



INNOVATION & IMPACT AWARDS 2022

WELCOME

I am delighted to welcome you once more to celebrate UEA's fifth annual Innovation and Impact Awards. I am grateful to be able to host this year's ceremony as a face-to-face event, and to share this special occasion with our livestream audience across the globe.

I remain in awe of how UEA's community of researchers, innovators and entrepreneurs has achieved such impactful and important work over the past year, despite the ongoing challenges that the COVID-19 pandemic and other external factors have brought.

ClimateUEA has continued to push new boundaries in interdisciplinary climate research and played a crucial role in supporting negotiations at COP26 in November 2021. This year brings another milestone, as we celebrate the 50th anniversary of the Climatic Research Unit, established by Prof Hubert Lamb.

The introduction of CreativeUEA builds on the University's longstanding history of creativity, innovation and interdisciplinarity across literature and the arts, science,

social studies and enterprise and has already facilitated several research, learning, outreach and performance projects.

The past year has also seen the launch of UEA's Civic University Project, working with our extended community across the region to better understand and fulfil the civic role and responsibilities of the University as we look towards our 60th anniversary and beyond.

Looking at the remarkable individuals and projects recognised by these Awards, I feel confident in the continued diversity and strength of UEA's research and innovation, and its ability to change lives, help shape our understanding of the world, and address local and global challenges.

KAREN JONES CBE

Chancellor, UEA



GUEST SPEAKER

MYLEENE KLASS

Classical pianist, author and Broadcaster.

Myleene first came into the public spotlight as a member of the group Hear'Say. An accomplished musician and broadcaster, Myleene continues to work in both television and radio.

As a businesswoman, Myleene runs her own children's clothing line and women's fashion brand. Myleene is also a co-founder and owner of an online delivery meal kit service.

This year she celebrates her tenth year as ambassador for Save the Children.



AWARDS RUNNING ORDER

**AWARD FOR STUDENT OR GRADUATE
INNOVATION AND ENTERPRISE**

**OUTSTANDING COMMERCIALISATION
OF RESEARCH**

CONSULTANCY PROJECT OF THE YEAR

OUTSTANDING SOCIAL OR CULTURAL IMPACT

**OUTSTANDING IMPACT IN HEALTH,
WELLBEING AND WELFARE**

**OUTSTANDING IMPACT IN POLICY
AND PRACTICE**

PARTNERSHIP OF THE YEAR

**CHANCELLOR'S AWARD FOR
OUTSTANDING ACHIEVEMENT**

THE JUDGES

UNIVERSITY OF EAST ANGLIA

PROF LAURA BOWATER

Academic Director for Innovation

DR JON CARTER

Head of Innovation

PROF COLIN COOPER

Associate Dean for Research, Faculty of Medicine and Health Sciences

PROF MAREN DUVENDACK

Associate Dean for Research, Faculty of Social Sciences

PROF CLAIRE JOWITT

Associate Dean for Research, Faculty of Arts and Humanities

PROF FIONA LETTICE

Pro-Vice-Chancellor for Research and Innovation (Chair)

PROF SHENG QI

Associate Dean for Innovation, Faculty of Science

JULIA SHELDRAKE

Head of Research

JULIE SCHOFIELD

Head of Business Partnerships

BUSINESS PARTNERS

JOHN GORDON-SAKER

Norwich Film Festival

ANDREW ORCHARD

Archant

KAREN PATERSON

Aviva

TIM ROBINSON

Tech East

GLEN WEBSTER

Barclays

PATRICK WOOD

Airbus

AWARD FOR STUDENT OR GRADUATE INNOVATION AND ENTERPRISE

This prize recognises an outstanding innovation or enterprise venture developed by a UEA student or recent graduate and recognises both commercial and social enterprises.

Support from Santander Universities has been awarded to student and graduate start-ups through the ‘Try It’ and ‘Do It’ seed funding schemes, enabling students to explore an idea or launch a venture. Successful projects can then apply to the ‘Grow It’ and ‘Scale It’ schemes supported by the Enterprise Fund.

The UEA Enterprise Fund has been established with generous donations from UEA alumni and supporters, the New Anglia Local Enterprise Partnership, and a legacy gift from William ‘Arthur’ Hamlin. ‘Grow It’ and ‘Scale It’ awards are made to make a project company either commercially viable or position it for further investment. Over £800,000 has been awarded through the ‘Grow It’ and ‘Scale It’ schemes since the Fund launched. In addition to providing financial support, alumni also support applicants with their considerable skills and experience.

UEA’s Student Enterprise team offer UEA students and graduates (up to five years post-graduation) the necessary support and expertise to explore, develop, launch, grow and scale a business.

uea.ac.uk/business/access-entrepreneurship-and-innovation/student-enterprise

Presented by

ANDREW ORCHARD
Archant



Bare Kind

LUCY JEFFREY

School of Biological Sciences
and Norwich Business School alumna

Bare Kind’s mission is to save the world’s animals...through socks! The founder, Lucy Jeffrey, saw a gap in the market for socks that have an impact on the world of animal conservation. She is aiming to have the largest range of animal socks in the world, all contributing to save the species on the sock. 10% of the profits from every pair are donated to animal conservation and rescue charities.

In 2021 alone, Bare Kind was able to have an amazing impact through the sock donations. Over 1,200 acres of tropical forest protected, 4,300 baby turtles released on a beach in Sumatra, 13 rugby pitches of wildflower seeds planted for the bees, the list goes on. For 2022 the aim is to get to 100 different animals from the popular to the lesser- known species that are critically endangered. Lucy is shedding light on species that need our help, channeling funds into conservation projects, and bringing the best animal socks in the business to your feet!

barekind.co.uk

Greenr

**THOMAS PANTON, HUGO DOUGLAS-DEANE
AND EMMA ANDREWS**

School of International Development and alumni

Fast fashion retailers and cheap plastic products are wrecking our planet – we need to shop Greenr. Greenr is on a mission to make sustainable shopping simple and accessible for everyone. Buying better can be confusing, so Greenr is here to make it super simple and enable everyone to purchase with a purpose.

Greenr has done the research so you don’t have to – no more trawling through articles, recommendations and blog posts. Greenr is your home for real stats to back it all up – putting an end to wishy-washy promises and greenwashing. It is the first sustainable shopping platform to give innovative impact data that shows how products stack up against the mainstream alternatives, with science-backed data on carbon emissions, water and plastic saved per purchase.

greenr.co.uk



Teleport

JONATHAN FOO

Norwich Business School alumnus

Teleport is a virtual reality travel company. Like the name suggests, the company literally teleports people to different locations around the world.

Teleport produces travel apps for the Oculus Quest headset. Utilising techniques such as stereoscopic 3D, photogrammetry and spatial audio, the team are creating highly immersive travel experiences that enable users to virtually visit the places they love, from the comfort of their home.

Earlier this year, Teleport launched their debut app - Teleport Scotland - on the Meta platform. The app has been critically acclaimed since release and is currently rated 4.8/5. The company has another three apps (England, France and Iceland) coming out this year.

teleporthere.com



OUTSTANDING COMMERCIALISATION OF RESEARCH

This prize recognises the outstanding commercial use of research. The journey to commercialisation is often very long and this category also recognises the progress and commitment of the research. As well as recognising for-profit business and consultancy, this award also recognises social enterprises that can demonstrate community-based innovations.

Presented by

TIM ROBINSON
Tech East



Cellexcel Ltd

PROF G RICHARD STEPHENSON
School of Chemistry

The latest spin-out from UEA, Cellexcel has created a novel process to manufacture water-resistant bio-composite materials. These will replace conventional composites such as fibreglass and carbon fibre, as well as plastics and metal. Applications include:

- External automotive components and panels
- Drones designed for wet conditions
- Lightweight autonomous outdoor vehicles (e.g. robot lawn mowers)
- Leisure craft
- Quality garden furniture

The “Cellexcellent” material will lower both the carbon footprint of manufacture, and the greenhouse gases emitted in the use of vehicles through lightweighting. Sustainable manufacturing is an essential part of meeting global warming targets set by the UN Paris Agreement, and Cellexcel will play its part in enabling automakers to meet new regulations stemming from it.

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Commercial exploitation of Artificial Intelligence to enhance and automate seabed mapping

**DR BEN MILNER, DR WENJIA WANG
AND DR DANNY WEBSDALE**

School of Computing Sciences

Seabed mapping is essential for marine science, the maritime industry and environmental protection, but is very expensive and time-consuming. Consequently, to date, only about 20% of the Earth’s seabed has been mapped. Therefore, making seabed mapping more efficient and more accurate remains a significant challenge.

Dr Wang, Dr Milner and Dr Websdale have been working with GeoAcoustics to develop an artificial intelligence (AI) system to improve existing seabed mapping technology. The prototype of the AI system has been integrated with GeoAcoustics’ sonar device and was demonstrated live at the Ocean Business Show at Southampton in 2021. It has since been beta-tested by customers and their feedback indicated that the AI system achieves better than or similar accuracy to trained human users but much faster - essentially in real-time. This AI system has shown its industry leading ability to make seabed mapping much more efficient and effective, presenting huge commercial potential.

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UEA Publishing Project Ltd

**NATHAN HAMILTON
AND DR PHILIP LANGESKOV**

Interdisciplinary Institute for the Humanities and School of Literature, Drama and Creative Writing

UEA Publishing Project Ltd was established in 2017 and over the last four years has grown a combined list in excess of 120 publications. These have featured prominently in mainstream press outlets such as BBC Radio 4, The Daily Telegraph, The Financial Times and The Guardian as well as in the literary press in such places as The London Review of Books, The LA Review of Books, and The Times Literary Supplement.

UEA Publishing Project Ltd has been nominated for several awards and attracted inward investment from organisations around the world. To date this means a cumulative income of roughly £400,000 and profitability over the last two challenging years.

The Project has helped enhance and reinforce UEA’s international reputation as a place where opportunity and literary excellence thrive.

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CONSULTANCY PROJECT OF THE YEAR

This award recognises an outstanding consultancy project that can clearly demonstrate a commercial, social, health or cultural impact beyond academia

Presented by

KAREN PATERSON

Aviva

2022 State of the World's Volunteerism Report

**DR JURGEN GROTZ, DR CATHERINE JERE,
DR CHRIS MILLORA AND PROF ANNA
ROBINSON-PANT**

Institute for Volunteering Research, School of Education and Lifelong Learning and School of International Development

Every three years, UN Volunteers produces the State of the World's Volunteerism Report, a flagship UN publication designed to strengthen understanding on volunteerism and its role in the 21st century.

Against global competition, a UEA-led consortium was awarded the bid to deliver innovative research, co-write the report and facilitate knowledge-sharing via international and national dialogue. This project built on collaborative partnerships established by UEA researchers between Kathmandu University and the University of Malawi to coordinate a complex multiple case study design that ensured unique contributions from the Global South.

The report provides UN member states with a current evidence base and concrete recommendations for national policies on volunteering and contributing to the UN Plan of Action to Integrate Volunteerism into the 2030 Sustainable Development Agenda.

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Automated Video Identification of Marine Species

**DR MARK FISHER, GEOFFREY FRENCH
AND DR MICHAL MACKIEWICZ**

School of Computing Sciences

The team has been working with Marine Scotland Science (MSS) since 2014 on the development of AI and Computer Vision techniques and other software tools. The purpose of this work is to improve the analysis of large quantities of video data collected across various marine animal observation surveys.

This work has been supported by four grants including a large Horizon 2020 grant and the most recent Scottish Government public tender. The web app developed during this project allows MSS to process their video data more efficiently and at a reduced cost. Consequently, it will improve understanding of the marine environment and will inform Scottish ministers' policy decision-making. This is the first automated video analysis tool of its kind to be used by MSS.

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Improving animal nutrition

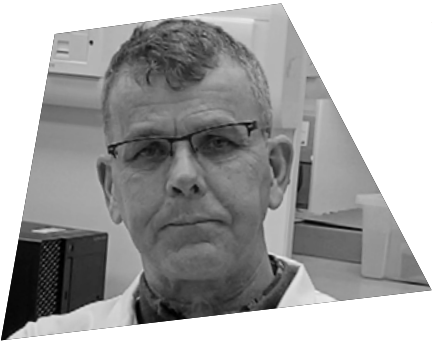
**PROF CHARLES BREARLEY
AND DR HAYLEY WHITFIELD**

School of Biological Sciences

Phytate in animal feed impairs the growth and sustainable production of poultry. Consequently, phytases - enzymes that degrade phytate - are added to 95% of commercial poultry feeds across the globe. Prof Brearley's research in this area has impacted the animal feed industry on a global scale, via knowledge transfer to AB Vista, a UK animal nutrition technology company.

The research has changed AB Vista's research and development strategy, know-how, marketing behaviour and technology adoption, enabling AB Vista to become one of the three largest animal feed enzyme suppliers in the world, responsible for approximately 17% of global production.

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OUTSTANDING SOCIAL OR CULTURAL IMPACT

This award recognises the significant contribution of research and innovation to a specific group, wider society or cultural institution, promoting awareness and tolerance. This includes media coverage associated with demonstrable changes in public perception, increased turnover for a cultural institution or sector, or a change in creative or curatorial practice.

Presented by

JOHN GORDON-SAKER

Norwich Film Festival



Only Love Matters: A creative, critical exploration of intersex characters in English language films

DR KAMRAN QURESHI

School of Art, Media and American Studies

Only Love Matters is the first feature film in cinema history having lead intersex characters set in Britain. The research was supervised by Prof Richard Hand and Prof Eylem Atakav from UEA. This study included over 300 collaborators from across the globe, including actors and teams.

Using romance, comedy and drama, the film highlights the issues encountered by intersex people and their families in society, and promotes equality of diverse sexes, genders and races in British cinema. The film has won 30 awards including Best Director, Producer and Screenplay and was officially selected in over 30 international film festivals in the US, UK, Germany, France, Canada, Japan, Italy, India and other parts of the world. The film will be in cinemas worldwide soon.

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Paston Footprints

DR KAREN SMYTH

School of Literature, Drama and Creative Writing

Democratising access to the Pastons' 15th to 17th century letters, landscapes and landmarks is the reason for this project. Empowering community investment in Norfolk's early history and exploring wellbeing connections with past lives has enabled new audiences to engage with the world's earliest and largest collection of family letters.

Paston lives are now better interpreted through community research, an online letters database and 3D digital reconstructions at thisispaston.co.uk. All-age creative activities in 15 Paston hubs have enabled new storytellers to emerge. Paston heritage is better experienced with the creation of 10 new Paston heritage trails in Norfolk, available at pastonfootprints.co.uk.

Paston Footprints is a cultural partnership programme between the UEA, Paston Heritage Society, Norfolk Record Office, Community Action Norfolk and 59 history, church and local Norfolk organisations.

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Radio Drama as Lifeline: UEA and audio drama during the pandemic

PROF RICHARD J HAND

School of Art, Media and American Studies and School of Literature, Drama and Creative Writing

Since 2017, UEA has produced audio drama working with Norfolk community participants and professional organisations, most notably the National Edgar Allan Poe Theatre (USA) and Seesar (China). COVID-19 had a grave impact on the professional creative industries as well as on performing arts in educational and local communities. This audio work became an important lifeline for this wide spectrum of creative communities as it could continue to be produced effectively, even during the harshest periods of lockdown.

During a cataclysmic epoch, UEA audio drama permitted collaborative creation despite being 'socially distanced'. This made these projects focal and empowering, with hives of activity towards the production of dynamic audio drama: actors and writers in Norwich; performers and producers in Baltimore; soundscape composers in Shanghai.

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OUTSTANDING IMPACT IN HEALTH, WELLBEING AND WELFARE

This prize recognises impacts of research or innovations where the beneficiaries are individuals and groups whose quality of life has been enhanced (or potential harm mitigated). This includes a change in practice or guidance that can be traced to real-world improvements in outcomes, reduction in costs or a change in behaviour at a local, national or international scale.

Presented by

GLEN WEBSTER
Barclays



CAVA (Continuous Ambulatory Vestibular Assessment) – a novel diagnostic system to detect dizziness and improve the health and wellbeing of patients

**PROF STEPHEN COX, DR JACOB NEWMAN
AND DR JOHN PHILLIPS**

School of Computer Sciences and Norfolk and Norwich University Hospitals NHS Foundation Trust (NNUH)

Dizziness is common, awful to experience from a patient’s perspective, and has significant implications for an affected individual’s ability to work and enjoy life. Identifying the causes of dizziness is challenging.

A collaboration between NNUH and UEA has led to the development of the CAVA system. The system consists of a diagnostic device worn near-continuously by patients in their own homes, together with sophisticated AI algorithms to analyse the recorded data. Over £2 million has been invested in research into this system by the Medical Research Council and National Institute for Health Research.

When brought to market, it is expected that the CAVA system will result in quicker and more accurate diagnoses for patients, with subsequent swifter access to effective treatments. This will result in significant cost savings for the NHS.

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Headucate

BECCI HOWARD, TORY SELWYN AND AMY ZILE
Norwich Medical School and School of Health Sciences

Headucate is a multi-award winning, exciting student society at UEA. The overriding aim is to tackle mental health stigma and help end discrimination by running small workshops in the Norwich area with children, teenagers and UEA students to tackle common misconceptions about mental health issues.

Headucate events have been more widely attended than ever, reaching hundreds of people worldwide and some social media awareness campaigns have reached over 6,000 people internationally.

Headucate has developed Eating Disorder teaching sessions for Bachelor of Medicine, Bachelor of Surgery UEA students, has two peer-reviewed journal publications, acceptance at an International Congress for the European Psychiatric Association and raised over £2,500 in the last academic year. Recently, Headucate won another national award, being recognised as ‘Best University Society’ at the National Undergraduate Employability Awards.

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The COVID-19 pandemic: its impact on socio-economic inequality in mental health and inequity in access to health care

DR APOSTOLOS DAVILLAS
Norwich Medical School

During the first two waves of the COVID-19 pandemic in the UK, Dr Davillas responded to health and welfare policy needs by undertaking research to provide very timely evidence to measure and analyse inequalities in mental health, unmet health care need and inequity in health care use. The findings of this research (published as two independent papers in Health Economics) showed that:

- while psychological distress worsened dramatically during the pandemic, the pre-existing socioeconomic gradient in psychological distress did not;
- despite the high levels of unmet healthcare need created by the pandemic, the public hospital system maintained horizontal equity (as far as people’s socio-economics status is considered) in the services it provided.

This is the very first published research of this kind and has been featured in many media outlets, the VoxEU, and several blogs. Dr Davillas’ work is cited by, and contributed to, the position stated by the Mental Health Research Advisory Group, Scottish Government, and the national guidelines on mental health during COVID-19 (Public Health England).

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OUTSTANDING IMPACT IN POLICY AND PRACTICE

This prize recognises impacts of research and innovation where the beneficiaries may include government, non-governmental organisations, charities and public sector organisations and society, either as a whole or groups of individuals in society. This includes changes in professional guidance or training, direct changes in policy (or the prevention of change), the way in which options and/or evidence are viewed or evaluated by policy makers or increased efficiency in services.

Presented by

DR CATRIN ELLIS JONES
Vattenfall



Sequencing COVID-19 genomes to inform public health policy

PROF ROBERT KINGSLEY
School of Biological Sciences
and Quadram Institute Bioscience

A truly world-leading part of the UK response to the COVID-19 pandemic was tracking the virus spread and evolution using genome sequencing. A group of scientists from UEA, Quadram Institute Bioscience and the Norfolk and Norwich University Hospitals NHS Foundation Trust played a critical role in this effort.

To date, the team has sequenced over 60,000 SARS-CoV-2 samples. This work tracked transmission in hospitals, prisons and care homes in East Anglia, and contributed to identifying the emergence of variants of concern, guiding government policy in the UK and around the world.

The team was also delighted to be able to reach out to low-income countries to assist in sequencing COVID-19, including training and capacity building. In Zimbabwe, this helped guide both local responses and the global surveillance of new variants.

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Break Staying Close Staying Connected co-produced film project

DR JEANETTE COSSAR AND JULIE YOUNG
School of Social Work

In 2020, UEA was commissioned to evaluate the Staying Close, Staying Connected project, a Department for Education innovation project run by Break. The service provides accommodation and wrap-around support to young people leaving residential care across East Anglia. The UEA team worked with Break and Eye Film to co-produce two films made by and for young people about their experience of Staying Close Staying Connected. The young people were involved in generating the content, designing the film, training around the technical aspects of film making, taking part in filming days on location across East Anglia, and editing and finalising the films.

The films have been well received at Department for Education national events reflecting on the learning from the innovation projects. Break have been commissioned to act as advisers on the implementation of similar projects across the West Midlands. The films help to ensure young people's voices are at the heart of service development.

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Visually communicating assessments of climate change to global audiences

PROF KENNY COVENTRY, DR JORDAN HAROLD AND DR IRENE LORENZONI
School of Environmental Sciences, School of Psychology
and Tyndall Centre for Climate Change Research

The Intergovernmental Panel on Climate Change (IPCC) – the United Nations body for assessing the science of climate change – provides governments with authoritative scientific information. To make complex information in IPCC reports more accessible to non-experts, the project formulated data visualisation guidelines known as the 'MADE' principle (Message, Audience, Design, Evaluation). The guidelines have been adopted by the IPCC and have helped transform the visual communication of the science.

Integrating interdisciplinary knowledge and practice from psychology, cognitive science, climate science, and information design, the project team co-created data visuals for three IPCC reports. Their expert guidance and user-testing supported the iterative design of compelling and scientifically accurate data visuals. These visuals have informed the policies of world governments, negotiations at COP26, and reached global audiences.

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PARTNERSHIP OF THE YEAR

This award recognises UEA staff who have made a collaboration with organisations of all sizes and sectors that has resulted in an outstanding commercial, social, health or cultural impact beyond academia.

Presented by

PATRICK WOOD

Airbus



INOGOV – Innovations in Climate Governance

**DR JOHANNA FORSTER
AND PROF ANDY JORDAN**

School of Environmental Sciences, School of International Development and Tyndall Centre for Climate Change Research

International climate policy emerges at glacial speed, but new forms of governing are nonetheless appearing at the city level and in the private sector. The problem is that non-state responses to the climate emergency are often too dynamic and diffuse to be comprehended via a conventional research project. Therefore, Dr Forster and Prof Jordan opted for a looser style of working, forging an international partnership of 28 countries to leverage impact well beyond academia.

Funded for four years (2014-18) INOGOV was hugely productive: a book of its main findings has been downloaded over 90,000 times. Of the 669 partnerships funded in the period 2014-20, an independent evaluation placed INOGOV amongst the four most impactful. Another evaluation concluded that its impacts had been “nothing short of remarkable”.

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Norwich Good Economy Commission

**RICHARD CLARKE, DR NOEL LONGHURST
AND PROF CATHERINE WADDAMS**

Norwich Business School, Research and Innovation Services and School of Environmental Sciences

Launched in June 2020, the Norwich Good Economy Commission has created a space for innovative, collaborative projects within Norwich. Its mission has been to lay the foundations for an inclusive and sustainable economy which enriches the lives of everyone who lives and works in Norwich.

The Commission has developed novel pilot projects whilst also learning from both local research and best practice from across the UK. Example project areas have included digital inclusion, Good Jobs and social enterprise as well generating a diverse range of new perspectives on the local economy.

The work of the Commission is intended to drive change in Norwich by altering the delivery of existing services and programmes, changing anchor institution practices and building new collaborations amongst key local partners.

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norwichgoodeconomy.com



Sustainable health systems and workforce development through a Collaborative Workforce Transformation Academy

**CARRIE JACKSON, PROF KIM MANLEY, PROF
JONATHAN WEBSTER, PROF SALLY HARDY**

School of Health Sciences and UEA Health and Social Care Partners

Launched in November 2021, the Collaborative Workforce Transformation Academy (WTxA), co-created with health and social care partners, provides the architecture to support transformation through bespoke programmes of learning commissioned by organisations to meet their key needs and priorities.

Designed to support multi professional career pathway development for all health and social care professionals, it aims to build the capacity and capability of public sector services to lead complex change, innovate services at pace with citizens/patients, and evidence the impact of system level change through research and evaluation activity.

Sustaining outcomes of the WTxA work is being achieved through:

- Five Communities of Practice (Facilitation, Systems Leadership, Innovation and Improvement, Embedded Research and Culture Change)
- 14 commissioned bespoke projects
- Monthly webinars
- Co-producing outputs
- Sustainability, capacity and capability

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CHANCELLOR'S AWARD FOR OUTSTANDING ACHIEVEMENT

This award has been selected by the judging panel from all entries and chosen as a project that demonstrates outstanding innovation, impact and collaboration.

Future and Form of Literature

Prof Henry Sutton, School of Literature, Drama and Creative Writing; **Prof Tessa McWatt**, School of Literature, Drama and Creative Writing; **Justine Mann**, British Archive for Contemporary Writing/UEA Library; **Prof Jean McNeil**, School of Literature, Drama and Creative Writing; **Tim Wright**, Executive Digital Producer; **Dr Sophie Scott-Brown**, School of Politics, Philosophy, Language and Communication Studies; **Dr Jos Smith**, School of Literature, Drama and Creative Writing; **Prof Rebecca Stott**, School of Literature, Drama and Creative Writing; **Prof Steve Waters**, School of Literature, Drama and Creative Writing; **Molly Taylor**, Festival and Humanities Events Manager; **Hannah Tough**, Widening Participation Officer, Recruitment, Outreach and Events; **Sasha Bergstrom-Katz**, Birkbeck, University of London - Consortium for Humanities and the Arts South-East England (CHASE) Post Graduate Research placement; **Wes Brown**, University of Kent - Consortium for Humanities and the Arts South-East England (CHASE) Post Graduate Research placement; **Andrew Kenrick**, School of Literature, Drama and Creative Writing - Consortium for Humanities and the Arts South-East England (CHASE) Post Graduate Research placement; **Chris Blincoe**, Research and Innovation Services; **Laura-Jane Ryves**, Development Office

What will writing look like in fifty years' time? This was the question the project set out to explore with six renowned writers and alumni of UEA's Creative Writing Programme, celebrating its 50th anniversary. The resulting multi-disciplinary and experimental works illustrate the interface between contemporary literature, storytelling and technology.

Presented by

KAREN JONES CBE
Chancellor, UEA

With major Arts Council England funding, the project involved many cultural and technical partners from across the region and beyond. The writers and technicians drew inspiration and support from venues, settings and artifacts provided by Norfolk Wildlife Trust, Norwich Theatre, National Centre for Writing, Sainsbury Centre, Norfolk Museums Service, Norfolk County Council Library and Information Service among others. Cultural justice and the environment became key concerns.

Creative technical enterprises Mutiny and Guildhall Live Events, under executive digital producer Tim Wright, liaised with the writers to shape words into new and highly innovative and interactive incarnations. The pandemic forced the project group to shift focus to hybrid and predominantly digital forms. In many ways this was the perfect project for that, proving the power of creativity, cutting-edge technology and collaboration.

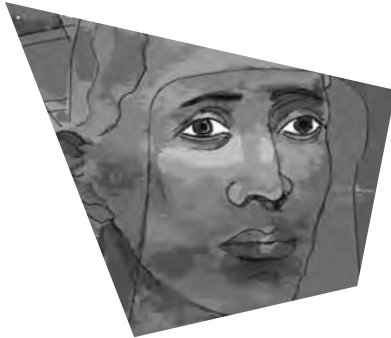
Over five hundred writers, academics, artists, creatives, students and school children were involved in making Future and Form, which launched at Norfolk and Norwich Festival 2021. With further representation at the national Being Human festival and Norwich Science Festival in the autumn, the project continues online at www.futureandform.net. Nearly 400,000 people have engaged with the works in person and online so far. Artforms and genuinely new technologies used in the making of Future and Form will provide springboards for future projects and industry applications, while numerous partnerships were forged and consolidated.

All six writers believe their experience on Future and Form has helped them to develop their practice and their thinking about the future of literary writing and storytelling. The digital has proved ground-breaking in relation to the creation, production, engagement, dissemination, inclusivity and decoloniality of literary work. This is just the beginning of a new way of looking at how we enable, create and engage with stories.

1.



2.



3.



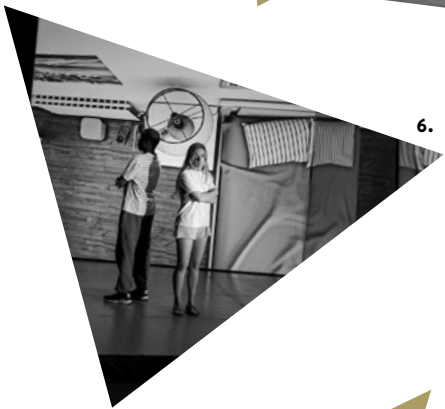
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5.



6.



1. SHIFTING LINES

by Mona Arshi, with Dr Jos Smith, Mutiny, Norfolk Wildlife Trust, The Forum Trust, Norwich Science Festival

A multimedia poetry installation inspired by the coastal landscape of Cley, evoked through the subtle choreography of voice, natural sounds, video, photography, and sensor data.

2. ELEANOR

by Imogen Hermes Gowar, with Prof Rebecca Stott, Mutiny, Norfolk Museum Service, Norfolk Arts Service, Norwich city centre

An interactive whodunnit used augmented reality software and audio, accessible via a phone-based web-app, to uncover the mystery behind human bones discovered in Whitefriars in Norwich.

3. PROVENANCE

by Ayòbámi Adébáyò, with Prof Jean McNeil, Mutiny, National Centre for Writing (at Dragon Hall), Sainsbury Centre, Being Human

An imagined journey of the sacred ibeji from Nigeria to Norwich. This multi-screen immersive play tells the compelling story of twins separated by death.

4. THE LIVING BOOK

by Mitch Johnson, with Dr Sophie Scott-Brown, Guildhall Live Events, Open Academy/FLEGG/The Forum Trust/Norwich Science Festival/COP26/ UEA Outreach

A provocation inspired local children to imagine the effects of climate change in a 360 VR world. Users can change the temperature and explore the consequences.

5. WHERE DO STORIES COME FROM?

by Tash Aw, with Justine Mann, Guildhall Live Events, British Archive for Contemporary Writing, Norfolk County Council Library and Information Service

Combining immersive technology and fiction to explore a writer's process. The choices users make in this interactive installation affect the story's outcome.

6. SENSELESS

by James McDermott, with Prof Steve Waters, Guildhall Live Events, Online, Norwich Theatre

A digital love story integrating live theatre with innovative virtual reality technology, underpinned by concepts of social media.

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1. CHANCELLOR'S AWARD FOR OUTSTANDING ACHIEVEMENT

KAREN JONES CBE

Chancellor, UEA

UEA alumna Karen Jones has enjoyed a stellar career, founding and growing companies large and small. She was appointed UEA's seventh Chancellor in 2016. Beyond their ceremonial duties, each Chancellor shapes the role in the way they feel best supports the values and aspirations of the university. Karen is a strong influence on the cultivation of enterprise and entrepreneurship at UEA, as well as helping to forge deeper links with industry. Karen is Executive Chairman of Prezzo and is Chairman of both the Hawksmoor and Mowgli restaurant groups. In 1989, Karen co-founded Café Rouge, became founding CEO of the Spirit pub group in 2002 and co-founded and chaired the Food and Fuel group in London from 2006. Last year Karen was appointed as a Commissioner and Senior Independent Board Member of The Crown Estate. In June 2021, Karen joined the Deliveroo plc Board. Karen was awarded the CBE in 2006 and won the Retailers' Retailer Award in March 2022.

2. AWARD FOR STUDENT OR GRADUATE INNOVATION AND ENTERPRISE

ANDREW ORCHARD

Archant

Andrew is a member of the Archant operational executive management team based in Norwich. As an Executive Director, he leads a mixed team of commercial sales executives across the UK. A digital transformation specialist with 30 years' experience, Andrew has previously served within senior management teams of the top regional media companies, including Northcliffe Media Group, the regional press arm of The Daily Mail Group, and Newsquest, part of Gannett, publishers of USA Today, America's largest news-brand.

Andrew is a regional Board member of the East of England Business in the Community (BITC) and Norwich BITC, and Board member of Norwich BID.

3. OUTSTANDING COMMERCIALISATION OF RESEARCH

TIM ROBINSON

Tech East

Tim is Chief Operating Officer of Tech East, the digital tech cluster organisation for the East of England. He is a founding board member of the UK Tech Cluster Group member. Prior to returning to the East of England Tim held international general management, strategic marketing and tech product roles at Thomson Reuters, Informa and RICS. He is a non-executive director of UEA's Norwich Business School and a board member of the New Anglia LEP Cultural Board. He was educated at London Business School and Newcastle University.

4. CONSULTANCY PROJECT OF THE YEAR

KAREN PATERSON

Aviva

Karen joined Aviva in 2002 and has worked in a variety of roles within the organisation including financial reporting, risk, strategy, transformation and change delivery, and finance business partnering across IT and non-IT shared services, RAC, UK General Insurance business (Sales and Service, Underwriting and Pricing and Claims).

In her current role as Deputy Group Property and Facilities Director, she is responsible for property strategy and change across the group, and for ensuring that Aviva provides safe and appropriate workspace for all colleagues.

5. OUTSTANDING SOCIAL OR CULTURAL IMPACT

JOHN GORDON-SAKER

Norwich Film Festival

John joined Norwich Film Festival as Chair in 2016, building a Board to bring governance to the fastest growing short film festival in the UK and to engage with partners, like UEA. His career has included senior management roles with HSBC, WPP, World Productions and Open Youth Trust.

His full-time job is as Executive Director of The History of Advertising Trust, the largest advertising archive in the world and, whilst also a Board member of Norwich BID, he sums up his portfolio of interests as enjoying film, celebrating brand heritage and promoting Norwich as a wonderful place to live, visit, work and study!

6. OUTSTANDING IMPACT IN HEALTH, WELLBEING AND WELFARE

GLEN WEBSTER

Barclays

Glen has over 25 years' experience in financial services, including mortgages, retail banking and running his own financial planning business. He was formerly Regional Manager for Woolwich before joining Barclays Business in 2010. Glen is currently Business Banking Regional Manager for East Anglia. He is also a Board member for the Norfolk Chambers of Commerce.

7. OUTSTANDING IMPACT IN POLICY AND PRACTICE

DR CATRIN ELLIS JONES

Vattenfall

Dr Catrin Ellis Jones has a background in earth sciences, previously working in international mineral and water exploration before moving into environmental mediation and dialogue. As an independent facilitator and designer of participatory processes, Catrin helped shape the Welsh Government's "Wellbeing of Future Generations Act".

Catrin's team designs and delivers community and stakeholder engagement across Vattenfall's European markets, balancing the need for faster deployment of renewable energy with the equal imperative to ensure projects are environmentally sensitive and locally appropriate.

Catrin has worked on Vattenfall's Norfolk Zone projects for several years, set to deploy the most innovative technology and deliver the equivalent of 10% of UK domestic electricity needs.

8. PARTNERSHIP OF THE YEAR

PATRICK WOOD

Airbus

Patrick Wood has over 35 years' experience in the Aerospace and Space Industry, most notably as the Marshall Group Chief Technology Officer and Engineering Director with responsibility for all Future Technology, Products and Engineering. He was previously the CEO of Surrey Satellite and Technology Ltd and Director of Advanced Programmes and Head of UK Space for Lockheed Martin Space.

Patrick spent over 20 years in a number of roles at Airbus, and re-joined in 2022 as Senior Vice President, Space Systems UK and Head of Space Production across Europe and UK. Space Missions include telecommunications, navigation, Earth observation, Human spaceflight, space exploration and science across six sites in the UK, Spain, Germany and France.

UEA INNOVATION: THINKING WITHOUT BORDERS

These projects have all been made possible thanks to the support of the following external collaborators:

AB Vista	John Innes Centre	Norwich Research Park Biorepository
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Beat	Marie Curie UK	Quickfire Digital
Biotechnology and Biosciences Research Council	Marine Scotland Science	RAND Europe
Break	Medical Research Council	Royal College of Nursing
Center for Social Research, University of Malawi	MRC CLIMB (Cloud Infrastructure for Microbial Bioinformatics)	Santander Universities
Community Action Norfolk	Mutiny Projects	SWIM project
Coventive Composites Ltd	National Centre for Writing	The Forum Trust
Covid-19 Genomics UK Consortium	Natural Environment Research Council	The Intergovernmental Panel on Climate Change
Earlham Institute	New Anglia Local Enterprise Partnership	The National Edgar Allan Poe Theatre
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East of England Applied Research Collaborative	Norfolk and Norwich Festival	The Sainsbury Centre
Economic and Social Research Council	Norfolk and Norwich University Hospitals Foundation Trust	The Sainsbury Laboratory
Element Materials Technology	Norfolk and Suffolk Mental Health Care Trust	UK Research and Innovation
Engineering and Physical Sciences Research Council	Norfolk Arts Service	United Nations Volunteers
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GeoAcoustics	Norfolk Heraldry Society	University of York
Guildhall Live Events	Norfolk Library and Information Service	Visit Scotland
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James Paget University Hospitals Foundation Trust	Norwich Theatre	
	Norwich University of the Arts	



If you've been inspired by what you've seen, and would like to find out how you can work with UEA to make an impact, contact us to find out more.

This could be in the form of consultancy, funded research, student internships, or your own idea for a project – and we often have funding available to help get projects started.

Email business@uea.ac.uk or visit uea.ac.uk/business

