

Information for potential industry/external partners

The information below is also available on the [Horizon CDT website](#). You will also find examples of how we work with partners in our latest [Creating Our Lives in Data Brochure](#). If you need further information or wish to discuss partnering with the CDT, please contact the Centre Manager Andrea Haworth andrea.haworth@nottingham.ac.uk in the first instance.

The Horizon Centre for Doctoral Training (CDT) provides an integrated four-year PhD programme to train a community of at least 60 PhD students with the interdisciplinary skills required to harness personal data in order to make smarter products in a responsible way:

- Smarter products combine physical and digital technologies to deliver personalised blends of goods, services and user experiences
- These are made through co-creation and data creativity in which consumers actively engage in shaping the products they use

In collaboration with industry, other organisations and international partners, our students will establish the enabling technologies and also ethical principles to enable consumers to co-create these new data driven products in a responsible and secure way that will build consumer trust.

Collectively, they will innovate applications across sectors including consumer goods and food, creative industries, high value products, and health and wellbeing – seeking out new synergies between them.

The PhDs that emerge from our CDT are distinct from conventional PhDs; we produce rounded individuals with the skills to work in interdisciplinary teams, including technologists who appreciate the societal context for emerging technologies, and social scientists able to shape new technologies.

Your experience of partnering with Horizon

Each student collaborates with an external partner to ground their research in a real-world context.

As a partner, you will have involvement at various stages of the PhD programme:

- Helping draw up an initial theme that we use to recruit students
- Helping interview and select students for this theme
- Engaging with students to shape their PhD project in detail during the first year
- Hosting students as interns so they can work on your projects for you
- Gaining early access to research results (with the potential to commercialise these)
- Attending industry events that provide an opportunity to experience research across the centre and engage with other students and partners

Why partner with Horizon?

- It is a cost-effective way for you to be involved in relevant leading edge research in the responsible use of personal data where you may not have the resource or expertise to undertake this alone
- The research project is co-created with you as the partner so the research is of genuine commercial or societal significance to you
- Our students are graduates who possess excellent academic track records and are highly committed to solving real world research problems. They experience broad training in

interdisciplinary research and professional skills ready for careers in industry as well as having delivered a deep PhD thesis

- By hosting the student for internships, you are shaping the employees of the future
- Through the CDT you will have access to a network of expert supervisors across a range of disciplines, and the opportunity to collaborate with other industry partners.

Placements

Between the end of year 1 and the end of year 3, CDT students undertake a placement with their external partner (or other relevant organisation if mutually agreed). The placement does not necessarily relate to the PhD research directly and can be defined by the partner - but it should contribute to developing the student's skills, their knowledge of the partner/sector in the area of personal data, and – where appropriate - benefit their PhD research.

Historically, the format for a placement is a full time 3 month block placement away from the University. However, there is flexibility around the timing, duration, location and content of the placement according to the needs of each individual student and the partner. The CDT provides funding for travel and accommodation during the placement where this is required, and the student continues to receive their stipend during the placement.

What will it cost?

The standard contribution for a four year studentship is £50,000 (£12,500 pa), with EPSRC contributing £50,000. This is excellent value for money compared with the costs of hiring a new graduate, and the student is not part of your company headcount (no NI contributions). Sponsors may also be able to claim Research and Development Tax Credits as detailed at hmrc.gov.uk/manuals/cirdmanual/CIRD81100.htm

We understand if you are a third sector partner or a small company, you may not have the funds to cover the full amount – please talk to us as there are various models we can utilise, including sharing the project with another company which has worked very well in a number of cases already.

Timeline

Each cohort of 10-15 students commences the programme in September, and we start advertising in November to ensure we attract the best students, with 2 to 3 rounds of recruitment following.

We advertise the themes that have been co-created with our partners and the applicants choose which ones they are the most interested in. After initial filtering by an academic panel, the applicants are matched with potential partners who then interview the candidates to check organisational fit.

During the first year, the themes are developed into projects through discussion with the student, and the academic and partner supervisors.

Previous themes and research highlights

Examples of previous themes and partners can be found at <https://cdt.horizon.ac.uk/research/themes/> and range from questions about privacy of personal data and social perspectives of digital identity products, through to social care, media experiences, intelligent mobility, FMCG, healthcare and energy.

To get a flavour of how the original themes transition into research activity, take a look at: highlights.cdt.horizon.ac.uk/

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