

Frequently Asked Questions – PR082GRIP Telemarketing

- Are there any size eligibility requirements outside of the SME requirement? i.e., no minimum employee numbers?

No

- Can I confirm that the innovation outputs are separate to the sustainability ones? i.e., any innovation is relevant, not just innovation which specifically links to sustainability?

Yes, they are separate

- Can businesses choose to just take advantage of one element of the support (i.e., innovation or decarbonisation)? Conversely, if they wish can they go through both elements?

They can choose one, or more than one element

- What is classed as innovation for the purposes of this project? Is it specifically linked to products/services which are new to market / new to firm, or does it include other forms of innovation – e.g., process innovation, business model innovation, innovative approaches to marketing etc

The grant funding must help the funded enterprise to become more innovative. This could include product, service or process innovation within the business, to include one or both of the following:

- Introducing a new product to the business or the market
- Introducing a new service to the business or the market
- Introducing a new process to the business; if the process contributes to the development of the product. Such projects without the aim of developing a product are excluded.

The innovation support can include the introduction of 'new to the market' products in any of its markets. A product is new to the market if there is no other product available on a market that offers the same functionality, or the design or technology that the new product uses is fundamentally different from the design or technology of already existing products. Products can be tangible or intangible (including services).

Alternatively, the grant can support the development of a product / service if it is new to the business; if the enterprise did not produce a product with the same functionality, or the production technology is fundamentally different from the technology of already produced products. Products can be tangible or intangible (including services).

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- What is the size of the available grant? Is this 50% match funded?

£1k-£10k, 50% match

- Do you foresee this primarily being relevant to businesses in energy / carbon intensive sectors (e.g., manufacturing) or do you think this will have broader relevance and appeal? (e.g., to services, retail and hospitality businesses)

We expect this to have broad, cross sector appeal but more interest from manufacturing is likely.