Industry innovation day Diet & Health – October 16th 2019

Background

Newcastle University will be holding an industry innovation day on October 16th 2019 @ The Core, from 8:30am-5:00pm, (http://www.thecorenewcastle.co.uk/location/) in Newcastle-upon-Tyne. The event aims to increase knowledge exchange between the University and companies innovating in Diet & Health. The day will focus on generating joint Industry-University projects that are eligible for seed funding following the event.

Example projects are given below (please note this is not an exhaustive list and other types of projects may also be funded following the Industry Innovation day):

- Designing foods to maintain and improve health
- Increasing knowledge of food structures and our understanding of how they can be modified for sustainability and nutritional benefit
- Understanding the relationship between food processing and nutrition
- Understanding food choice and eating behaviour to improve health through diet
- Explore how different food structures/modifications can affect parameters such as food choice and preferences, appetite, satiety, reward, and palatability

Funding will be available for 2 types of applications:

1. **Proof-of-Concept Applications** - These projects should be focused on:
   - Generating data to demonstrate the effectiveness of a new idea, product or technology and/or,
   - Determine the feasibility of new product/idea in the market i.e. identify any barriers to adoption etc,
   - Understanding if an existing technology/product/idea could be applied somewhere new

2. **Placement Applications** - These projects are expected to have the same activities as the Proof-of-concept projects but should also facilitate a relationship with industry by the embedding of University staff into the company for the duration of the project. Secondments from Industry to the University will also be considered.

Other funding opportunities will also be highlighted during the day including:

- Knowledge Transfer Partnerships (www.ncl.ac.uk/work-with-us/expert-solutions/ktp/)
- Exploratory Knowledge Exchange Partnerships scheme (Proximity to Discovery, MRC) (www.ncl.ac.uk/medicalsciences/research/mrc/ptd/#proximitytodiscovery)
- Northern Accelerator (www.dur.ac.uk/northern.accelerator/)
- Arrow program (www.ncl.ac.uk/work-with-us/expert-solutions/arrow/)

To register your interest in the event please complete this online form: https://forms.ncl.ac.uk/view.php?id=5603076
Frequently asked questions – Proof of Concept/Placement projects

1. How much can be applied for?

- The maximum budget for Proof of Concept applications is £10,000, including VAT on any external fees and consumables.
- The maximum budget for Placement project applications is £15,000, including VAT on any external fees and consumables.

2. What are the key dates and deadlines?

- Industry innovation day: The Core, October 16th 2019, 8:30am-5:00pm (Call opens).
- Call closes on Friday 18th October 2019, 4.00pm. Applications to be sent to Catrina.Mullan@newcastle.ac.uk
- Notification of outcome Wednesday 23rd October 2019.
- Projects must be completed by 28th February 2020.

3. What are the eligibility criteria?

- The proposed project should stem from ideas generated during the industry innovation day.
- Applications must be led by Newcastle University staff.
- Applications must have at least one industry partner to be eligible for funding.
- Projects should demonstrate commercial development of existing technologies/research.

4. What will the Diet & Health Seeding Award fund?

The Diet & Health Seeding Award will fund:

- Newcastle University staff time
- Consumables
  (Laptop purchase is unlikely to be approved unless required as a dedicated resource for the project)

The Diet & Health Seeding Award will not fund:

- Generic translation or infrastructure activities.
- Patent filing/Legal or similar costs associated directly to registering Intellectual Property rights.
5. How do I cost the project?

**NU Projects**: Applications will need to be costed through NU Projects, and a (NU) project reference must be included in your application.

**Costing template/adjustments**: Your research support officer should cost proposals at 100% FEC + inflation and apply a final adjustment to remove indirect and estates costs, plus any inflation which may have been added.

To initiate costing please complete: [https://www.cognitoforms.com/NewcastleUniversity1/NewcastleUniversityNuTHProjectInitiationFormV2](https://www.cognitoforms.com/NewcastleUniversity1/NewcastleUniversityNuTHProjectInitiationFormV2)

**Project title**: Please include the following at the start of your project title in NU Projects: ‘Innovation Day Diet and Health’ + YOUR TITLE.

**Costing sign off**: Please ensure that the costing has been checked and signed off by the relevant School Project Costing Administrator. We do not require Grants & Contracts/Enterprise Team sign off at application submission stage. We will ensure full sign off is completed if your application is successful.

6. What are the assessment criteria?

Applications will be assessed on a range of criteria including:

- Clarity of proposed plans and route to translation/commercialisation
- Evidence of demand and support from potential users / stakeholders /external partners and their commitment to the project itself and to future follow up activities.
- Multi-disciplinary project teams are encouraged.
- Potential for follow-on funding –for example, through BBSRC LINK/IPA for Proof of Concept or KTP for placement projects

Assessment will be made by the Steering Group which includes:

- Professor John Mathers, Newcastle University
- Professor Emma Stevenson, Newcastle University
- Dr Geraint Lewis, Newcastle University
- Jayne Brookman, KTN
- Kerry Whiteside, Samworth Brothers

For any additional questions or information please contact: [Catrina.Mullan@newcastle.ac.uk](mailto:Catrina.Mullan@newcastle.ac.uk)