



Innovate
UK

WOMEN IN INNOVATION

Communications Pack

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Supporting women innovators to change the world

Innovate UK Women in Innovation is a UK-wide programme that provides trailblazing women entrepreneurs with access to the support they need to maximise the impact of their ideas for innovation, accelerate business growth and contribute to pressing societal, environmental and economic challenges. This year, Innovate UK will invest up to £4m into the Women in Innovation Awards. Fifty award winners will receive up to £75,000 grant funding plus a bespoke package of business support and networking.

The Innovate UK Women in Innovation Awards 2024/25 opened on 13 May 2024 and closes on 10 July 2024 at 11am. Please help us connect with potential applicants by sharing this pack or spreading the word about Women in Innovation. Together, we can continue to drive positive change and help women innovators take their groundbreaking innovations to the next level.

In this pack, you'll find everything you need to promote Women in Innovation across your network, including ready-made social media copy and imagery. The pack also includes information about the programme's impact and eligibility criteria.

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About Women in Innovation

The Innovate UK Women in Innovation Awards launched in June 2016, to increase the amount of women engaging with Innovate UK.

Our research with women innovators highlighted access to funding and finance as the biggest barrier to success. Other important challenges identified included lack of visible role models and accessing the right networks.

Over the last eight years, we've focused on addressing these challenges through the Women in Innovation Awards. We've championed women entrepreneurs, accelerated business growth and created opportunities for more women and girls to be inspired into innovation.

Women in Innovation has had an incredible impact and kickstarted positive changes across the innovation system. Innovate UK has invested over £10 million in 200 pioneering women innovators and the programme has driven a >70% increase in the proportion of women-led applications across all Innovate UK funding competitions.

What's next?

We want the Women in Innovation Awards to be visible and accessible to women innovators from all backgrounds and from any location. To do this we will need to inspire and engage new communities across the UK.

Help us to reach further.

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Example Social Media Posts



The following posts can be quickly shared through your social channels, and can also be repurposed for newsletters and community forums. Feel free to tweak the copy to best engage your audiences.

[Download Social Media Graphics](#)

X (formerly Twitter):

Please use the hashtag #WomenInnovate in your posts and tag @InnovateUK on X/Twitter.

Profilename @username

The Women in Innovation Awards 2024/25 are OPEN 🎉

This year, @InnovateUK will select 50 women to receive bespoke business support, up to £75k grant funding and more.

Ready to grow your business? 📍 bit.ly/IUKWomenInnovate

#WomenInnovate #FundingSupport

Profilename @username

Want to access up to £75k grant funding, tailored business support and more?

Enter @InnovateUK's #WomenInInnovation awards before 10 July 2024 to become one of 50 pioneering women on a 12 month growth journey.

📍 bit.ly/IUKWomenInnovate

#WomenInnovate #FundingSupport

Facebook, Instagram & LinkedIn:

Please use the hashtag #WomenInnovate in your posts and tag @weareinnovateUK on Instagram and @InnovateUK on LinkedIn/Facebook

Calling all ambitious #WomenInInnovation 📣

Are you looking for business guidance and financial support to take your groundbreaking ideas to the next level?

Through the Women in Innovation Awards, @weareinnovateUK are committed to investing up to £4million in grant funding and providing expert-driven support. They want to hear from YOU.

If you're ready to network with like-minded #WomenInnovators, receive up to £75k grant funding and bespoke business support, apply today. 📌

👉 bit.ly/IUKWomenInnovate

#WomenInnovate #CreativeSolutions #WomenInBusiness

Are you ready to turbo-charge your business success?

If you are:

- ✨ A #WomanEntrepreneur
- ✨ Developing innovative solutions
- ✨ Looking for funding and business support

Check out @InnovateUK Women in Innovation Awards 2024/25.

You could be one of 50 women selected to embark on an entrepreneurial journey packed with bespoke business support, networking and up to £75k grant funding each. 💪

The competition is open to #WomenInnovators from all regions and sectors across the UK.

Find out more here 👉 bit.ly/IUKWomenInnovate

#WomenInnovate #FundingSupport

[Download Social Media Graphics](#)

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Eligibility

The Innovate UK Women in Innovation Awards are open to all backgrounds, sectors, regions and innovation areas.

We want to find women innovators who are at a critical stage, where the injection of support from an award will accelerate the growth of their business.

The aim of this competition is to fund and support a diverse portfolio of Women in Innovation Award winners:

- ✓ Who will be relatable role models for women from all backgrounds
- ✓ From regions across the UK
- ✓ Solving a range of pressing societal, environmental and economic challenges
- ✓ In a variety of innovation areas

To apply for Women in Innovation, applicants must:

- ✓ Be a woman founder, co-founder or senior decision maker within a UK registered micro, small or medium-sized enterprise (SME) that has been registered on Companies House for at least 12 months
- ✓ Be a resident in the UK
- ✓ Carry out all project work in the UK
- ✓ Intend to exploit the results from or in the UK
- ✓ Be fully committed to volunteer as a role model for at least 5 days over the duration of the Award
- ✓ Be aged 18 and above on the date of competition close

The competition is open to single applicants only. For those working with a co-founder, only one person should apply and take part in the programme.



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[Learn more about Women in Innovation](#)