

The Ideas Elevator Maritime Programme

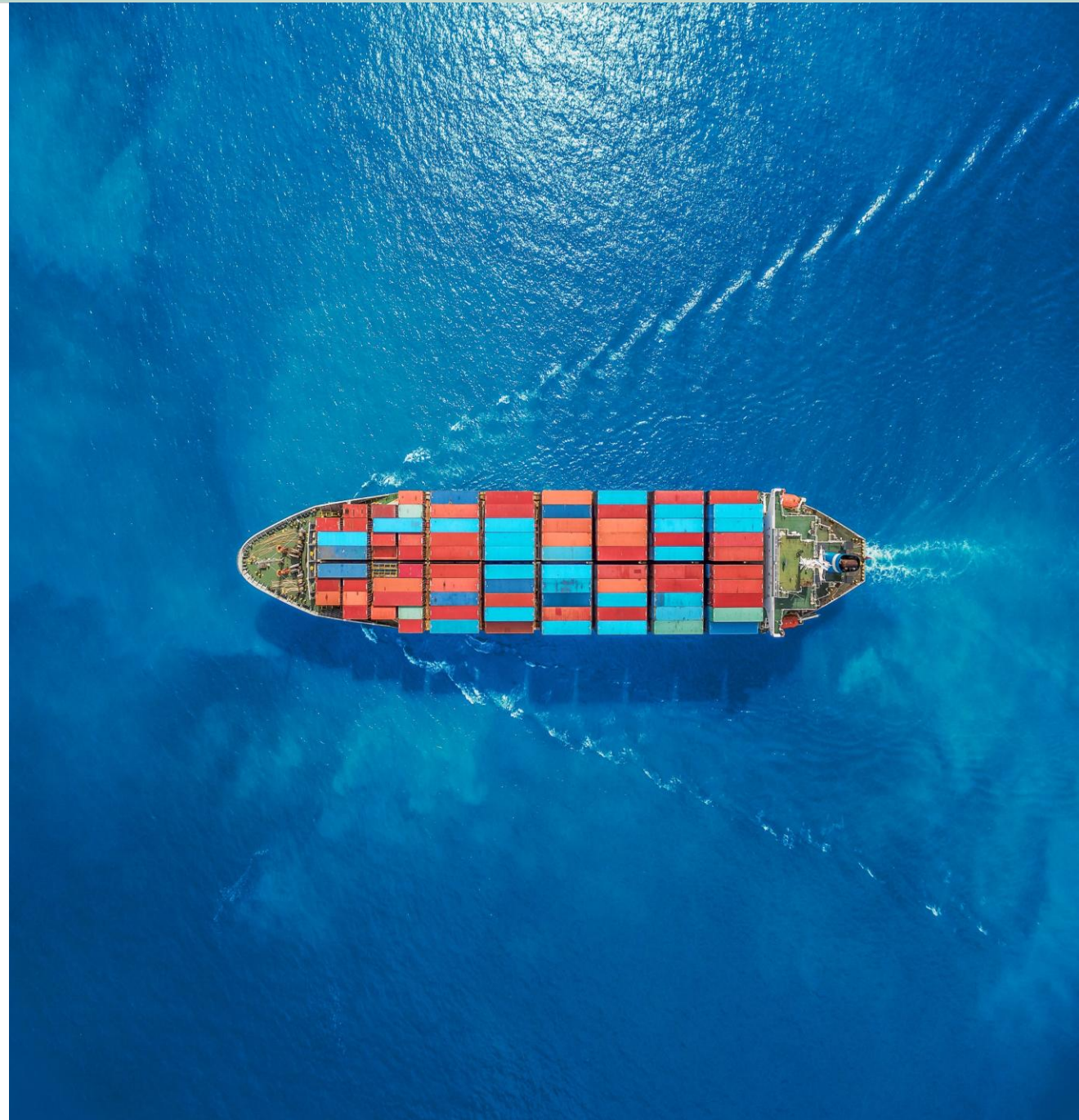
Application Support Webinar



Funded by
UK Government

Delivered by

CATAPULT
Connected Places



Agenda

| | |
|-----------------|---|
| 10.00 am | Introduction |
| 10.05 am | Department for Transport Priorities |
| 10.15 am | Maritime Decarbonisation Challenges |
| 10.20 am | The Ideas Elevator overview and tips for strong applications |
| 10.35 pm | Selection process and notification |
| 10.45 am | Q&A |
| 11.00 am | Webinar ends |

Connected Places Catapult team



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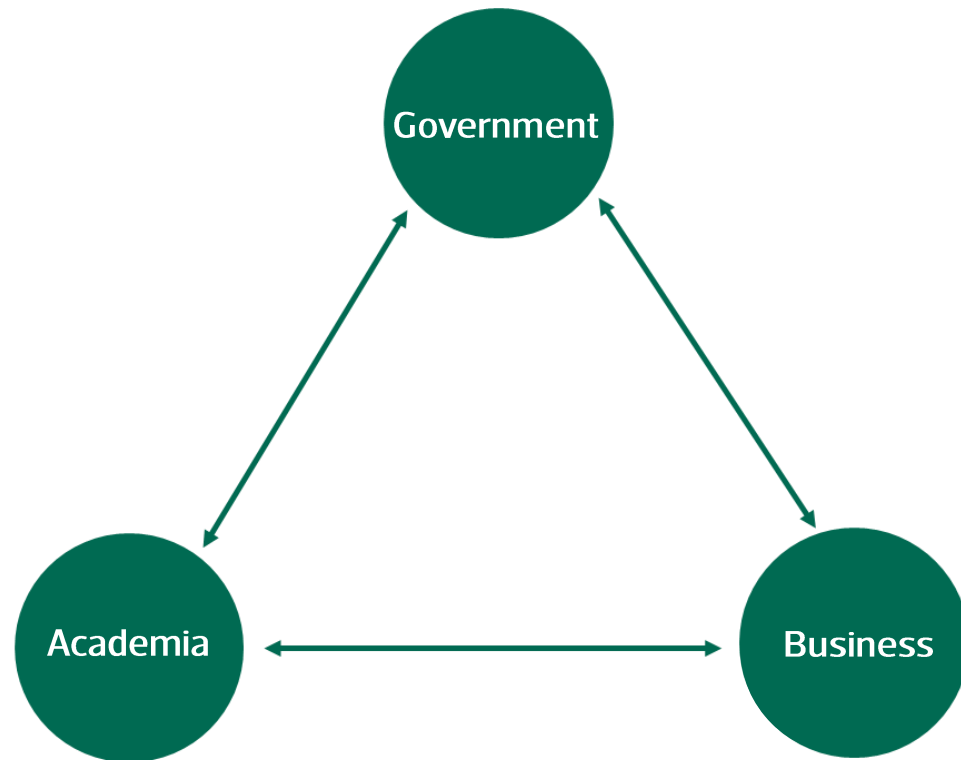
Programme introduction

The Ideas Elevator



A pilot programme for disruptive, very early-stage and exciting ideas and concepts (at Technology Readiness Level 1-2) that may alter the future landscape of clean maritime and have the potential to lead to radical change

This programme will provide a mechanism to identify and support early-stage proof-of-concept ideas to de-risk emerging transport solutions. Connected Places Catapult is the delivery partner for this pilot.



Expand your networks with access to DfT, CPC, TRIG community



Strengthen your chances of securing TRIG (fast track to TRIG interview) and get to know the process of application for innovation funding



Business support: pitch training



Gain insight from DfT policy experts, CPC and industry stakeholders



Validate new ideas for real market challenges



Department for Transport Priorities



Department for Transport maritime team

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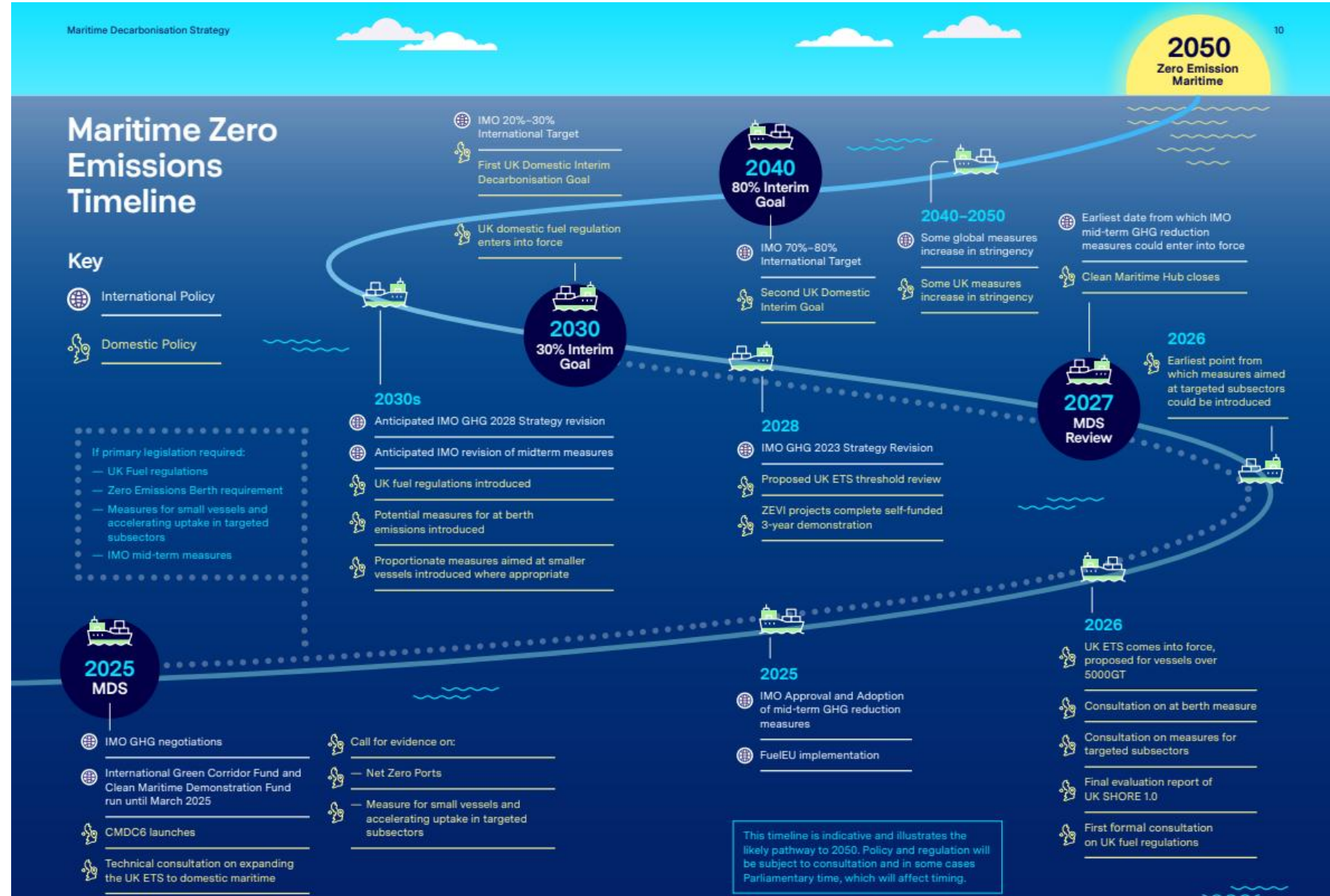
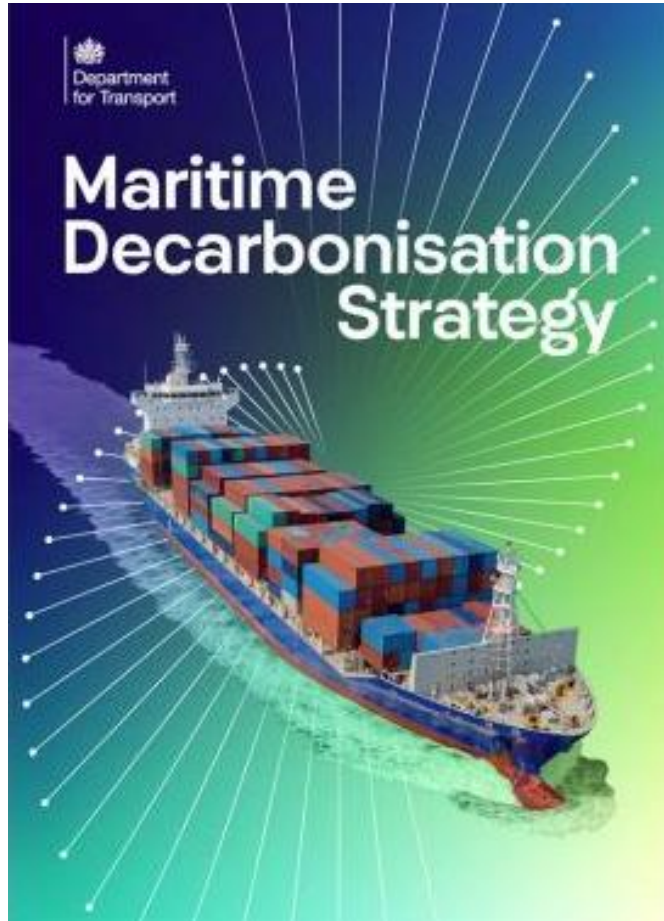


What is UK Shore?

- UK Shipping Office for Reducing Emissions (UK SHORE) is a Department for Transport programme driving clean maritime research and development (R&D) since 2021.
- By funding research and real-world demonstrations of cutting edge clean maritime technologies, it helps industry overcome investment barriers and accelerate rollout. Cementing the UK as a leader in maritime innovation.



UK maritime decarbonisation programme



Building on UK expertise and innovation (UK SHORE) is a key principle in the MDS published by DfT in 2025.



What are we trying to solve?



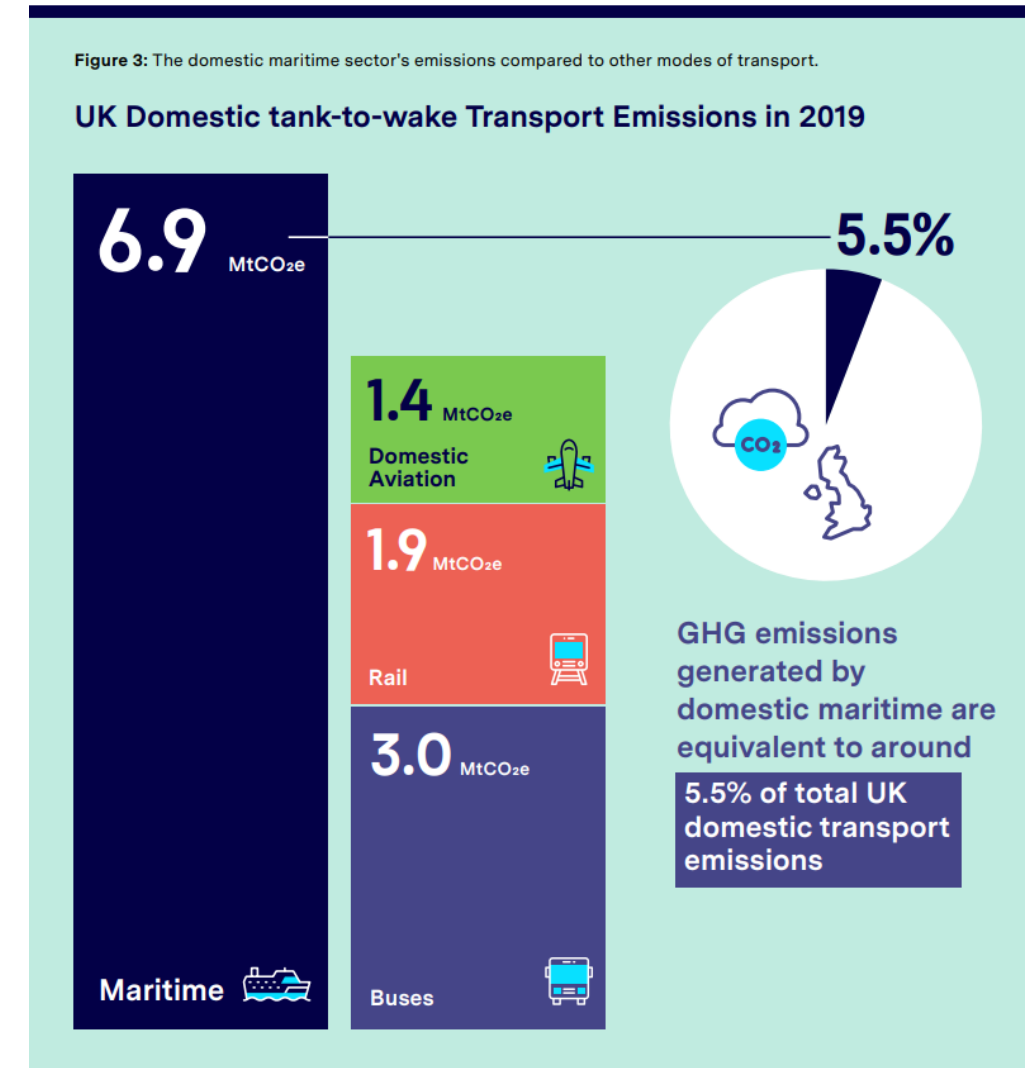
Maritime is a hard-to-abate sector; diverse vessel types require tailored solutions—electric, hydrogen, ammonia, methanol, and efficiency technologies



Clean maritime technologies remain immature or need optimisation, creating uncertainty around the best fit for each vessel.

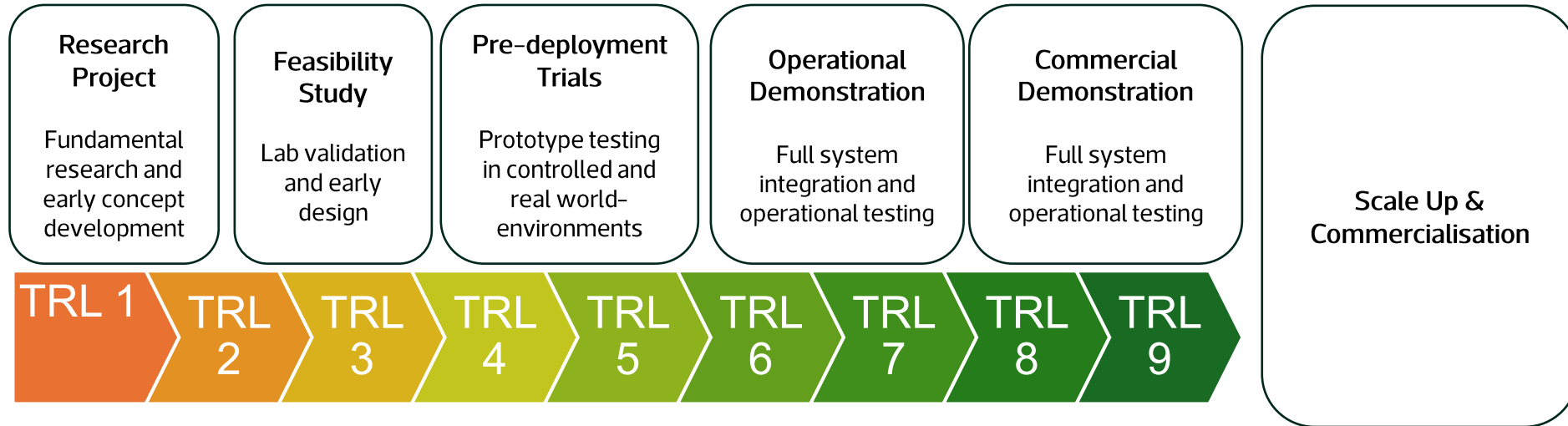


With vessels lasting ~25 years, early R&D is vital to meet UK targets—regulation alone won't drive timely innovation.

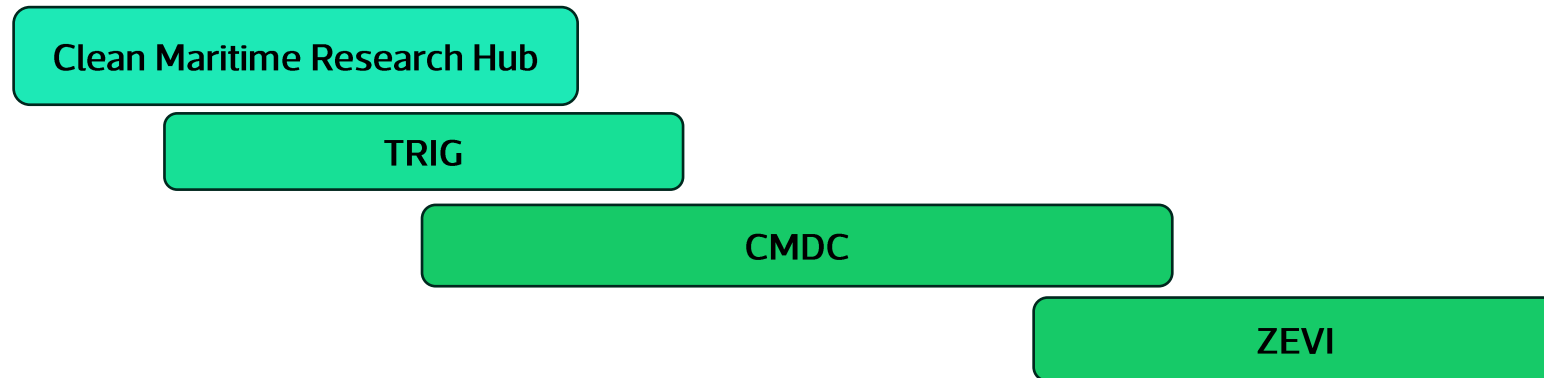


Source: maritime decarbonisation strategy, 2025

UK Shore programme 2026 – 2030



- UK SHORE 2026-2030 will support projects through the technological readiness scale (TRL)
- We are also exploring options of supporting international collaboration through the EUs Horizon Europe Programme and the Eureka Programme



Working across government and the financial sector to support scale up & commercialisation

Find out more here:



Cutting edge technologies



We are keen to receive a broad range of innovative ideas addressing known barriers in the Maritime sector



For more information on our priorities, please consider the relevant section of the [Maritime Decarbonisation Strategy](#)

Equality, diversity and inclusivity (EDI)

- We strongly encourage applications from underrepresented groups and regions within the innovation space.
- For reasonable adjustments, contact Innovation_Funding@cp.catapult.org.uk no later than **27th April**
- Connected Places Catapult is collecting equality, diversity, and inclusion (ED&I) data
- Consider your own EDI practices and how EDI is integrated into development of your concept.

We are here to help!

Challenge statements

Challenges



Enabling safe and scalable adoption of future maritime fuels

How might we develop early-stage methods, tools or concepts that enable the safe handling, storage, distribution and use of zero and near zero GHG emission fuels and support the skills, materials and logistics needed for the transition to multiple zero and near zero fuels?



Reducing emissions through smarter, more efficient vessel operations

How might early-stage concepts, data-led approaches or enabling technologies improve vessel energy efficiency through smarter and more efficient operations for zero and near zero GHG emission and automation to reduce maritime greenhouse gas emissions?



Preparing ports and infrastructure for a low carbon, multi-modal future

How might early-stage tools, models or system concepts help ports and maritime infrastructure manage automation, multifuel energy demand and coordination to support maritime decarbonisation?



Whole port baselines including vessels and zero emission infrastructure

How might we create a simple, secure and repeatable approach to mapping whole port energy demand and emissions including shore power infrastructure, vessel charging facilities and land-based machinery with a direct link to reducing maritime emissions?



Trusted, secure and reusable maritime evidence to enable early decarbonisation decisions and investment

How might we create trusted, secure and reusable maritime evidence that enables faster, more confident early-stage decarbonisation decisions unlocking investment across the shipping value chain?

Eligibility & timeline

Who can apply?

- UK registered organisations.
- SMEs.
- Universities and research and technology organisations
- Consortia are welcome but not required.
- Previous TRIG winners with a new and distinct idea.

Project eligibility

- New ideas or approaches or methods
- Technology Readiness Level (TRL) 1-2
- Projects must be fully delivered and deployed in the UK.



TRL 1-2



TRL 1

Basic Principles Observed and Reported

- Technology is at the earliest stage of maturity. Fundamental scientific principles have been observed and documented, but no specific application has yet been defined. Activity is exploratory and research-led, focused on understanding underlying phenomena, but not solving a concrete operational problem. Evidence is theoretical or experimental research, with no validation of performance in a practical or/and operational context. In summary:
- Early theoretical frameworks, hypotheses, or discovery-based research.
- Scientific research begins to be translated into applied research.

TRL 2

Technology Concept Formulated

- Potential applications and use cases for the technology are identified, and a clear concept being defined. The technology is speculative, but the transition from research to applied research is emerging. Initial assumptions, hypotheses and conceptual designs or system designs articulated. There is no experimental proof at this stage, but analytical studies provide early justification for further development and moving to higher TRL levels. In summary:
- Invention begins.
- Applications are speculative but grounded in scientific rationale.
- Conceptual models, preliminary simulations, or proof-of-principle reasoning may be included.

Timeline of application and selection process



Write a *successful*
application

Read carefully



Competition Guidance document
Programme objectives
Relevant challenge area and theme
DfT priorities



Terms and Conditions

Commitments and requirements



Application Questions

Prepare and complete your submission



The ideas elevator selection process

The Ideas Elevator – Maritime Decarbonisation selection process consists of two steps:

1 Due Diligence

- You will be notified only if you are **NOT** successful
NO feedback provided

2 Technical Assessment

- Everyone will be notified of the outcome
- **NO** feedback provided

3 Programme engagement

Top tips

- Focus and be succinct
- **Write for the audience**, be clear, avoid acronyms or technical jargon.
- Be clear on the intended **outputs of your project**.
- Support your statements with scientific **evidence and provide references** where applicable.
- Demonstrate considered research into **the scale and impact of the problem** your concept can address.
- **Show your commitment to EDI and sustainability**
- Progressing concept further – be clear, realistic and tactical
- Check out [TRIG Innovation Directory](#)



Start your online application

1 Select
"Create your
application"



2 Name your application: "Organisation name & three key words
relevant to your project".
E.g. Connected Places Catapult – Clean Ports AI

3 Search for your
organisation
or create a new
profile

Search for your organisation

Organisation name

Registration country (required)

Registration number

Organisation profile

Organisation details *
Please provide your organisation's details to supplement your application.

About
<https://cp.catapult.org.uk/3p/>
1 Sekforde Street, London, United Kingdom of Great Britain and Northern Ireland (the), London, EC1R 0BE
01908359999
Large >250 Employees
Founded: 2019 | Established 6 - 10 years
Not For-Profit

Company registration number
VAT number

Companies House check
 The company number "11837978" is registered as "CONNECTED PLACES CATAPULT"
[View company profile on Companies House](#)

Primary contact * **Trading address ***

No primary contact selected
Choosing a primary contact is a requirement for submission, please select a contact to continue.

No trading address selected
Choosing a trading address is a requirement for submission, please select an address to continue.

9 Sections

You can start and save your application 'as you go', but we strongly encourage you to submit it well before the deadline (8th May)

We use the following sections to carry out due diligence checks:

1. About your organisation
2. Due Diligence

We use the following sections to get in touch with you and manage the programme:

3. Your personal details
4. Programme participation

The following sections will be scored with the following weights:

5. Problem statement – 30%
6. Concept description – 40% :
7. Impact potential – 30%

These sections are only used to monitor our impact and will not be scored

8. EDI
9. Additional information

Selection process

1. Due diligence process

- We will review your company profile on Companies House and carry out standard due diligence checks.
- There are 10 pass/fail questions. If you fail any one of them, your application will not proceed to the next stage (which is the technical assessment stage).
- Please read and answer each question carefully.

Yes/No questions themes:

- Employees liability insurance
- Public liability insurance
- County Court Judgement not settled
- Operating in the UK
- Anti slavery and human trafficking laws compliance
- Person with powers of representation, decision or control convicted of any offence
- Engaged in a material litigation
- Breach of payment of tax or social security contribution
- Director or person with significant control a politically exposed person
- Sufficient runway until the end of the programme

2. Technical assessment process

Minimum criteria to be progressed to the technical assessment stage:

- The application has passed the due diligence process
- The solution is at Technology Readiness Level (TRL) 1-2 (See: [Eligibility of technology readiness levels \(TRL\) – UKRI](#))
- The solution introduces a novel concept / element to the market

Scoring criteria – written application

3 technical experts, using the criteria and weightings outlined below:

Problem statement – 30%

- Clear explanation which elements of transport challenge the concept addresses. Features and the way it is likely to address the challenge have been explained.
- What gap the concept fills, why it is needed, fit with market practice (Sufficiently, reliably evidenced)
- Outline for development of the concept beyond TRL3 towards adoption is clear, well thought-through, practical and realistic.

Concept description – 40%

- A clear description of a novel, unique concept that directly addresses the challenge.
- Clearly explained, robustly evidenced. Projects applying solutions from other sectors provide detail of sectors, explaining relevance to the maritime challenge.
- Originality and clarity in approach, including an outline of underpinning science and logic, have been demonstrated
- Differentiation of your concept from existing practices in the field has been clearly articulated; potential for scalability.
- Application demonstrates practicality and feasibility, supported by evidence.

Impact potential – 30%

- Potential beneficiaries of your concept have been identified, it is clear who will benefit and how.
- Potential contributions your concept can have to decarbonising maritime transport have been outlined.
- Projected metrics relevant to the detailed challenge you focus on have been included.

Notification of application outcome

- We expect that the final award decision will be made by mid June 2026 (TBC depending on the level of interest).
- It is the lead applicant's responsibility to inform the project partners and collaborators (if any) about the outcome.
- If you are successful, you will be sent an **offer letter and terms & conditions** that you must sign and return by the deadline that will be communicated in due course.

Questions?

We look forward to receiving your application

Get in touch:

innovation_funding@cp.catapult.org.uk



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