



## Help us transform UK manufacturing

### Guidance for Technology Providers

Be part of making the UK a global leader in digital technologies. Our aspiration is for the UK to be the global leader for digital technologies.

Your role as a technology provider is essential in turning this vision into reality. By joining our Technology Directory, you can support the UK manufacturing industry and our economy at large.

### Our expectations of you

#### Do's

- Do clearly reference Made Smarter as an impartial, UK-government backed programme enabling manufacturers to grow with digital technologies.
- Do encourage clients to join the Made Smarter movement and to learn more about new technologies via [www.madesmarter.uk](http://www.madesmarter.uk).
- Do promote that your organisation is on the Made Smarter Technology Provider Directory.

Your expertise will help the UK to be the global leader in the creation, adoption and exportation of advanced digital tools. You'll benefit too. You'll gain exposure for your organisation, win new projects and be able to view other like-minded organisations for potential collaborations.

But we need to ensure we do it with one voice and one vision. Clear, consistent and united. So we've put together some simple tips on how to ensure you're promoting Made Smarter correctly.

#### Don'ts

- Do not state your organisation is accredited by Made Smarter.  
*Why? As an agnostic programme we do not endorse any single technology provider.*
- Do not ask clients to contact your organisation directly to develop a Made Smarter project.  
*Why? All of our projects are assessed on a case-by-case basis and provision of tech providers is based on a best-fit basis.*
- Do not use the logo without consent.  
*Why? It is essential that you request use of the logo stating it's intended use via email to [madesmartermarketing@growthco.uk](mailto:madesmartermarketing@growthco.uk),*
- Do not reproduce Made Smarter graphics.  
*Why? All Made Smarter assets and graphics remain the ownership of Made Smarter.*
- Do not create or adapt our case studies.  
*Why? All our case studies are delivered in conjunction with the SME beneficiary and only released publicly following their explicit consent.*