

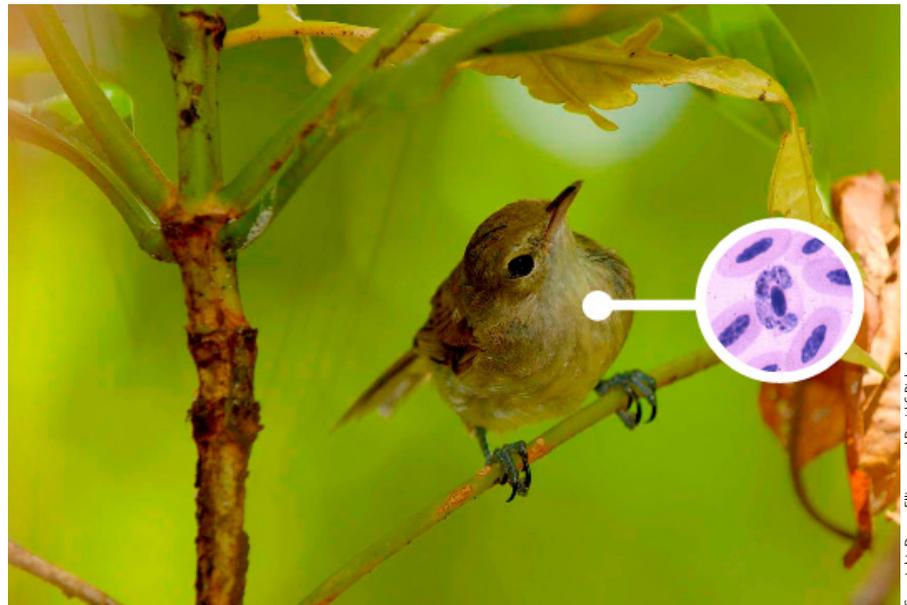
# UEA School of Biological Sciences



The UEA School of Biological Sciences has created a culture that recognises impact through introduction of Engagement and Enterprise promotion criteria. In addition to this, we have created an Impact Team which has capitalised on the enthusiasm of postdoctoral and postgraduate student participants.

The UEA School of Biological Sciences (BIO) is an international leader in bioscience research. Our work ranges from conservation ecology to biomedicine and has substantial impact in areas including climate change effects on biodiversity, genetic modification and plant disease resistance, biofuels, genes and human health.

We achieve impact through both engagement and enterprise activities which include our annual BIO Open Day and BIO Business Day, interactions with schools, science cafés talks and public lectures, as well as fostering new enterprises in BIO.



The endangered Seychelles warbler with a close up of its red blood cells, one of which is infected by avian malaria.

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## Recognising Impact

Impact has gained recognition across UEA through the introduction of Engagement and Enterprise (E&E) as formal promotion criteria. We record our activities with an Engagement Tracker and a more recently established Enterprise Tracker - simple web-based data collection tools that provide quantification of the volume, reach and penetration of our activities. We run a popular lunchtime E&E club with invited external speakers from a broad range of spheres which encourages discussion between students and Faculty alike. BIO Open and Business days inform the community of our activities and attract businesses interested in our facilities and expertise. We alert the wider world to our impacts through postings on our homepage and Facebook pages and through alerts to the media.

## Catalysing Culture Change

BIO has undergone major culture change that is encapsulated by the formation of a permanent “Impact Team”, with post-doctoral and postgraduate research student representatives whose enthusiasm has been catalytic. The Impact Team will expand our portfolio of E&E links with business and the public, stimulating participation at all levels within the School. A major feature of our future plans is the creation of BIO e<sup>4</sup>: Engagement, Enterprise, Employability, Exchange. This will be a large, open and flexible workspace that will be home for the School’s employability activities, and where knowledge exchange will foster the entrepreneurial spirit and promote impact.

## Tracking the footsteps of public engagement

A key challenge of the 21st century is to promote informed dialogue between scientists and the public. To provide information for stakeholders, it is essential to record the breadth and depth of our activities. Enterprise and engagement are evaluated components of the UEA promotion criteria and events recorded on the tracker can be used as evidence. In 2009-10 we recorded 188 different events involving 56 different individuals (faculty, technical and research staff, PhD students). The use of the tracker continues to accelerate having been adopted by UEA for reporting of engagement across the university.

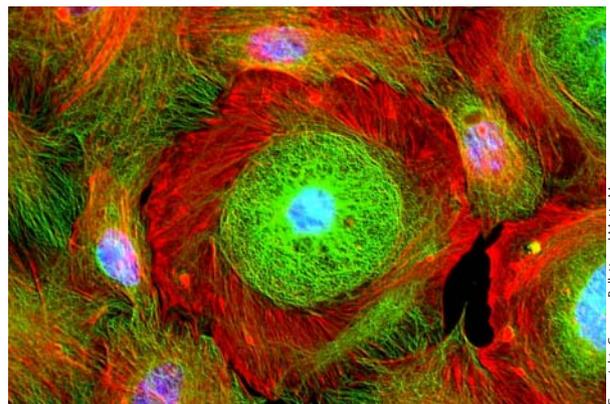


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"Cells Alive 2009" held at the Forum in Norwich proved a very popular event with over 2000 visitors exploring different aspects of biomedical science, from DNA and cells through to organs and the skeleton

## Gen-ID - Providing technology services

Gen-ID ([www.genid.co.uk](http://www.genid.co.uk)) is a technology service provider operating within BIO established as a direct result of a BBSRC Enterprise Fellowship undertaken by a BIO scientist. Gen-ID offers a bespoke gene expression profiling service, returning fully analysed, publication ready results to customers. Gen-ID also offers a cell authentication service for academic institutes and commercial companies. This service arose following a public engagement activity of BIO's Head of School, in a BBC documentary about the issue of contamination of human cell cultures. With growing media attention focusing on the need for such a service, commercial development is beneficial to the research community.



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Epithelial cells showing cytoskeletal organisation with actin (in red), microtubules (in green); nuclei are stained blue

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The BBSRC Excellence with Impact 2011 scheme ran from 2008 to 2010. It was developed to reward and esteem those university departments most active in embedding a culture that recognises and values the achievement of impact alongside excellent research.