

P a r t n e r i a e t h a u S M A R T

S M A R T P a r t n e r s h i p s

N a t a l i e C r a w l e y

SMART PARTNERSHIPS

- **Aim** – to help Welsh businesses to improve their **competitiveness** and **productivity** through the better use of **knowledge, technology** and **skills** that reside within Welsh Research Organisations.
- **Features** – **business led** project, encouraging innovative **collaborative partnerships** between a **business, research organisation** and a suitably qualified person (known as the **associate**), to **create, embed & exploit** new capabilities. Ave. cost £40k-£80k p.a. 50/50 contribution between business and WG. 6-12 month duration.
- **Eligibility** – Charities, not-for-profit organisations; SME and large businesses. Public sector projects will be considered. Financially strong – with growing turnover. Typical minimum size >5 people.
- **SP v KTP**- Project type, duration, contribution.
- **Example topics** – Management capabilities, Productivity, Developing New Technologies, Services & Processes, Business Development, Adopting Emerging Technologies.

P a r t n e r i a e t h a u S M A R T
S M A R T P a r t n e r s h i p s

Busnes | Business
Cymru | Wales

SUCCESS STORY

Challenge – Aston Martin wanted to build their capabilities in the process of bonding structures.

How – collaborated with 2 academics from UWTSD. This knowledge transfer was carried out by 2 associates.

Video case study -
[Click Here](#)



**Aston Martin &
University Wales
Trinity St David**

P a r t n e r i a e t h a u S M A R T
S M A R T P a r t n e r s h i p s

Busnes | Business
Cymru | Wales

HOW TO APPLY

Visit the Support and Funding section on Expertise Wales -
<https://businesswales.gov.wales/expertisewales/>

Natalie Crawley – Knowledge Transfer Partnership and SMART Partnership
Manager - natalie.crawley@gov.wales

All applications and queries must be submitted via the SMART Partnership email
mailbox smartpartnerships@gov.wales

P a r t n e r i a e t h a u S M A R T
S M A R T P a r t n e r s h i p s

Busnes | Business
Cymru | Wales

D I O L C H | T H A N K Y O U