

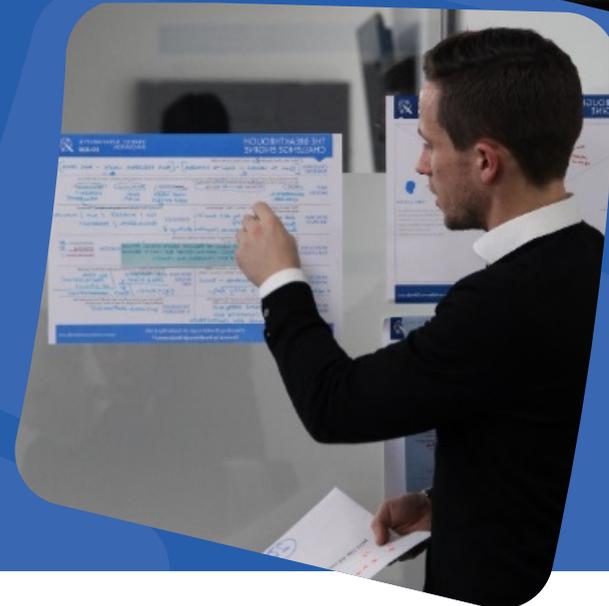
# Innovation Programme:

Sponsorship opportunities  
2018-2020

# Vision

## Imagine a world where...

- Innovation is part of our culture, where we see creative thinking and sustainable solutions being adopted at scale in the built environment.
- We have an appreciation of the future trends, clarity and consensus on the big issues that need solving, and a process to map innovative solutions to these challenges.
- A world in which business has relationships with key innovators and bright new thinkers that can solve the identified challenges, and proactively disrupt business as usual to shift us to a radically more sustainable model.
- A world where built environment professionals have the space, entrepreneurial skills, and networks to embrace innovation on a daily basis.



# Purpose of the Innovation Programme

UKGBC has the unique convening power to bring together built environment businesses, entrepreneurs, and young innovators to unlock the huge potential for a more innovative approach in our industry. By developing new insights and collaborations, and supporting the creation of sustainable innovations we can get cutting edge solutions and new business models into buildings and infrastructure much quicker. All critical if we are to radically improve the sustainability of the built environment.



The UKGBC Innovation Programme is designed to enable business to respond to future trends, gain clarity on the problems we need solving in the built environment, and map both new and emerging innovation to these challenges. Innovation is a major priority for UKGBC and this proposal covers the next 2 year period, April 2018-20.

Our aim is to facilitate a collaborative and sustainable approach to innovation, overcoming common obstacles. You have told us these include:

- Lack of investment in innovation (e.g. R&D expenditure across the industry is a mere 0.25% compared to a global average of 3.6%.)
- Lack of consensus over the problems that need solving and limited foresight into the future
- Limited awareness of what the latest sustainable innovations are, and how to access them
- Inadequate opportunities for influx of new ideas from bright young thinkers
- Lack of connection between corporates and innovators
- Risk averse culture, with limited openness to novel solutions

# Our objectives

## Key objectives:

- Identify key built environment challenges and map innovative solutions to these
- Establish new innovation business models and technologies
- Encourage a culture of open innovation, and establish lasting relationships between corporates and innovators
- Build the capacity of UKGBC members to innovate, and create the conditions for innovation in their businesses and the sector

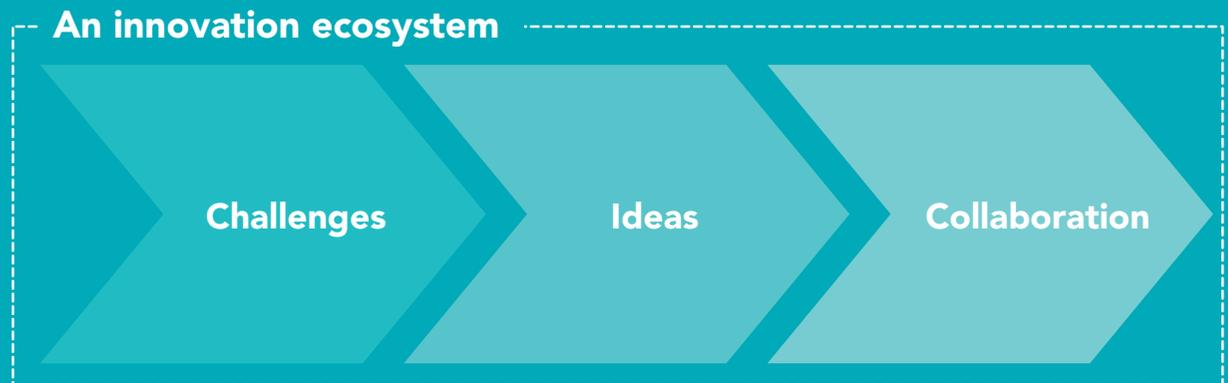
## Outcomes and deliverables:

- Establishment of an Innovation Portal, enabling the digital listing of built environment challenges and innovative solutions
- Establishment of an annual student hackathon to generate new ideas
- Delivery of a series of innovation matchmaking events
- Establishment of corporate/innovator mentoring

# What is the Innovation Programme

The UKGBC Innovation Programme is designed to identify key challenges in the built environment, and find innovative and sustainable solutions to those challenges by working collaboratively. Innovation is a major priority for UKGBC and for the next 2 years the programme will focus on numerous innovation focused activities, structured around 3 key areas:

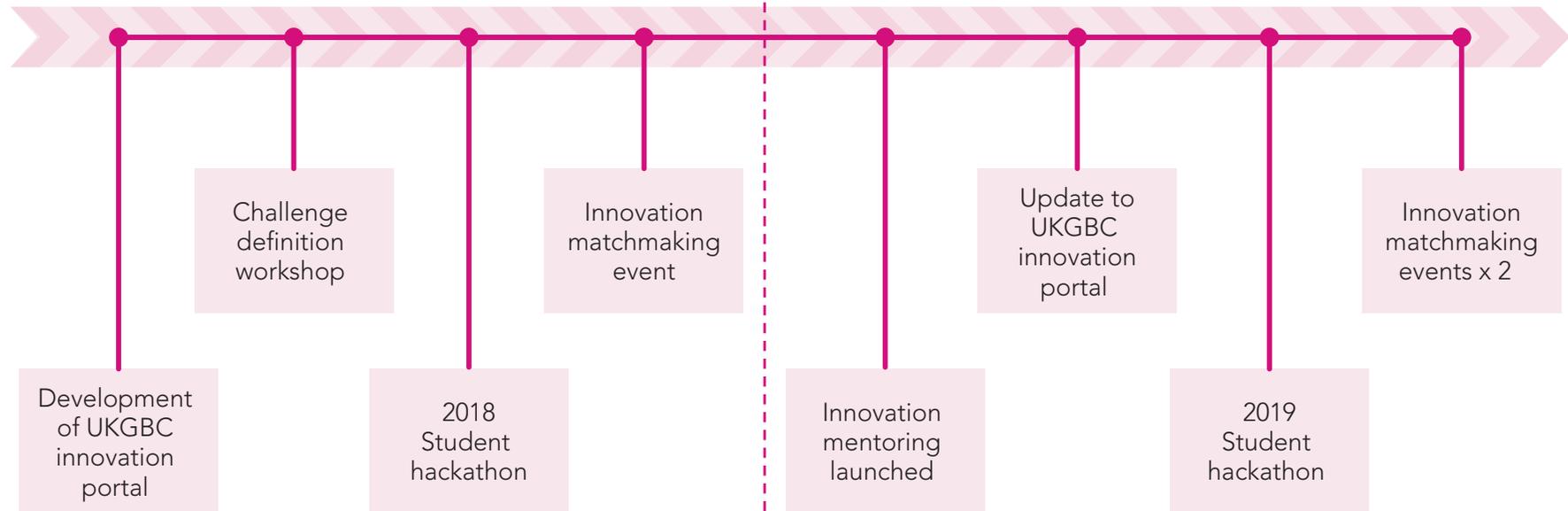
- ① **Challenge definition** – clarity and consensus on key built environment challenges, and establishment of the UKGBC Innovation Portal
- ② **Ideas** – gain new ideas from the student community and utilise the UKGBC Innovation Portal to map existing innovations to identified challenges
- ③ **Collaboration** – grow relationships between corporates and start-ups through innovation matchmaking events and mentoring



# Timeline

## Year 1

April 2018



## Year 2

April 2019

# Funding model



## **Innovation Programme Partners**

(4 partners at £15k per year for 2 years)



## **Innovation Programme Sponsors**

(4 sponsors at £7.5k)



## **Innovation Programme Supporters**

*e.g. Innovation Gateway, Climate KIC, Innovate UK,  
Pi-Labs, Sustainable Workspaces*



# Why get involved

**Sponsorship of the overarching programme brings a host of benefits, including:**

## **Insight & learning:**

Your business will have unique cross industry perspective and practical input on a specific programme driving a systemic shift through innovation. Along the way, you will gain first hand insights into innovation process, and innovative products and services, which could be utilised right away in your organisation, helping nurture an innovative culture back in your own business.

## **Leadership:**

Your business will be positioned as a leader on sustainable innovation, championing collaboration around major built environment challenges, and the identification and creation of novel and sustainable solutions.

## **Marketing and branding:**

Your business will receive formal recognition from UKGBC throughout the programme, and a host of other high-value branding opportunities as outlined in the individual sponsorship packages.

## **Network building:**

Your business will make connections with other businesses operating in the built environment with similar challenges to you, and innovators who can help you solve these challenges. You will build new relationships, all critical to your own organisations innovation journey.

# Sponsor benefits

## – Innovation Programme Partner

### Innovation Programme Partner package (£15k per year for 2 years\*) will include:



- Recognised as 'UKGBC Innovation Programme Partner'
- A place on UKGBC Innovation Programme Advisory Group for the duration of the programme (meetings are 3 times a year)
- Lead Partner branding on UKGBC Innovation Portal and any publications relating to this programme
- Via the Innovation Advisory group, provide input to inform the hackathon challenge, and theme(s) for innovation matchmaking events
- Lead Partner branding on regular e-communications on innovation to over 400 member organisations
- Extensive social media coverage which includes our 36k Twitter followers
- Lead Partner branding on any promotional visual outputs such as video, animations, infographics (subject to us raising sufficient sponsorship costs)
- Lead Partner branding at innovation events – Hackathon, challenge definition workshop, innovation matchmaking
- Lead Partner branding on UKGBC website – 40k views per month and 23k unique visitors per month
- Attendance and speaking opportunities at UKGBC innovation events
- Opportunity to write an innovation blog for the UKGBC website, sharing your own organisations approach to innovation

\*The sponsorship period will run 1 May 2018 – 31 March 2020

# Sponsor benefits

## – Innovation Programme Sponsor

### Innovation Programme Sponsor package (£7.5k per year for 2 years\*) will include:



- Recognised as 'UKGBC Innovation Programme Sponsor'
- Sponsor branding on UKGBC Innovation Portal and any publications relating to this programme
- Sponsor branding on regular e-communications on Innovation Programme to over 400 member organisations
- Extensive social media coverage which includes our 36k Twitter followers
- Sponsor branding on any promotional visual outputs such as video, animations, infographics (subject to us raising sufficient sponsorship costs)
- Sponsor branding at innovation events – Hackathon, challenge definition workshop, innovation matchmaking
- Sponsor branding on UKGBC website – 40k views per month and 23k unique visitors per month
- Attendance at UKGBC innovation events

\*The sponsorship period will run 1 May 2018 – 31 March 2020

**To discuss supporting the  
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please contact:**

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