

# INNOVATE MANCHESTER

Cultivating Collaborations between Large Organisations, SMEs and Academia



**Innovate Manchester is an innovation programme to find fresh ideas and tangible solutions to challenges faced by larger organisations. As an SME, do you want to showcase your expertise for the opportunity to be part of a game-changing innovation journey?**

**The new series of four workshops, which will run from September 2022 to December 2022, will bring together large organisations, Greater Manchester SMEs and academics with the dedicated and ongoing support of MIDAS and the GC Business Growth Hub.**

## Why should you get involved?

- You'd like to pitch your ideas and potential solutions, products or services to a large business, creating a new high value business opportunity
- You'd like to develop a pilot in partnership with university experts and a large business, with the opportunity to apply for Innovation Vouchers (up to £5,000, eligibility, terms and conditions apply)
- You'd like to raise your profile of a successful and innovative SME within the business network in Greater Manchester

## Eligibility criteria:

- A Greater Manchester trading address (can be UK registered address outside Greater Manchester as long the trading address is within Greater Manchester)
- Number of employees fewer than 250 FTE
- Commit to engage with GC Business Growth Hub and receive their dedicated 1-2-1 support throughout the Innovate Manchester programme

# How it works

## PRE-WORKSHOP

You register your interest to the Innovate Manchester workshop and engage with the Innovate Manchester team regarding your eligibility and selection to the programme and workshop(s)

## WORKSHOP

You join the face to face innovation workshop alongside the large business, a select number of innovative SMEs and specialists from GC Business Growth Hub, MIDAS and local universities

## POST-WORKSHOP

- You engage with an assigned GC Business Growth Hub advisor who will support you through the potential collaboration and/or other fully funded support services to grow your business
- You submit a 'pitch' via your advisor to the large business, who will review all pitches and decide which SMEs they would like to collaborate with
- The Innovate Manchester team will provide you with support throughout the collaboration process – this could lead to a pilot, the implementation of a solution and/or a commercial opportunity with the large business

**Innovate Manchester and other GC Business Growth Hub projects are part-financed by the European Regional Development Fund (ERDF) as part of the GC Business Growth Hub project designed to help ambitious SME businesses achieve growth and increase employment in Greater Manchester. The Hub is also supported by the Greater Manchester Combined Authority and Greater Manchester local authorities.**

# Success story

# Innovate Manchester 2021



*"Being part of the Innovate Manchester programme created the impetus for our business to progress with our initiative. The exercise with the team and our relationship with Dsposal has been an extremely positive experience enabling us to accelerate our plans for inhaler recycling which is a key component of our B-Corp programme in the UK."*

Chiesi Spokesperson

*"The opportunity that was unlocked through the Innovate Manchester programme has been really beneficial for Dsposal. It established a productive relationship with Chiesi, laid the foundations for our successful Innovate UK bid and opened our eyes to a whole new revenue stream. It's been brilliant."*

Sophie Walker, Founder of Dsposal

For more information about Chiesi and its success story [click here](#)

## The challenge

Chiesi, an Italian pharmaceutical company with a significant presence in Greater Manchester wanted to tackle their green sustainability agenda and find a solution to inhalers being disposed in landfill, with no recycling opportunities

## The opportunity

Our Innovate Manchester event led to a collaboration between Chiesi, Dsposal - a smart waste software provider, and The University of Manchester Sustainable Materials Team

## The solution

Leveraging Dsposal's vast knowledge and experience of waste management software and supply chains the team developed behaviour change campaigns which led to a new pilot scheme

## The outcome

Following participation in the Innovate Manchester programme, the two businesses have developed an opportunity with Innovate UK and an additional Manchester based SME, Reply, on a human-centred research project around designing sustainable plastic solutions

# The team

## MIDAS

As Greater Manchester's investment promotion agency, responsible for attracting new companies into the city region along with creating new jobs, MIDAS is committed to helping ambitious organisations capitalise on the innovation and collaboration opportunities available through the Innovate Manchester event programme.

## GC BUSINESS GROWTH HUB

GC Business Growth Hub's (BGH) deliver tangible benefits to hundreds of SMEs and understand the challenges companies face in getting new ideas moving. Innovate Manchester assists BGH with their mission is to help ambitious SMEs achieve growth and increase employment in Greater Manchester.