

Made Smarter Case Study Usage Terms and Conditions

Case Studies resulting from the Made Smarter North West Pilot are available for key stakeholder usage. The conditions of usage are as follows:

- Case Studies can only be utilised with prior permission by parties associated with the Made Smarter programme. Parties include: The National Commission Members and Sub Group(s) members, The North West Pilot Steering Board members, The Growth Company, Greater Manchester Combined Authority, North West Local Enterprise Partnerships, North West Business Growth Hubs, Official strategic partners.
- The case study must be represented as produced. In no circumstance must the text, imagery or context of the case study be changed without prior permission.
- The case studies will be provided as a PDF document these should not be rebranded or edited.
- The Made Smarter Logo should be included when a case study is utilised.
- The case studies will all need to be clearly referred to as Made Smarter case studies.
- When using case studies your role in the Made Smarter North West pilot or National Programme should be referenced. Context of your involvement with a particular company/case study is encouraged.
- When referring to a Made Smarter Case study please include a reference to madesmarter.uk where the case studies are hosted. If the request is to host the case study on a website other than madesmarter.uk please ensure a hyper link to madesmarter.uk is included.
- Case Studies can be used on the following Communications channels – Partner/stakeholder website, social media channels, reporting and presentations.
- If you wish to utilise a case study in the press and media please seek permission first by emailing madesmartermarketing@growthco.uk Requests should be submitted with a minimum of 5 working days' notice.
- Any usage which is not stipulated in these terms and conditions should be requested by email to madesmartermarketing@growthco.uk with 2 weeks' notice. Written Permission will be required for any usage not specified in these guidelines.