



## Engagement and outreach: “Academic Innovator” Winner - The Engineer Collaborate to Innovate awards

**Members:** University of Bristol

**Collaborators:** The Engineer

### Challenge

It is increasingly important to be able to demonstrate the impact of research and improve engagement with industry users and funding bodies. In particular, strategic planning and resource is required to successfully communicate about research to a larger yet relevant audience, to ensure research gets the recognition it needs to have a real-world impact.

### Outcomes

In 2018 we coordinated an entry into *The Engineer Collaborate to Innovate* awards entitled ‘South West Nuclear Hub: nuclear energy teaching, research and innovation’. The submission highlighted three collaborative projects from across the University of Bristol that had provided solutions for industrial partners such as EDF, Sellafield and Magnox.

This bid won the Academic Innovator category as judged by a panel of leading UK engineers, leading to significant free coverage on a platform that reaches over 150,000 people per month across all engineering sectors.



*“I found the level of collaboration quite astonishing – the other thing that comes out is the cross-fertilisation of techniques and technologies from one sector to another”.*

**John Halton – Director, Business & Industry, Engineering UK on the awards shortlists.**

### How the Hub added value

The Hub provides dedicated communications and outreach expertise to promote specific impact deliverables on research grants. We identified this opportunity on behalf of our academic community and selected a balanced portfolio of projects to feature in the submission. With the Hub coordinating the submission, individual researchers only needed to supply a short case study to benefit from this industrial engagement opportunity.

