

## **2019 Sustainable Earth Institute Creative Associate Awards Call for Applications: Guidance notes**

### **Summary**

This call is for funding small commissions of work between Sustainable Earth Institute (SEI) researchers and creative industry organisations. The aim is to explore novel and innovative ways of communicating SEI research, to develop a portfolio of creative approaches and links between researchers and creative organisations.

### **Key Information**

- **Deadline for applications: 17:00 31<sup>st</sup> January 2019** (after this time no applications can be accepted).
- **Timescale:** Project must be completed by end of June 2019
- **Budget:** up to £4k (ex VAT)
- **Application:** Please email [sei@plymouth.ac.uk](mailto:sei@plymouth.ac.uk) with completed application.

### **Background**

Established in September 2015, the Sustainable Earth Institute is about promoting a new way of thinking about the future of our world. The Institute consists of over 300 researchers investigating sustainability from a variety of different disciplines and perspectives including Science, Business, Arts, Humanities, and Health. Part of the Institute's role is to communicate this research to external stakeholders e.g. other universities, businesses, community groups and individuals.

[Further information can be found on the website visit the website](#)

Over the last few years, the University has used a few novel communication techniques in order to help improve the accessibility and potential impact of its academic research, for example using a photo journalist to work alongside researchers in a field trip in Tanzania. This resulted in the project being covered in an article in the Guardian newspaper.

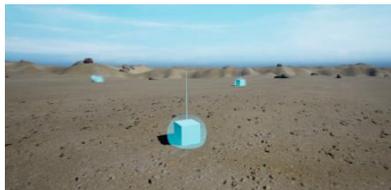
[You can view the article on the Guardian website](#)

The SEI would like these novel approaches to become more prevalent. However, often researchers do not have the time to develop links to creative organisations and/or do not know what is possible. Hence, last year a pilot programme was developed in order to explore novel and innovative ways of communicating SEI research called, "SEI Creative Associates". The programme brought together researchers with creative industry organisations to co-create projects and provide small commissions of work. Eleven projects were funded with various creative approaches used including: video, augmented reality, virtual reality, animation, poetry, graphic design, illustration, photography, infographics and web development.

[Information from the 2018 outputs are available on the website](#)

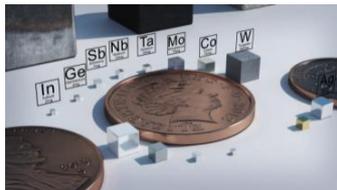
## 2018 SEI Creative Associate Outputs

[More information about these projects can be found on the website](#)



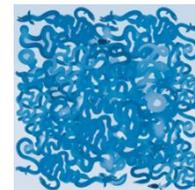
### **It never rains, but it pours: reading a desert landscape**

Project lead: Professor Anne Mather  
Creative: One Polygon  
Output: Film/AR/VR/3D models



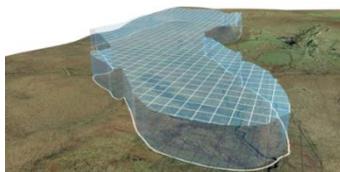
### **What's a Mobile Phone made of?**

Project lead: Dr Arjan Dijkstra  
Creative: Real World Visuals  
Output: Animation



### **A suitcase full of eels**

Project lead: John Kilburn  
Creative: Guillemot Press  
Output: Poetry/graphic design/creative writing/bookbinding/paper engineering/publishing



### **Visualisation of Past and Contemporary Rates of Carbon Sequestration in Peatland**

Project lead: Dr Paul Lunt  
Creative: Real World Visuals  
Output: Animation/digital visualisation



### **STORMLAMP promotional video**

Project lead: Dr Alison Raby  
Creative: Filmbright Ltd  
Output: Video



### **Professional photo reporting of pulmonary rehabilitation in Kyrgyzstan**

Project lead: Dr Rupert Jones  
Creative: Carey Marks  
Output: Photography



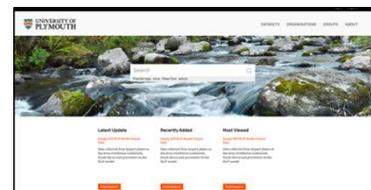
### **Signposting the NurSusTOOLKIT - carbon emissions come to life**

Project lead: Prof Janet Richardson  
Creative: Real World Visuals  
Output: Infographics/animation



### **Smart Cities Toolkit**

Project lead: Dr Katharine S. Willis  
Creative: One Polygon  
Output: Film/digital games/augmented reality/virtual reality/digital visualisation



### **Extract, Transform, Bed Load ('ET BedLoad')**

Project lead: Dr Peter Downs  
Creative: The Data Place/  
Controlled Frenzy  
Output: Digital games/  
infographics/digital visualisation/website



### **Realising Land Management Change in East Africa: A new role for animated infographics**

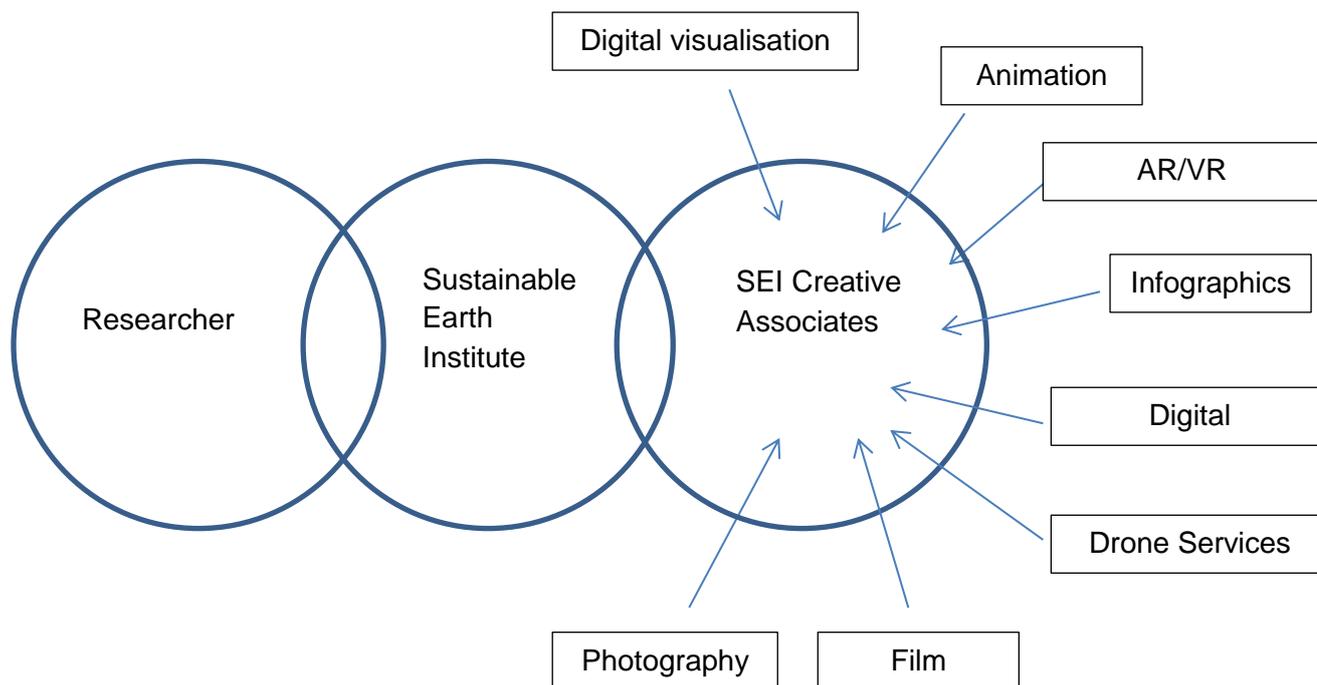
Project lead: Professor Will Blake  
Creative: Carey Marks  
Output: Infographics/animation/digital visualisation/graphic design



### **Learning to change the world: using the UN Sustainable Development Goals to transform Higher Education (HE)**

Project lead: Dr Paul Warwick  
Creative: Lucy Kerr and  
Oliver Raymond-Barker  
Output: Photography/graphic design

## SEI Creative Associates – Overarching Vision



The overarching vision of the pilot project is to develop a group of creative organisations that work with and are associated with the Sustainable Earth Institute. The organisations within this group will have worked with the Institute, a proven track record of working with researchers (and the nuances required) and an understanding of the aims of the Institute.

Ultimately, we would like researchers to involve the creative associates at the earliest possible stage within the research project (i.e. at the project development/bid writing stage). This will enable the creative associates to be written into the project at an early stage, understand and influence its development and also ensure a budget is allocated.

### 2019 Sustainable Earth Institute Creative Associate Awards

#### Purpose of the call:

- The purpose of this call is to provide funding for novel and innovative ways of communicating SEI research, which has been co-created between the researcher and the creative organisation.
- This year the call will be opened up to the whole of the Institute.

#### Deliverables (must be completed by June 2019)

- The creative output – e.g. photographs, video, Infographic artists, Illustration, full motion graphics, digital 3D visualisation etc.
- A written case study of the creative output for a webpage.

## Project Requirements

The Assessment Panel has identified the following requirements for the call:

- Researcher
  - Any member of University of Plymouth staff researching sustainability<sup>1</sup> may apply for funding.
  - Preference will be given to research that is being developed as a current or future REF Impact case study.
  - Preference will be given to communicating research that is 3\* quality or above.
  - Please note that it is only necessary to get a signature from the Head of School (or equivalent) or Associate Dean of Research. Since this is an internal funding award it is not necessary to go through the full external process (risk proforma etc).
  - It is anticipated that researcher time will count as in-kind match towards the project.
- Creative organisation
  - The creative organisation will be an SME from the private sector or a social enterprise.
- In order to be eligible for the call, the project must be completed (and the funding defrayed) by end of June 2019.
- Please note that we are looking for a broad portfolio of creative approaches, so novel/innovative and different approaches will score highly.
- Please note that the budget is ex VAT

## Assessment Criteria

- A panel will assess the applications against the following criteria:
  - Which category of creative output approach does the project fit into?
    - Research Background / Impact case study
    - Does the project have clear aims, objectives, and target audience?
    - Does the project have a clear deliverables and timescales?
    - Does the project represent value for money?
    - Does the project have a clear promotion plan?
    - Does the project team have relevant experience?

## Timescales – Key Dates

- Funding call workshop: SEI Creative Associates – 12th November 2018
- Funding call Launched - 12th November 2018
- 2018 Creative Associates celebration event – 22<sup>nd</sup> January 2019
- 2019 Creative Associate Awards - Deadline for applications – 31<sup>st</sup> January 2019
- Assessment Panel meeting – Early February 2019
- Applications informed about Awards – mid-end February 2019
- Delivery of individual projects – February – June 2019
- 2019 Creative Associate Award winners group meeting – March 2019
- Delivery of case study text for promotion - by June 2019
- Opportunity to present at Sustainable Earth 19 - 27/28 June 2019

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<sup>1</sup> Please note if you are unsure about whether your research fits, please contact paul.hardman@plymouth.ac.uk