



Scottish Enterprise Green Heat Accelerator - Application Guidance

Deadline for applications:

Midday on 30th September 2022

Table of Contents

Introduction	2
Scottish Enterprise Green Heat Accelerator	2
Application process	4
The Application Form	5
Questions	9

Introduction

Scottish Enterprise

Scottish Enterprise (SE) is one of Scotland's national economic development agencies and a non-departmental public body of the Scottish Government. To deliver a significant, lasting effect on the Scottish economy, SE works with partners in the public and private sectors to find and exploit the best opportunities. SE is committed to growing the Scottish economy for the benefit of all, helping to create more better jobs that nurture shared wealth and collective wellbeing.

CLT

Carbon Limiting Technologies (CLT) works with early-stage companies, corporates, investors, and government organisations to support and grow clean technology businesses and accelerate the adoption of clean technologies in the UK and internationally. Founded in 2006, CLT is a trusted UK Government partner, drawing on the expertise of its 30+ Associates, each with over 15 years' sector experience. CLT's teams has expertise across the whole range of clean technology areas including heat, buildings, power systems, fuel switching, energy efficiency, CCUS, and the acceleration of newly developed technologies.

Scottish Enterprise Green Heat Accelerator

Objectives

The Green Heat Accelerator will be a training course delivered to a small cohort of businesses involved in decarbonising heat. The Accelerator will help to develop business skills and sector knowledge for participants with the intent to promote business growth and networking in the sector. The aim is to enable job growth and create investment opportunities in participating businesses.

The Accelerator will support the delivery of the Scottish Government's Decarbonising Heat in Buildings Strategy.

Participating businesses will be supported to:

- Develop a commercialisation action plan
- Build business capabilities and sector knowledge
- Create new partnership and/or investment opportunities
- Expand their sector network

Eligibility criteria

Businesses must meet specific eligibility requirements in order to join the cohort:

- Companies should be directly involved in decarbonising heat:
 - Technologies can include heat pumps, thermal storage, heat networks, solar thermal and biomass, including businesses involved with associated technologies and key components such as insulation and deep retrofit, compressors, sensors, metering and smart controls.
 - Manufacturers, installers, servicing, training or supply chains for low carbon heat technologies

- There must be a carbon reduction impact from the technology or service
- Small and Medium-sized enterprises (SMEs), i.e. less than 250 staff
 - Focus on small and start-up businesses
- Businesses must be a registered company in active operation, i.e. trading and products / services on the market
- Businesses must have the potential and ambition for growth to support the low carbon heat agenda
- Businesses must be registered or with a material operational base in Scotland and employing staff in Scotland

UK Subsidy Control

To comply with UK Subsidy Control requirements, this support is being given under the Minimal Financial Assistance allowance. The maximum any business can receive under this allowance is £315,000, over a rolling three-year period.

The application form asks you to declare any UK Subsidy or State Aid received from 1st April 2020 onward. This could include:

- Other elements of Minimal Financial Assistance;
- Any subsidies given as small amounts of financial assistance following the UK's departure from the European Union
- Services of public economic interest assistance; and
- Aid given under the EU State aid de minimis regulations either before the end of the implementation period of 31 December 2020 or after this date.

Failure to declare any subsidy received could result in you being charged for the support provided if it cannot be provided as a subsidy.

Programme content

The programme will be a hybrid of virtual and in-person and will include masterclasses, workshops, site visits, events and one-to-one mentoring support covering the following areas. These will be specific to the heat in buildings sector and will include speakers and workshop facilitators with industry insight:

- Market Engagement: e.g. understanding market segmentation to identify first customer, understanding customer requirements, market sustainability drivers and policy, developing route to market options, market communications such as website or PR, branding, market growth for start-ups or established companies
- Business Development & Sales: e.g. define customer value proposition, developing sales pipeline, first strategic sale or securing trial customer, channel and customer networking opportunities, sales pitching, developing partnerships
- Technology: e.g. IP strategy, understanding technology validation
- Supply Chain & Operations: e.g. procurement strategy, manufacture planning, supplier selection, cyber-security
- Product: e.g. product competitive analysis, trial and test planning, certification and standards in sustainable sectors
- Business Planning: e.g. business model development, business plan
- Fundraising & Finance: e.g. investment readiness and pitch support, target investors with a focus on sustainability, accessing grant funding, introductions, financial modelling, forecasting, financial management

- Team: e.g. leadership & entrepreneurship, organisation development, skills building

The exact programme for the Accelerator will be finalised once the cohort companies have been selected. This will ensure that we can target the support directly at the areas which will be of most use to the selected businesses. We will base this on the responses within the application form, so please provide comprehensive answers, within the word limits.

Time commitment

The Accelerator will be delivered as a 12-week programme, spread over 15 weeks accounting for holiday periods, this will include:

- Two virtual sessions per week (1-2 hours per session)
- Three in-person events (2-4 hours per event)
- Individual specialist mentor for each company

The time requirement will therefore be in the region of 4 hours per week over the 12-weeks. To gain the most benefit from the Accelerator, there will also be elements that can be worked on by participants between sessions to develop commercialisation and growth plans.

Information sharing within the cohort

The Accelerator programme will involve shared working and learning within the cohort, in order for this to be effective cohort participants should be prepared to share knowledge and experiences openly. You will not be expected to share anything commercially confidential within the group, however commercially confidential information may need to be shared with your mentor for the purposes of providing the support.

This will be covered in the participation agreement for the cohort and all cohort members will be required to maintain confidentiality about any information shared by other cohort members. As this is a key element to the success of the programme, you must be sure that you are happy and willing to participate in a peer learning environment.

Stipend

Bursary/stipend of £2,000 will be available to all participating businesses to contribute towards costs of participating. Full payment of the stipend will be subject to attendance, and we expect participants to attend at least 80% of the programme sessions and events.

Application process

Overview

Selection will be based on a short application reviewed against the eligibility criteria and using clear and transparent criteria linked to your potential to benefit from the programme, e.g. your current status and growth potential, whether a company is based in Scotland or to what extent they operate in Scotland, how likely a company is to scale-up, gain investment, create jobs, etc., as a result of the programme.

A link to the on-line application form can be found on the website from which you downloaded this Guidance, alternatively you can access the application by clicking [here](#). If you are unable to access the application form, please contact the team at CLT using the emails on page 10 of this Guidance.

Process diagram



The Application Form

The table below sets out the content of the on-line application form and explains how this should be completed.

The form is based in Google Forms and auto saving will be enabled (you may require a Google account for this to work).

Information and Eligibility Criteria

Question	Guidance
Business name	Registered business name, provide a trading name in brackets e.g. xyz Limited (T/A abc)
Registered address	Provide your registered company address
Company number	Provide your Companies House number
If your company is registered outside of Scotland but conducts a significant part of its business in Scotland, please provide the address of your operations in Scotland and the number of FTE employees based in Scotland	If your registered address is not in Scotland, please provide the address of your operations in Scotland and the number of employees based in Scotland
Number of FTE employees	Please state the number of employees, which must be less than 250 to be eligible

Turnover	Please state the turnover from your last full financial year, which must be less than €50m to be eligible
Balance sheet	Please state the total from your balance sheet from your last full financial year, which must be less than €43m to be eligible
Contact Name	Please provide the name of the person who will be the main point of contact
Contact role	Please state the role / job title of the person who will be the main point of contact
Contact e-mail address	Please provide the e-mail address of the person who will be the main point of contact
Contact telephone number	Please provide a contact telephone number for the person who will be the main point of contact
UK Subsidy Control – to comply with UK Subsidy Control requirements, this support is being given under the Minimal Financial Assistance allowance. The maximum any business can receive under this allowance is £315,000. Please confirm that you have not breached this threshold and that receipt of this support (valued at £4,680) will not cause you to breach that threshold.	Please confirm whether you are able to receive the support under the UK’s Subsidy Control requirements (see guidance above for more details)
Provide details of any small amounts of financial assistance (e.g. other forms of MPA or <i>de minimis</i> State Aid received in the current and previous two financial years – i.e. from April 2020)	Please provide details of any other qualifying subsidy support or State Aid received since April 2020. The total of all these elements of subsidy must be less than £310,320 minus the value of this support.
Is your business directly involved in decarbonising heat?	Please confirm whether your business is directly involved with decarbonising heat.
Describe how (50 words maximum)	Briefly explain how your business is involved in decarbonising heat
We are checking whether potential cohort companies are: <ol style="list-style-type: none"> 1. Companies/organisations established in Russia or Belarus (a company established in Russia or Belarus is considered to be one which is constituted under the laws of Russia or Belarus). 2. Established outside of Russia or Belarus but the company’s ‘Persons with Significant Control’ information states Russia or Belarus as the place of residency. 	Please answer the question on whether you have links to Russia or Belarus, please be aware that we will check this for all successful applicants to the programme.

<p>We reserve the right to exclude companies which are identified as having connections to Russia or Belarus, as listed above.</p> <p>Please confirm that:</p> <ul style="list-style-type: none"> Your company/organisation is not established in Russia or Belarus Our company/organisation is not listed on The UK Sanctions List - GOV.UK (www.gov.uk) ; and Your company/organisation does not have any 'Persons with Significant Control' with Russia or Belarus stated as a place of residency. 	
<p>We understand that we are required to keep these aspects under review and confirm that we will advise CLT immediately if we become aware that anything within this declaration changes during the programme period.</p>	<p>Please confirm that you will advise CLT if this situation changes.</p>

Assessment Questions

Question	Assessor guidance
<p>Brief description of your business, current and planned products / services (500 words max)</p> <ul style="list-style-type: none"> Describe your business, showing the extent to which activities relating to decarbonising heat are part of your portfolio How does your product / service support the Scottish Government's Heat in Buildings Strategy What proportion of your business relates to decarbonising heat? Please be as specific as you can. Explain your current products / services and any new or planned ones that you aim to introduce over the next 2-3 years 	<p>Weighting: 20%</p> <p>Assessment criteria: To what extent is decarbonising heat currently or expected to be a core activity of the business? To what extent will the business make significant and realistic contribution towards decarbonising heat and the Heat in Buildings Strategy How realistic is this? Has the applicant sufficiently justified their claims?</p>
<p>Describe the commercial proposition of your products / services relating to decarbonising heat (500 words max)</p> <ul style="list-style-type: none"> Describe your customers and routes to market Describe your partners and supply chain 	<p>Weighting: 25%</p> <p>Assessment criteria: How clearly has the applicant described their commercial proposition? To what extent does the applicant demonstrate an understanding of</p>

	<p>all commercial elements requested?</p> <p>Does the description provided support the description of the business provided in the previous question?</p>
<p>Describe your ambition and the growth potential of your business over the next 3 years (500 words max)</p> <ul style="list-style-type: none"> • Provide your turnover and jobs for the last three financial years and your forecast turnover and jobs for the next three financial years • Describe how and why you expect the proportion and/or value of your business' turnover relating to decarbonising heat to grow • Explain why this is realistic and any evidence to support it, including evidence of developing or changing customer requirements 	<p>Weighting: 30%</p> <p>Assessment criteria:</p> <p>To what extent has the applicant demonstrated an ambition to grow their business and by what extent?</p> <p>To what extent and how effectively has the applicant justified their planned growth rates?</p> <p>To what extent is there an analysis and evidence base underlying the projections and how reasonable are these?</p>
<p>Describe how you believe this programme will help your business (500 words max)</p> <ul style="list-style-type: none"> • Describe your current barriers to growth and the three key challenges you face • Describe how you will benefit from the programme 	<p>Weighting: 25%</p> <p>Assessment criteria:</p> <p>To what extent has the applicant identified realistic barriers? How far are these already being addressed?</p> <p>To what extent does the business have a sense for how this programme could benefit them?</p> <p>How far do the challenges and potential benefits reflect the growth ambitions described in the previous question?</p>

Additional information

Question	Assessment
<p>Please upload any information you think may be relevant or which supports your application, e.g. your Business plan, etc.</p> <p>Please provide a link to your business' website</p> <p>Please be aware that this question is optional (there is no requirement to provide additional documents) and that uploads of multiple documents does not guarantee that assessors will be able to review all of them. We recommend that uploads are restricted to those documents that will add most value to your application.</p>	<p>Not scored – documents should support the answers to the previous questions</p>

Privacy Notice

Question	Guidance
Have you read and understood the Privacy Notice?	Please read the Privacy Notice included as part of the application and confirm that you have understood it.
Can Scottish Enterprise and Carbon Limiting Technologies contact you about other opportunities that may be of interest?	Please confirm whether you want to opt in to being contacted by Scottish Enterprise or CLT about other opportunities that may be of interest.
Where did you hear about this project? (e.g. E-mail from Scottish Enterprise, etc.)	To help us improve our marketing and outreach please can you let us know where you heard about this programme.
If your application to join the Accelerator is successful, would your business be interested in participating in a CEO/Director meet-and-greet session?	We are considering arranging a CEO/Director level meet-and-greet session for participating companies. To help us gauge interest in this, please confirm whether you would be interested in this.

Declaration

Question	Guidance
I confirm that the contents of this application are accurate to the best of my knowledge and that I am authorised to apply for a place on the Scottish Enterprise Green Heat Accelerator on behalf of the business.	Read and confirm the declaration

Submit

You may now press the submit button to complete your application to join the programme.

Questions

If you have any questions about the process for applying to the Scottish Enterprise Green Heat Accelerator or about the Accelerator itself, please contact:

James Ruel james.ruel@carbonlimitingtechnologies.com
 or
 Natalie Fredericks natalie.fredericks@carbonlimitingtechnologies.com