

2012 Research Centres - AMBER, APC, INFANT, Insight, IPIC, MaREI and SSPC

Call for Submission of Proposals for Phase 2 Funding – Point of Clarification

Industry Partner Testimonials and Case Studies

There have been a lot of questions about what exactly is required for the industry partner testimonials and case studies. Clarification and further guidance is provided below.

Testimonials

First of all there needs to be a point of clarification around the text in the Progress Report section of the Call document.

On page 38 of the Call Document, the following text is provided

8. Industry Cost Share (max. 10 pages exclusive of industry testimonials)

This section of the report must enable the review panel to assess the success of the Centre in achieving its industry cost share targets (Cash and in-kind)

The following must be addressed/provided:

- Provide an overview of industry cost share, cash and in-kind, both committed and received, from the start date of the award to the date of report submission.
- Describe the strategy used to achieve the cost share and how that strategy has evolved.
- Describe any challenges that have been overcome on this journey.
- Describe the benefits that industry partners have gained through collaborating with the Centre.
- Provide a number of industry partner testimonials which can be used by SFI for future Public Relations activities. **Describe how working with Industry has informed the research being conducted by the Centre. Please refer specifically to platform research and basic oriented research activities where relevant**

The lines marked in yellow should be a separate bullet point and are not linked to the request for industry partner testimonials. In other words, you still must describe how industry has informed the research being conducted by the Centre, regardless of the testimonial.

The correct text is as follows:

The following must be addressed/provided:

- Provide an overview of industry cost share, cash and in-kind, both committed and received, from the start date of the award to the date of report submission
- Describe the strategy used to achieve the cost share and how that strategy has evolved.
- Describe any challenges that have been overcome on this journey
- Describe the benefits that industry partners have gained through collaborating with the Centre
- Describe how working with Industry has informed the research being conducted by the Centre. Please refer specifically to platform research and basic oriented research activities where relevant
- Provide a number of industry partner testimonials which can be used by SFI for future Public Relations activities.

Testimonials **will be published** and will be used by SFI for future Public Relation activities and potentially other things such as the SFI annual report, flyers, brochures etc. Most importantly, the testimonials will be used to demonstrate the benefit of the government investment in Research Centres, to our own department, DEJL, as well as other departments where necessary. SFI is often asked for soundbites which demonstrate the benefit that industry is getting from the state investment into SFI Research Centres. As these testimonials will be published, the industry partner must agree that they can be used and the name of the industry partner needs to be referenced in the testimonial.

A signed testimonial on Industry letter headed paper is not required but the industry partner must be aware that the testimonials will be published. The testimonial should be in the form of a quote provided by the company. The name of the person in the company is not necessarily required but the company name is.

The testimonials should address the following:

- The benefit to the company of the collaboration – statement of why they are involved (provide specific details - new products/services, increase in jobs, access to expertise, training, recruitment, etc.)
- The benefit to Ireland resulting from the collaboration – new activities being conducted in Ireland by the company, new investment in Ireland, new spin-offs in Ireland, etc.

The testimonial should not simply be a reference to a good working relationship with the Centre. It should reference a benefit to working with the Centre, for example "*Through engagement with the Centre, we have employed an additional 20 people in our Irish site*".

SFI is cognisant of concerns around confidentiality of industry partners and in respect of this, you are asked to provide a number of industry testimonials, these are not required for all industry partners.

A signed testimonial on Industry letter headed paper is not required but the industry partner must be aware that the testimonials will be published.

Testimonials from new potential industry partners to further 'endorse' the planned research for the Phase 2 proposal are not allowed.

Case Studies

In the Phase 2 proposal, as part of Section 11 - Industry partner overview, the Centre must “*provide a one-page case study for each industry partner involved with the Centre to date and likely to be involved going forward, describing what ‘benefits’ they will gain from the Centre both in the near and long term*”.

The case studies will be used by the review panel to assess the strength of the existing industry partnerships with the Centre. They must give the panel confidence that the collaborations with existing partners will continue because of success demonstrated to date. **The case studies will not be published without prior permission being granted to SFI by the Centre and the Industry partner. Permission would be sought following completion of review and decision to fund for Phase 2.** It would be our expectation that the Centre director or manager would work with the industry partner to develop these case studies. The industry partner needs to be aware that the case studies will be shared with the international review panel.

The case study **must be one page long** and should provide the following

- Name of Company
- Primary Contact Person Company
- Location of Company (or subsidiary) involved in collaboration
- Size of company (overall and in Ireland)
- When did, the collaboration begin
- How did the company become involved in the Centre?
- Why did the company decide to work with this Centre, as opposed to other competitive Centres in Ireland or abroad?
- What is the level of investment (Cash and in-Kind)?
- Scope of collaboration: (what research work is involved and the contributions made by both partners)
- Scale: Number of people supporting the collaboration in the Centre and in the Company (specifically mention any new jobs/roles created in the company because of the collaboration, has it developed over the years, etc.)
- Outputs and Impact: Evidence of specific outcomes from the collaborations - joint publications, products brought to market, invention disclosures, patents, licenses, additional jobs created in Ireland, further investment in Ireland, joint EU funding obtained, training initiatives, recruitment by company from Research Centre, international component, etc.
- Has the collaboration led to other research projects and/or supported further investment by the company in Ireland (specific number of jobs, level of investment, etc.)
- Has the collaboration with the Centre grown and will it continue?

The case study must not be provided in the format of a letter from industry on their headed notepaper.

The case studies must come from the existing industry partners who have already worked with the Centres and who are likely to continue working with the Centre.

Case studies from new potential industry partners in the Phase 2 Proposal are not allowed.

The case studies will not be published without prior permission being granted to SFI by the Centre and the Industry partner. Permission would be sought following completion of review and decision to fund for Phase 2.

