



Global Business Innovation Programme AgriFood - Canada

The Global Business Innovation Programme, organised by Innovate UK and delivered by Innovate UK EDGE, consists of a preparation phase, an 6-day innovation visit, a post-visit exploitation workshop and follow-up support of approximately 12 months from an Innovate UK EDGE Innovation & Growth Specialist, helping your business maximise the opportunities identified, including developing innovation projects with partners in the territory. This initiative will be delivered physically and could include virtual activities.

Innovate UK is committed to ensure that anyone, from any background, has an equal opportunity to be successful.

Focus Areas:

We would welcome applications from companies who are involved in developing innovations to support the plant-based protein sector in (but not limited to) the following areas:

- **Ingredients** - The development, scaling and optimisation of plant-based ingredients, e.g. oats, beans, peas.

- **Products** - The conversion of high protein crops, ingredients and co-products into consumption-ready goods.
- **Adding value / enhancing quality** - Innovations to improve the nutritional quality, consumer acceptability, sustainability, and safety of plant-based products.
- **Waste stream management** - Innovations to add value to waste streams produced during processing of crops such as field peas, lentils, canola, and related ingredients.
- **Animal feed / pet food applications** - Innovations related to uses focussed on plant-based animal feed and pet food.

Why Canada?

Canada is home to a vibrant start-up culture and a strong ecosystem of world-leading agriculture and food companies. It is the 5th largest agricultural commodities exporter in the world with the sector benefiting from an abundant supply of natural resources including diverse plant, animal and marine life.

Agri-Tech is a strategic priority for collaboration and was a founding pillar in the MoU signed between DSIT

(Department for Science, Innovation and Technology) and Global Affairs Canada.

Plant-based protein is a key area of focus for Canada. As part of Canada's Budget 2022, \$150 million was earmarked for Protein Industries Canada (PIC). This builds on the previous \$173 million entrusted to Protein Industries Canada, through the Global Innovation Cluster Program to advance innovation in plant-based food and ingredients.

Having completed successful programs to Canada in the agri-food sector, Innovate UK is looking to build on promoting collaboration and partnerships. Bilateral funding opportunities are now being developed with the Global Business Innovation Programme being a critical activity to help establish strong collaborations and consortia.

Benefits:

- Explore Canadian partnership opportunities focussed on plant-based proteins.
- Develop a better understanding of the challenges and opportunities of doing business in Canada.
- Find potential innovation collaborators and partners and develop your network in the UK and globally.
- Improve your company value proposition to international partners and investors.

KEY DATES:

Programme Briefing:
1 June
2023

Applications Close:
4 July
2023

Pre-Visit Workshop:
8-9 August
2023

Market Visit:
9-15 September
2023

Post Visit Workshop:
29 November
2023

WHAT TO EXPECT:

The Global Business Innovation Programme is structured around three main phases and each business will have a designated Innovate UK EDGE Innovation and Growth Specialist to support them for the duration of the offering, including developing an action plan to capitalise on the opportunities identified. The three main phases of the Global Business Innovation Programme are:-

- **Getting ready for the market:** Pre-activity briefing workshop to build knowledge and understanding of the market and potential opportunities, including how to do business, cultural aspects, how to protect your IP and training on how to improve your pitch and articulate your value proposition. (1 day workshop)
- **Market activities:** Explore the innovation opportunities first-hand through meetings with key companies and research organisations and potential collaborators and partners through pre-arranged meetings and organised matchmaking. (6 days of market related activity)
- **Exploiting the opportunity:** An exploitation workshop and one-to-one support from a Innovate UK EDGE Innovation & Growth Specialist to follow up and take advantage of the opportunities identified. (1 day workshop and as a guide, around 5 days working with an Innovate UK EDGE Adviser over a 12-month period)

INNOVATION ACTIVITIES - EXAMPLE (subject to change):

Date	Activity	Date	Activity
19-20 July 2023	GBIP Workshop (physical)	29 November 2023	Post Visit GBIP Workshop
9-15 September 2023	Market visit to Canada including site visits and meetings	September - February 2023	Work with an Innovate UK EDGE Innovation & Growth Specialist

TO APPLY FOR THIS PROGRAMME, YOU MUST:

Be a UK based innovation-led company with ambitions to grow and internationalise

Be a company with fewer than 500 employees

Be able to attend and complete all activities

WHAT IS THE COST?

Innovate UK and Innovate UK EDGE will fund and organise flights, accommodation, in-market travel, and conference fees for successful applicants. Innovate UK will also pay for any reasonable adjustments throughout the initiative. Only one representative from each company will be funded. On acceptance to the initiative a commitment fee of £500 will be obtained from each delegate, which will be refunded on completion of the full activities and agreed action plan. Non-completion after formal acceptance may result in forfeiting some or all the commitment fee.

HOW TO APPLY:

The Global Business Innovation Programme has a competitive application process where only the best applications will be successful following an evaluation process. All applications must be made online through the Innovate UK EDGE website and received no later than **12pm on 4 July 2023**. To support potential applicants, a briefing will take place between **15:00 - 16:00 on 1 June 2023**.

Please note: successful applicants will be expected to fully comply with any conditions of travel to Canada. The safety of our delegation is a priority.

Innovate UK recognises that the innovation sector is not as diverse as the UK demographic and is committed to improving the diversity of who we support. As such, we welcome applications from those under-represented across the AgriFood sector.

ADDITIONAL INFORMATION & ASSISTANCE

To fill in the online application form or to register for the briefing event, please visit the [Innovate UK EDGE website](#). For more information, assistance with your application or to discuss accessibility needs, please contact James Kayam at james.kayam@innovateukedge.ukri.org or call +44 (0)7514 719636.