

# Make Innovation HAPPEN



INNOVATION keeps Scotland at the forefront of consumer trends. We have world-class research facilities, where scientists and food and drink producers work in a spirit of collaboration to find new and innovative products for today's discerning consumer. But innovation doesn't stop with what you sell - it can also involve people, processes and the workplace.

Scotland  
A LAND OF  
food and drink

SCOTLAND  
IT'S TIME TO INSPIRE

Innovation is central to our future prosperity. If we want our food and drink sector to thrive and our wider economy to grow, we must embrace a renewed culture of innovation. This will keep us at the forefront of market and consumer trends and ensure our businesses can achieve their ambitions.

In Scotland we are blessed with world class universities and cutting-edge research facilities. We want the very best of **academia and leading scientists** to work in collaboration with entrepreneurs in **farming, fishing, food and drink**. By developing new, innovative products we will grasp the opportunities presented by our rapidly changing world. However, our scope for innovation doesn't stop with the products we sell - it is also about **developing our people, our processes and the places** in which we work.

To meet the challenge, the Scotland Food & Drink Partnership is launching a whole new approach to innovation in food and drink. This is our roadmap to making Scotland one of the most innovative food and drink industries in the world.

The Scottish food and drink industry is thriving, with a reputation for excellence and a keen understanding of current local and international market opportunities. To sustain and grow this level of success, businesses throughout the supply chain must strive to stay ahead - to understand tomorrow's consumers and tomorrow's markets, then respond with tomorrow's produce, products and services.

Innovation is strategically important to Scotland's economy. That's why Scotland Food & Drink, and Scotland's economic development agencies, Scottish Enterprise and Highlands and Islands Enterprise, brought together representatives from across industry, academia and the public sector. Their aim? To make innovation more effective for Scottish businesses. The group consulted with industry to understand issues and challenges then worked in partnership to develop a response. The new MAKE INNOVATION HAPPEN service is the result.

## The MAKE INNOVATION HAPPEN service is:

**Open** - to all businesses across the whole of the food and drink sector in Scotland, whatever your size and wherever you are based.

**Connected** - you can see the full picture of innovation support and funding available and we can connect you with the right resources.

**Flexible** - whatever you are trying to do that is new or different the service can help you. You can engage through digital channels, through business events or personal contact with expert advisors.

**Dedicated** - to assisting Scottish food and drink businesses to innovate, develop new products, reduce risk, reach new domestic or international markets, streamline processes, and connect with the very best help and support.

**If you want to do something new or different in your business the MAKE INNOVATION HAPPEN service can help you.**

## Where are you on your innovation journey?

All businesses right across the food and drink supply chain can benefit from innovation and growth.

Are you

- **Looking to improve or reduce packaging?**
- **Scaling up from kitchen to factory?**
- **Needing help responding to changing customer trends or regulation?**
- **Investing in technology?**
- **Developing new products for international or domestic markets?**
- **Looking to benefit from new ways of working**

**Wherever you are on your INNOVATION JOURNEY you can benefit from support from the MAKE INNOVATION HAPPEN service.**



# If you want to do something new or different in your business the **MAKE INNOVATION HAPPEN** service can help you.

## Are you innovating or would you like to start?

Are you working on something new or different that will add value to your business?

It could be:

- **A new product for domestic or international markets**
- **New, more effective equipment to improve your manufacturing process**
- **Greener, leaner procedures**
- **Reformulating your products**
- **New ways of organising your workplace**
- **New routes to reaching customers**

Whether it is product development or more about people or processes, the **MAKE INNOVATION HAPPEN** service can help you explore your ideas and develop them all the way through to market.

Our **CONNECTORS** are people who know about the range of support available. They can help you tap in to what's available from across the public sector and academia in Scotland. They can work with you right through your **INNOVATION JOURNEY**, from the ideas stage through to developing a proposition and establishing viability to launch.

**Research shows that when businesses  
innovate, they are twice as likely to grow and  
three times as likely to export successfully**



Some of the best ideas happen when people with different specialisms collaborate. Some of the best products develop when there is a fusion of ideas. We can help make the connections.

**[www.makeinnovationhappen.scot](http://www.makeinnovationhappen.scot)  
[enquiries@makeinnovationhappen.scot](mailto:enquiries@makeinnovationhappen.scot)**

**0300 013 3385**  
(calls charged at local rates)

# Scotland

A LAND OF  
food and drink

With thanks to the Scotland Food & Drink Partnership innovation working group members:



The **Scotland Food & Drink Partnership** brings together trade organisations from across the Scottish food and drink sector and the public sector. We work together to deliver the industry strategy, its priorities and to cement Scotland's reputation as a Land of Food and Drink.

\*The Partnership consists of AHDB, Dairy UK, Food and Drink Federation Scotland, Highlands & Islands Enterprise, Improve Ltd, Interface, LANTRA, NFU Scotland, Quality Meat Scotland, Rowett Institute, SAOS, Scotch Whisky Association, Scottish Bakers, Scottish Development International, Scottish Enterprise, Scottish Government, Scottish Salmon Producers Organisation, Seafish, Seafood Scotland, Skills Development Scotland, SRUC, Zero Waste Scotland.