



2021 Sustainable Earth Institute Creative Associate Awards: Responding to the Climate Emergency

Call for Applications: Guidance notes

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 support knowledge exchange, collaboration, impact and new audiences for our research.

Key Information

- **Deadline for applications: 17:00, 31st January 2021** (after this time no applications can be accepted).
- **Timescale:** Project must be completed by end of June 2021
- **Budget:** up to £4k (ex VAT)
- **Application:** Please email sei@plymouth.ac.uk with completed application.

Background

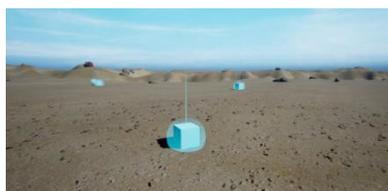
Established in September 2015, the Sustainable Earth Institute is about promoting a new way of thinking about the future of our world. The Institute consists of over 300 researchers investigating sustainability from a variety of different disciplines and perspectives including Science, Engineering, Business, Arts, Humanities, and Health. The SEI brings researchers together with businesses, community groups and individuals to work collaboratively on projects that deliver positive impact towards a Sustainable Earth. Part of the Institute's role is to communicate this research to external stakeholders e.g. other universities, enterprises, community groups and individuals.

[Further information on the Sustainable Earth Institute can be found on the website](#)

The SEI has developed a programme to explore novel and innovative ways of communicating their research called, "SEI Creative Associates". The programme brings together researchers with creative industry organisations to co-create projects and provide small commissions of work. Eleven projects were funded in 2018 and seven projects in 2019.

The projects demonstrate a range of creative approaches including: video, augmented reality, virtual reality, animation, poetry, graphic design, illustration, photography, infographics and web development.

2018 SEI Creative Associate Outputs



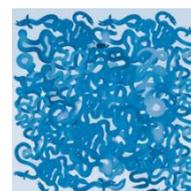
It never rains, but it pours: reading a desert landscape

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



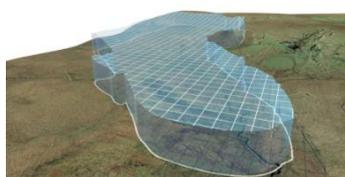
What's a Mobile Phone made of?

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



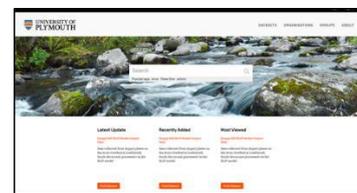
Signposting the NurSusTOOLKIT - carbon emissions come to life

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

2019 SEI Creative Associate Outputs



Creative Recovery: Mapping refugees' memories of home as heritage

Project lead: Dr Sana Murrani
Creative: Carey Marks
Output: Photography/3D maps



Food: On the Margins in Plymouth

Project lead: Dr Clare Pettinger
Creative: Fotonow CIC
Output: Film



Photography and botany

Project lead: Professor Liz Wells
Creative: Impressions Gallery
Output: Photography



Plastic Scoop: A Synthetic Ocean

Project lead: Dr Mandy Bloomfield
Creative: Andy Hughes
Output: Machinima



Pseudotachylyte

Project lead: Heidi Morstang
Creative: Films @ 59
Output: Film



The Art of Politics

Project lead: Dr Nichola Harmer
Creative: Naomi Hart
Output: Painting



Waves

Project lead: Professor Gerd
Masselink
Creative: Empty Deck
Output: Sound installation

[For more information on all of these funded projects visit the website](#)

SEI Creative Associates – Overarching Vision

The overarching vision 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 gain experience working with the Institute, develop a 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.

Responding to the Climate Emergency

Purpose of the call:

- The purpose of this call is to provide funding for novel and innovative ways of communicating research related to the climate emergency, either directly or broadly connected to its impacts, adaptation or mitigation.

Deliverables (must be completed by June 2021)

- The creative output – e.g. photography, video, illustration, full motion graphics, digital 3D visualisation, creative writing etc.
- A written case study of the creative output for a webpage.

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

- Researcher
 - Any member of University of Plymouth staff researching climate change, its impacts, adaptation or mitigation¹ may apply for funding.
 - Research from across all disciplines is encouraged.
 - 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 2021.
- Please note that we are looking for a broad portfolio of creative approaches, so novel/innovative and different approaches will score highly.
- Multiple approaches allowed: An application can involve more than one creative approach (e.g. one method could be to carry out a standard creative approach and a more unusual creative approach).
- Researchers/Creative organisations: We anticipate only one application per researcher, although creative organisations can apply for a maximum of 2 projects.
- 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

<ul style="list-style-type: none"> • Funding call workshop: SEI Creative Associates <ul style="list-style-type: none"> - Researchers and Creatives meet to discuss potential collaborations 	30 November 2020
<ul style="list-style-type: none"> • Funding call launched <ul style="list-style-type: none"> - Researchers and Creatives liaise independently, working together to co-design a project brief and submit funding application 	30 Nov 20 – 31 Jan 21
<ul style="list-style-type: none"> • Deadline for applications 	31 January 2021
<ul style="list-style-type: none"> • Assessment Panel meeting 	Early February 2021
<ul style="list-style-type: none"> • Applicants informed about Awards <ul style="list-style-type: none"> - Successful applicants awarded funding 	Mid-end February 2021
<ul style="list-style-type: none"> • Delivery of individual projects <ul style="list-style-type: none"> - Researchers and Creatives work together on production 	February – 30 June 2021
<ul style="list-style-type: none"> • 2021 Creative Associate Award winners group meeting <ul style="list-style-type: none"> - Guidance on project delivery stage and introduction to University External Relations team for project promotion 	March 2021
<ul style="list-style-type: none"> • Delivery of case study text for promotional channels 	by 30 June 2021

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