

## **Arden University Capacity Buildings Competition- What Makes a Good KTP (Category 2)**

Arden University is inviting all students currently Enrolled at Arden University to create an original animation video to help businesses and Arden staff to understand what is required/needed for a successful Knowledge Transfer Partnership (“KTP”) application and project. If you are interested in entering this competition, please ensure that you read the design brief and terms and conditions outlined below.

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### **The Design Brief**

#### **Background**

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. It does this by linking them with a university and a graduate to work on a specific project. Each partnership involves a business, an academic institution, and a graduate. The academic institution employs the recently qualified graduate who works at the company.

The impact of a KTP will be transformational and enable the business to become more competitive and generate new income.

#### **Objective**

To create an animation video with original designs, drawings, illustrations, or computer-generated effects. This could also include live action to promote and inform businesses of the benefits of engaging in a KTP. The winning video will be used by Arden staff to promote KTP to new and existing business partners. The video must be able to be sent electronically by email and posted on Arden’s website.

The video must promote and demonstrate the following messages:

1. KTPs are simple and achievable if you spend time getting it right at the start
2. Convey that a KTP must show how it helps the business meet a real need.
3. How a KTP fits the strategic aims of the business.
4. That KTPs are a genuine market opportunity and a viable route to market.
5. Show how the new knowledge will be embedded and exploited by the business.
6. Show what makes the project innovative.
7. The KTP project criteria, which is as follows:
  - i. strategic relevance to the business;
  - ii. demonstrably innovative;
  - iii. sound business case, delivering high impact/wealth creation with a clear route to market;
  - iv. clear need for the Knowledge partner input;
  - v. stimulating and challenging for the academic team;
  - vi. intellectually challenging for the graduate;
  - vii. the outcomes/benefits would not occur without the KTP;
  - viii. clear knowledge transfer (not consultancy or contract research);
  - ix. the project must not replace the use of independent consultants;
  - x. the project must not replace solutions that can be obtained off the shelf; and

- xi. the potential benefits will be likely to accrue.
8. That the assessment criteria for each KTP is reviewed independently by three assessors who are considering the following four criteria, in addition to the commercial return for the KTP and the route to market:
  - i. impact;
  - ii. innovation;
  - ii. challenge; and
  - iii. cohesiveness.
9. Explain that the Research and Knowledge Exchange Hub will work with the business and academic team to facilitate and assist in the development of the project and help prepare the KTP application for submission.

### **Your video should:**

1. be a new original video;
2. be between 60 to 120 seconds;
3. viewable and compatible on various devices including mobile and computers;
4. in a format that can be edited/updated if required;
5. include the Arden University and Innovate UK logos;
6. include a call to action that asks businesses and academics to contact the Research and Knowledge Exchange Hub (contact details to be included in the video) and register interest on the Innovate UK website. (<https://www.ktp-uk.org/graduates/>);
7. Comply with the brand guidelines set out at clause 7.3 and clause 7.4 of the Terms and Conditions.

### **Target audience**

Businesses, not-for-profits, charities, public sector organisations, and Arden University staff.

### **Video use**

The video will be used for the following (this is not an exhaustive list):

- for distribution via email.
- to be displayed on Arden's website.

If you have any questions, you can contact Cavell Ord-Shrimpton – Programme Team Leader Graphic Design ([coshrimpton@arden.ac.uk](mailto:coshrimpton@arden.ac.uk)).