Location partner to work with their chosen SMEs. The location partners will support with technical elements, research and accessing data to leverage your work. You will work with the location partner to develop a trial plan that could be then applied within live environments and deliver real impact to the selected location.

The selected Location Partners are:

Connected Places Catapult: Queen Elizabeth Olympic Park

Queen Elizabeth Olympic Park (QEOP) is a national innovation testbed owned by the Mayor of London, managed by the London Legacy Development Corporation, and facilitated by SHIFT, East London's Innovation Catalyst. Originally built for the 2012 London Olympics,

QEOP has since become a hub for sustainable urban regeneration. It attracts 6 million visitors annually, hosts 600 businesses, and lies in the UK's most diverse area, Newham, where 104 languages are spoken. By 2036, the park will have 33,000 homes within its 560 acres.

With eco-friendly infrastructure, biodiversity-focused gardens, waterways, and world-class venues, QEOP offers significant potential for innovation trials. SHIFT has facilitated 45 such trials with SMEs and corporate partners, offering expertise in navigating site requirements and timelines. The park's rich landscape, coupled with SHIFT's network of over 200 organisations, provides a platform for testing new approaches to urban biodiversity, utilities, and energy data, while connecting innovators with local communities for user testing and feedback.

Digital Catapult: Knowle West, Bristol

Knowle West in Bristol is a neighbourhood Living Lab addressing the climate and ecological emergency through collaboration with residents, data, and new technologies. Led by place-based partners Knowle West Media Centre (KWMC), WeCanMake, and We Are More, the initiative focuses on co-designing solutions with the community.

Working with Bristol City Council and The Natural History Consortium, this collaboration aims to reimagine how local green spaces are managed to improve biodiversity, health, and well-being; how nature-based solutions can be integrated into the adaptation of homes and streets to better meet changing needs; and shifting behaviour from consumer to citizen models in areas such as pesticide reduction, and sustainable purchasing.

Knowle West, a neighbourhood facing socio-economic challenges and limited access to green space, has already made progress through developing a Community Climate Action Plan. With strong partnerships and community involvement, the project seeks to expand these efforts and deliver long-term, nature-based solutions that are good for people and the planet.

Satellite Applications: Sussex Bay

Sussex Bay is a 100-mile coastal conservation project in Sussex, focusing on the restoration of ecosystems and addressing the biodiversity and climate crises. Spanning from Selsey to Camber Sands, it connects habitats, communities, and businesses while engaging over a million residents. Sussex Bay operates with support from private

foundations and is hosted by Adur & Worthing Councils but acts as an independent leader in developing sustainable finance models for conservation.

The project focuses on co-producing a science-based seascape strategy with local communities, prioritising inclusivity and disadvantaged groups. Sussex Bay's extensive network of partners includes local government, academia, environmental organisations, and businesses. Launched in June 2024 with over 450 participants, the initiative continues to foster collaboration and innovative solutions for coastal regeneration, offering opportunities for SMEs to contribute and engage.

C: How you will work with partners:

You will be working closely with your partners throughout the programme, we recommend that to get full value from the programme you are able to apply a minimum of 30 hours per week from January to March 2025.

This time will be used to focus on key areas of design development and delivery that will be applied to your solution. Week one's focus will be to align with your Design Consultants and Location partners on which areas to focus throughout the programme. The milestones will be defined with your partners at the start and together you will work in a sprint format working towards the agreed output.

The Catapults will be available throughout the programme for additional technical support and an allocated key contact will be available throughout the timeline.

The location partners are aligned with a Catapult and thus the Catapults chosen challenge. See below for a summary of this.

Catapult	Challenge area	Location Partner
Connected Places Catapult	Collective solutions for wild urban places	Queen Elizabeth Olympic Park , London.
Digital Catapult	Informed choices for nature positive actions.	Knowle West, Bristol
Satellite Applications	Space-enabled information for a thriving world.	Sussex Bay, Sussex

4: Who should apply

Design to Deliver is open to any UK registered SMEs to explore how to apply design thinking in their approach to proving the value of nature and the environment. Whether design thinking comes naturally or is new for you and you are keen to explore how to use it, Design to Deliver will develop your design thinking skills. Our eligibility and selection criteria are below. If you meet these and are keen to address one of the challenges, we encourage you to apply.

We welcome applications from individuals, consortia, or partnerships, and you can subcontract elements of your delivery. Please note that part of the scoring criteria for this competition is project management; therefore, consideration and explanation must be given to the talent and expertise that you suggest bringing into your project.

Applicants do not need design experience but should be curious and enthusiastic about design and how it can unlock their potential. Being open to feedback and collaboration will allow you to make the most of this programme through time spent with your design consultancy and location partner.

A: Eligibility criteria

- The lead organisation must be a UK-registered company.
- Technologies submitted must be of TRL (Technology Readiness Level) 5 or above.
- Demonstrable alignment to your chosen challenge.
- Able to test and or trial in locations across the UK.
- The lead organisation has the capacity and resources to deliver in the assigned period January to March 2025.
- Some travel to meetings and events may be required. If travel is difficult for you, just let us know and we can offer alternatives.

5: Application process

A: How to Apply

- Carefully read this guidance document.

- Complete your application form, which is available via the CPC website. Only the information on your application form will be assessed. No other documentation should be attached to your submission unless this is requested.
- **Applications must be submitted by 5pm on Friday, 25th of October 2024**. Late submissions will not be considered.
- Keep within the maximum word counts noted in each section of the application form. Please ensure that your answers are succinct and answer the questions asked.
- Please note that by applying, you accept that any resulting offer shall be subject to the provisions of this guidance document and the terms and conditions set out on the competition Opportunity Page.

B: Technology Readiness Levels

TRL stands for "Technology Readiness Level." It's a way to measure how close a technology is to being fully developed and ready to use. There are 9 levels, and each level tells you how far along the technology is in its journey from an idea to something that can be used in the real world. This programme is open to TRL levels 5 and above. The TRL scale is self-declared, and definitions of the various stages are detailed below. If you want more information on TRL levels and to find out if you meet the required level, you can access our webinar and / or drop-in sessions.

TRL Level	Description	Explanation
5	Advanced Lab Testing	The technology is being tested either in a lab or controlled environment, but the tests are realistic and show that it can work outside the lab, too.

6	Real-World Prototype	The technology is tested in a real-world environment, but only in a small way. Think of it as taking the technology outside the lab to see how it works in a place where it would be used.
7	Final Prototype	The technology is nearly ready. It's being tested in the real world, but on a larger scale. All the major problems have been solved, and it's close to being the final version.
8	Ready for Use	The technology has been fully tested and works well. It's almost ready to be sold or used widely but might still need some fine-tuning.
9	Fully Operational	The technology is now complete and is being used in the real world as intended. It's fully operational and reliable.

C: EDI (Equity, Diversity, and Inclusion)

We are passionately committed to making our application process accessible to everyone. We believe in creating an inclusive environment through our processes, language, and welcoming your feedback and guidance throughout. If you would like to discuss how we can ensure this process is as seamless as possible for you, please contact us at design2deliver@cp.catapult.org.uk.

6: Selection process:

The eligibility criteria (detailed in section 3) need to be met for the panel to review your application. Within your application you will prove, inspire, and align our panel with your vision.

A: How your application is assessed

- Only completed applications that meet the eligibility criteria, and the scope of the competition will be formally assessed. Assessors with broad technical knowledge across different areas of design and innovation will mark your application.

- All applications are assessed against the same criteria.
- Please ensure your application is written clearly and in simple and plain language, avoiding acronyms and obscure jargon.
- The Connected Places, Digital and Satellite Applications Catapults reserve the right to declare applications unsuccessful and/or out of scope.

There are two stages of assessment:

1. Technical review:

Applications that progress to this stage will be reviewed by a panel of assessors with broad technical knowledge across different areas of design and innovation will mark your application.

Applications will be assessed against the scoring criteria detailed below. This encompasses your solution, delivery strategy, programme fit, project management and financials. No additional scoring is applied to applicants from within the design sphere.

2. Virtual interview:

A subset of applicants will be shortlisted to progress to the next stage and sit for virtual interviews. During the interview, you will be asked to discuss your application and how your organisation will effectively deliver the project. This is also a chance for you to ask questions.

Interviews will take place early to mid-December. We will be unable to accommodate individual requests for interview slots. You will be provided with interview guidance with enough time to prepare. The final funding decision will be made upon completion of all interviews.

B: Assessment scoring criteria

We encourage you to be as clear as possible in your submission. Avoid jargon or information that is out of scope to ensure that the panel can fully grasp your vision.

The applications will be marked against the following five criteria:

Criteria	Weight
Programme fit	30%
Solution	25%
Project Management	15%
Impact	20%
Team	10%

Programme fit

Our programme aims to support innovative SMEs that are keen to embrace design and use data to showcase the value of nature through funding and guidance from design consultants and location partners.

Here you will discuss the type of live environment your proposal will align best with and why. We recommend detailing your alignment with the location partners environment(s).

To align strongly with our goals, demonstrate your understanding of the importance of embedding design into your work. Show how you will use design principles to create data-driven outputs that highlight the value of nature. Lastly, paint a compelling picture of the potential impact that integrating design will have on your selected challenge.

Solution

Demonstrate that your solution is feasible and will effectively address issues within your chosen challenge, staying within the competition's parameters. The Key Performance Indicators of your delivery within this programme should be clearly aligned with your chosen challenge. Additionally, we are looking for innovations that are future-proof or future-forward.

To make this clear to our expert panel, consider the bigger picture. Show your understanding of the market, environment, people, trends, and behaviours. Ensure these elements are thoroughly considered and integrated into your solution. Doing so will ensure your proposal is highly regarded in this area.

Project Management

Here we want to see how you will manage your delivery and show that you are set to succeed, able to mitigate risks and have planned effectively for your time on this

programme. Clear milestones and areas of focus will be scored heavily. Agility and pace are valued on this programme over rigidity or complicated granular planning charts.

Your project management can be led by you, someone within your consortium, or you may outsource a project manager (considered a sub-contractor within your proposal). We would like to see details of your resources using the finance breakdown provided.

Impact

Right now, your impact may be difficult to quantify. We need to see a confident hypothesis of what information you will provide at the end of the competition. This can include a strong understanding of your social, environmental and economic impact. To our panel, a small, confident impact is better than a vague, overblown one.

To describe your impact in this section, detail what your expected outputs are. How will this output affect people? Consider communities, industry stakeholders, individuals or data groups.

Team

Here we want to see the value of the expertise you or your consortium will bring. An honest and objective breakdown of skills and expertise will achieve high scores in this section. Whatever team dynamic approach you have adopted, we will welcome it, although proving the value of your combined skill sets will allow us to allocate heavier weighting here. Knowing yourself, your team, and your contributors is key. A breakdown that includes any skill gaps and how that will be mitigated demonstrates a self-aware team or individual.

- C: Notification of outcome If your application progresses to the assessment stage but is not shortlisted for interview, we are unable to provide in-depth feedback to all unsuccessful applicants due to the volume of expected applications.
- If your application progresses to the interview stage but is unsuccessful in achieving funding, you will be provided with written feedback.

- It is expected that the final funding decisions will be made in December 2024. It is the lead applicant's responsibility to inform the other collaborators and partners about any funding decisions.
- If you are successful and are selected to be part of the Design to Deliver Cohort, you will receive key documentation that you must sign and return by the deadlines which will be shared with you in due course.
- Throughout the programme you will be required to provide monthly reports to Connected Places Catapult, highlighting progress, opportunities, current issues, and risks.
- The programme will begin 6th January 2025, and there will be an in-person kick-off meeting on 8th January 2025 that all SMEs are expected to attend.

7: Key dates and requirements

Dates and Deadlines

Key dates		Booking links (where relevant)
Applications open	18th September 2024	
Support webinar	25th September 2024	Link

Catapult drop-in Sessions (online)		
Digital Catapult	10th October 10:00 – 11:00	Register here
Satellite Catapult	10th October 14:00 – 15:00	
Connected Places Catapult	11th October 10:00 – 11:00	
Deadline for Applicants	12 noon, 25th October 2024	
Notification of Outcome	28th November 2024	
Interviews	02nd – 6th December 2024	
Notification of Outcome	Week commencing 16th December 2024	
Programme Start	6th January 2025	
Launch event	Week commencing 6th January 2025	
Programme end	March 2025	

A set of FAQs will be made available on the opportunity page soon after the webinar.