

Digital Economy Theme

'Telling Tales of Engagement' Competition 2019

Call type: Full applications

Closing date: 12: 00 Noon on 12 December 2019

Funding Available: Up to three public engagement awards are available at £10,000 (100% FEC)

How to apply: By submission of the embedded online form. For further details please read the Scope of the competition section.

Assessment Process: The Digital Economy Programme Advisory Board members (<https://epsrc.ukri.org/research/ourportfolio/themes/digitaleconomy/digital-economy-theme-strategy/pabmembership/>) will assess the entries.

Key Dates:

Activity	Date
Closing date for applications	12:00 Noon 12 December 2019
Assessment Panel	10 February 2020
Funding decision	11 February 2020
Grant start date	01 April 2020 for up to 18 months

Additional information: The proposed Telling Tales of Engagement (TTE) activity must be associated with a research grant supported by one of the Digital Economy Theme partners EPSRC, ESRC or AHRC. Please note that applications are open to teams as well as individuals, from all career stages in academia (including PhD students), industry, users and the third sector. Only one application for a TTE award is accepted per digital economy research grant funding.

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Related themes: Digital Economy

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Summary

The Digital Economy Theme is running a competition designed to help capture and promote the impact arising from Digital Economy research supported by any of the UKRI Councils which are partners in the Theme. Three prizes of £10,000 are available to support researchers or users in any sector to further tell the story of their previously funded Digital Economy research grant impact in an interesting and engaging way. It is to be noted that applications are open to teams as well as individuals, from all career stages in academia (including PhD students), industry, users and the third sector.

The Telling Tales of Engagement (TTE) 2019 competition has three aims:

- 1) To capture the impact and benefits that the Digital Economy Theme's research is having, how this impact unfolded and what benefits for society and economy has (or are expected to be delivered) from your research, and

- 2) To tell a tale that describe how your impact pathway genuinely unfolded in order to help the wider research community learn examples of best practice from your experiences of how impact can really occur, and how you went about engaging with any partners.
- 3) To engage the public (while helping to address UKRI's equality, diversity and inclusion agenda) with your research in order to show how the benefits of your research help make a contribution to various challenges.

To be eligible to apply, the proposed activity has to be associated to an Engineering and Physical Sciences Research Council (EPSRC) or UKRI-DE partner Research Council, funded Digital Economy research grant (training grants such as CDTs are not be eligible). Only one application for a TTE award is accepted per digital economy research grant funding.

To apply, please complete the embedded online form on the TTE 2019 call page (<https://epsrc.ukri.org/funding/calls/telling-tales-of-engagement-competition-2019/>), addressing the questions in the Call Scope, by 12:00 Noon on Thursday 12 December 2019.

Background: The Digital Economy Theme and Impact

Led by EPSRC in partnership with the Arts and Humanities Research Council (AHRC), Innovate UK and the Economic and Social Research Council (ESRC), the Digital Economy (DE) Theme is about much more than just IT. It's about how we as human beings interact with the digital world: how we live with it, and how it affects us.

That is why a defining feature of the Digital Economy (DE) Theme has been the way that it brings researchers together, across a wide range of very different disciplines. It is about connecting engineering, computing and mathematical sciences with the social sciences, the arts and humanities and beyond.

In its first 10 years, the DE Theme has invested more than £200 million in outstanding research. And because the Theme is all about real-world impact, it has brought researchers together with businesses, government bodies, charities and public organisations, bringing in over £80 million in funding, and supporting work with direct, practical applications.

The DE Theme strives to rapidly realise the positive transformational impact of digital technologies on aspects of community life, cultural experiences, working lives, future society and the economy. It seeks to bring together researchers in ICT, mathematical science, engineering, social sciences, economics, arts and humanities with stakeholders in different application domains to create digital technologies, platforms and solutions that are designed with and for users of the digital technology. The DE Theme aims to address key societal challenges and social change across a wide number of different key sectors (including but not limited to energy, transport, healthcare, education and skills, services, government, and the creative industries).

There are four current DE Theme priority areas (<https://epsrc.ukri.org/research/ourportfolio/themes/digitaleconomy/>):

1. Trust, identity, privacy and security
2. Digital business models
3. The internet of things for a service economy
4. Content creation and consumption

The priority areas reflect the broad relevance and remit of DE research, and have formed the basis for the majority of recent DE Theme funding.

People and societal challenges are at the heart of digital economy research and public engagement and other impact activities are significant elements of the entire DE research process. The research conducted in this area should have an impact on users and society and increasing the public engagement activities with the digital economy community is important. The DE Theme has recognised the importance of impact and has had two significant review exercises (<https://epsrc.ukri.org/newsevents/pubs/digital-economy-report-of-the-2012-rcuk-digital-economy-impact-review-panel/>).

We also recognise that telling the story around the economic and societal benefits arising from DE Theme funded research, and how the researchers went about making their research impactful, can provide an opportunity for other researchers to learn elements of best practice as well as provide inspiration to the next generation of researchers. The latter is important because the long term strength of the UK research base depends on harnessing all the available talent. This will help to connect the research landscape to accelerate impact, which can also be leveraged from accessing talent through equality, diversity and inclusion; both of which are two of the 12 priorities of the EPSRC Delivery Plan (<https://epsrc.ukri.org/newsevents/pubs/deliveryplan2019/>).

The Telling Tales of Engagement Competition (TTE) has the ambition of promoting the impact of applied digital economy research. UKRI defines impact as 'the demonstrable contribution that excellent research makes to society and the economy'. Impact embraces all the diverse ways that research related skills benefit individuals, organisations and nations. These include (but are not limited to):

- Fostering global economic performance and specifically the economic competitiveness of the United Kingdom;
- Increasing the effectiveness of public services and policy;
- Enhancing quality of life, health and creative output.

A key aspect of this definition is that the potential impact must be demonstrable. It is not enough just to focus on activities and outputs that promote engagement, such as staging a conference or publishing a report. Evidence of the research impact is required to demonstrate, for example, that it has been taken up and used by policy makers or has led to improvements in the society. Therefore, applicants are encouraged to carefully design their demonstrable public engagement activity (please see Appendix A and B on pages 13-16). In addition, careful consideration of how the research impact could be used to cater

for the diverse community and society could help to draw out even more demonstrable outputs from your activity. Please see Appendix A for more information on TTE award legacy.

For more information about EPSRC's portfolio and strategies, see our website: <https://epsrc.ukri.org/research/ourportfolio/>

Scope of competition

Your entry must be associated to a previously funded DE Theme research grant. It should focus on telling the tale of how this research grant's impact arose and capture elements of any engagement with partners in an interesting and engaging way.

The three aims of the Telling Tales of Engagement (TTE) competition are:

- 1) To capture the impact and benefits that the DE Theme's research is having, how this impact unfolded and what benefits for society and economy have been (or are expected to be delivered) from your research, and
- 2) To tell a tale that describes how your impact pathway unfolded in order to help the wider research community learn examples of best practice from your experiences of how impact can really occur and how you went about engaging with any partners.
- 3) To engage the public (while helping to address UKRI's equality, diversity and inclusion agenda) with your research in order to show how the benefits of your research help make a contribution to various challenges.

Your entry must address the following questions:

- What was the research challenge/ project of the associated DE research grant?
- What were the outputs of the associated DE research grant?
- What has been the societal and economic impact of these outputs? Who/ what community groups did the research have impact on?
- What has changed positively as a result of the research and how did this change happen? What is the evidence of a positive demonstrable and/ or diverse change/ impact?
- How do you propose to 'tell the story' of your demonstrable and/ or diverse impact and public engagement?
- What degree of public engagement do you propose to have with the community being targeted and what is the degree to which equality, diversity and inclusion has been considered?
- Which sections of society/ members of the public will you seek to engage with utilising the prize funding and for what purpose?
- How will you creatively and meaningfully engage with the public for mutual benefit? What is the proposed audience interaction element?

- How will your public engagement contribute to the development of your research and impact?
- How do you plan to share better understanding of the overall impact process to other sections of the DE research community who may not be so advanced in their thinking and practice? This includes a better understanding of the whole impact agenda, what makes successful impact, recognition of the breath of their impact and its benefits; it would help researchers set impact related goals and metrics and help UKRI provide guidance on developing pathways to impact.

Your entry should tell a story that describes how the pathway to impact of your research really unfolded. Your story should clearly show the link between the impact and the research by describing how the impact of your research arose, how you went about engaging with partners, and evidencing positive, demonstrable and diverse changes.

Your story should help the wider research community and public understand how engagement and impact happens. It is hoped that allowing you to tell the story of your engagement and how you utilised the pathway to impact, should allow the spread of best practice and shared experience. A good TTE project will help others, to stimulate their thinking on more imaginative and illustrative ways to tell the story of their engagement and improve the impacts and benefits of the research.

Please see Appendix B for some guidance from previous TTE award winners.

Funding available

Funding is available to support three awards, each for £10,000, to support an activity or activities that will allow you to tell your impact story in creative, interesting and engaging ways to a wider audience and the public. Funding is not available to conduct further research.

Activities could include (but are not limited to): video or podcast production, outreach activities to schools, public lecture series, community events, artistic interpretation, specialised media training or attendance at a high profile, non-academic focused conference (see Appendices for more suggestions).

Project funding will be up to 18 months in duration, starting from April 2020 onwards.

Successful Entries only

Following the competition: If you are successful, payment will be made to your HEI, who will then be responsible for issuing the award and ensuring funds are released as required. EPSRC reserve the right to retain 40% of the total funding until an account of the expenditure has been submitted from the University Finance Office.

Equality, Diversity and Inclusion

Successful applicants will be provided with a guidance for developing their EDI plan. Please see Appendix B to get some understanding of potential audiences to engage with.

The long term strength of the UK research base depends on harnessing all the available talent. EPSRC expects that equality and diversity is embedded at all levels and in all aspects of research practice and funding policy. We are committed to supporting the research community, offering a range of flexible options which allow applicants to design a package that fits their research goals, career and personal circumstances. This includes career breaks, support for people with caring responsibilities, flexible working and alternative working patterns. With this in mind, we welcome applications from academics who job share, have a part-time contract, or need flexible working arrangements.

Peer review is central to EPSRC funding decisions, we require expert advice and robust decision making processes for all EPSRC funding initiatives. We are committed to ensuring that fairness is fully reflected in all our funding processes by advancing policy which supports equality, diversity and inclusion. Please see our Equality and Diversity webpages <https://epsrc.ukri.org/funding/equalitydiversity/> for further information.

Guidance on Journal-based metrics

As part of our commitment to support the recommendations and principles set out by the San Francisco Declaration on Research Assessment (DORA; <https://sfdora.org/read/>), UKRI reviewers and panel members are advised not to use journal-based metrics, such as journal impact factors, as a surrogate measure of the quality of individual research articles, to assess an investigator's contributions, or to make funding decisions.

The content of a paper is more important than publication metrics, or the identity of the journal, in which it was published, especially for early-stage researchers. Reviewers and panel members are encouraged to consider the value and impact of all research outputs (including datasets, software, inventions, patents, preprints, other commercial activities, etc.) in addition to research publications. We advise our peer reviewers and panel members to consider a broad range of impact measures including qualitative indicators of research impact, such as influence on policy and practice.

Eligibility

The proposed Telling Tales of Engagement (TTE) activity must be associated with a previously funded research grant supported by one of the DE Theme partners EPSRC, ESRC or AHRC. It is to be noted that applications are open to teams as well as individuals, from all career stages in academia (including PhD students), industry, users and the third sector. If the applicant is traditionally not eligible for EPSRC funding, please include the name of a mentor who is eligible, this could be the PI of the previously funded associated grant. Only one application for a TTE award will be accepted per DE research grant per applicant.

For information on the eligibility of organisations and individuals to receive EPSRC funding, see the EPSRC Funding Guide:
<https://epsrc.ukri.org/funding/applicationprocess/fundingguide/>

A list of eligible organisations is provided at: <https://www.ukri.org/funding/how-to-apply/eligibility/>

How to apply

Applications should be submitted via the embedded online form on the call page on the EPSRC website (<https://epsrc.ukri.org/funding/calls/telling-tales-of-engagement-competition-2019/>) by **12:00 noon on 12 December 2019**, addressing the questions in the Scope of the competition section and taking into account the "Guidance on writing an application" notes below.

You will be notified of the result as soon as possible following on from the assessment panel.

Please ensure you include a single A4 PDF totalling 1 page which summarises your entry in an interesting, creative and engaging way.

Entrants should note that the PDF submitted may be publicly available; therefore it is advised that:

- No material that is confidential is included in the application;
- The necessary permissions to share the information are sought in advance from the relevant people;
- If successful your application maybe used in future engagement material.

Guidance on writing an application

Please ensure your entry addresses the questions in the Scope of the competition section as well as the guidance below.

Section	Guidance
Associated Digital Economy Grant details	Please provide the associated grant title, grant reference number and PI name.
Please describe the research field of the associated grant and its relation to the DE theme priorities (up to 1000 words)	Please describe the research area that you are working in and how it is related to the funding you have received from either the DE Theme or relevant associated funding from EPSRC, ESRC or AHRC and how it relates to the DE Theme priorities.
Describe the research of the associated DE grant (up to 1,000 words)	<ul style="list-style-type: none">• What was the research challenge?• What were the outputs and benefits of the research?

	<ul style="list-style-type: none"> • What were the societal and economic impact and benefits of the outputs? • How did you go about engaging with any partners on the project? • Who/what community groups did the research have impact on? • What has changed positively as a result of the research and how did this change happen? What is the evidence of a positive demonstrable and/or diverse change/impact (quotes, conversations, meeting details etc.) to support the story of how the research impact unfolded?
<p>How do you plan to share better understanding of the overall impact process to other sections of the DE research community who are maybe not so advanced in their thinking and practice? (up to 1,000 words)</p>	<p>Please describe how you plan to share a better understanding of the whole impact agenda with your DE research community covering: what experiences and examples of best practice can you share which you consider make successful impact and maximises benefits? This includes: how you utilised the resources in the relevant grant's Pathway to Impact to maximum effect? This should help researchers set impact related goals and metrics and help UKRI provide guidance on what makes a good Pathways to Impact.</p>
<p>Please describe how you propose to further 'tell the story' of the research to further impact using the Telling Tales of Engagement award (up to 1,000 words)</p>	<p>Please describe your ideas on how you intend to use the £10,000 to tell the story of the demonstrable and/ diverse impact that your research has had, including details of:</p> <ul style="list-style-type: none"> • How you propose to 'tell the story' of your impact and public engagement? • Which sections of society/ members of the public will you seek to engage with utilising the prize funding and for what purpose? • How will you reach out to, the general public and targeted communities (e.g. school children, teenagers) to help cater for the diverse population. • How will you creatively and meaningfully engage with the public for mutual benefit? What is the proposed audience interaction element (please think creatively)?

	<ul style="list-style-type: none"> • How will your public engagement contribute to the development of your research and impact? • Also, how will you access talent through Equality, Diversity and Inclusion?
Please describe how you will be an advocate for *Pathways to Impact (up to 1,000 words)	<ul style="list-style-type: none"> • Who will be your audience and how will you reach out to them? • How will you tell the story of your pathway to impact? • How will you disseminate lessons learnt and features that make a successful impact?
Resource Management (up to 500 words)	<p>Please explain how you plan to spend the award money including a breakdown of costs on various resources which may also cover a breakdown of savings made as a result of smart working or effective management.</p> <p>Costs must be specific to the project and should be justified to add demonstrable value to the project. Resources eligible under FEC can be requested, for example, to cover training in public engagement or communications, public engagement specialist staff expertise and support, materials/venue costs or travel expenses.</p>
PDF to summarise research and its impact	Please provide a one page PDF that pictorially/diagrammatically tells the tale of your research and the impact that it has had in an interesting, engaging and highly creative way.

*Pathways to Impact

<https://epsrc.ukri.org/funding/applicationprocess/preparing/impactguidance/>

specific to the project and are of demonstrable value to the project. Resources eligible under FEC can be requested, for example, to cover training in public engagement or communications, public engagement specialist staff expertise and support, materials/venue costs or travel expenses.

Assessment

Assessment Process

Our External Digital Economy Programme Advisory Board members (<https://epsrc.ukri.org/research/ourportfolio/themes/digitaleconomy/digital->

[economy-theme-strategy/pabmembership/](#)) will assess the entries against the assessment criteria detailed in the call document.

Assessment Criteria

- **Strength of DE research impact and benefits evidenced from associated grant** (primary criteria), including:
 - Evidence provided of a positive, demonstrable and diverse change as a result of this research.
 - Fit of research to DE Theme priorities.
- **Potential scope for further impact** (primary criteria), including:
 - Whether the plan for 'telling the story' is appropriate for the intended audience.
 - Strength of activities to highlight the impact story.
 - Evidence of how the engagement strategies will contribute to the development of their research and impact.
- **Creativity and quality of approaches to public engagement whilst addressing the UKRI Equality, Diversity and Inclusion agenda** (primary criteria), including:
 - Degree of creativity used in their approach to public engagement with the community being targeted.
 - Degree to which equality, diversity and inclusion has been considered.
 - Degree to which the proposed activity would add demonstrable value to their existing DE research.
- **Clear design of a case for spreading understanding of the nature of impact pathways to other sections of the research community** (primary criteria), including:
 - Level to which the applicant demonstrates how they are going to be advocates for Pathway to Impact, disseminate best practice and lessons learnt and features that make for a successful outcome to the wider research community.
- **Resource management** (secondary criteria)
 - Appropriateness of resources requested and justified.

Grant additional conditions (GACs)

Grants will be subject to the standard UKRI grant conditions however the following additional grant conditions will be added to this call. The additional grant conditions include:

- **GAC 01 Publication and Acknowledgement of Support**,
The Grant Holder must make reference to Digital Economy Telling Tales of Engagement 2019 and funding supported by any of the UKRI Councils which are partners in the Theme; and include the Digital Economy Theme logo and relevant branding on all online or printed materials (including press releases, posters, exhibition materials and other publications) related to activities funded by this grant.

- **GAC 02 Equality, Diversity and Inclusion Plan**

The Grant Holder is expected to prepare an equality, diversity and inclusion plan for the duration of this grant to demonstrate good practice in equality, diversity and inclusion throughout the lifetime of this funding award. This must be recorded through the grant reporting process.

Moving forward

Submissions to this call will not count towards the Repeatedly Unsuccessful Applicants Policy. Further information about the policy can be found at: <https://epsrc.ukri.org/funding/howtoapply/basics/resubpol/rua/>

Key dates

Activity	Date*
Closing date for submission of entries	12:00 noon on 12 December 2019
Assessment Panel	10 February 2020
Funding starts	April 2020

*EPSRC aims to adhere to the key dates as published, however there may be exceptions where the sift, prioritisation or interview meeting may have to change due to panel member availability.

Contacts

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- Dr Stephanie Dey, 01793 44 4072, stephanie.dey@epsrc.ukri.org
- Digital Economy Theme Inbox, digitaleconomy@epsrc.ukri.org

Change log

Name	Date	Version	Change
[Shiny Mathew]	[27-09-2019]	1	N/A

Appendices

Appendix A: Telling Tales of Engagement award legacy

A decade of success in the EPSRC digital economy theme was celebrated in March 2019, at the BT tower, where the DE programme was launched in 2009.

The event showcased some of the best digital economy research (<https://epsrc.ukri.org/newsevents/pubs/a-decade-of-success-in-the-digital-economy/>) and include some previous TTE award outcomes including:

- Seeing the person (page 13)
- Tales of Things and Electronic Memory (page 21)

Some of the work carried out during the TTE awards from previous years are listed below (please use Google Chrome to access the webpages).

	TTE Project	Activity
1	Art Maps 2012	<p>Papers:</p> <ul style="list-style-type: none"> - ArtMaps: Interpreting the Spatial Footprint of Artworks. CHI2015 (SIGCHI Best of CHI Honorable Mention Award 2015, Association for Computing Machinery, SIGCHI - Computer-Human Interaction). - ArtMaps: A Technology for Looking at Tate's Collection. Leonardo. <p>Peer Reviewed conference abstracts:</p> <ul style="list-style-type: none"> - Art Maps - Putting the Tate Collection on the Map. EVA London 2014 - Electronic Visualisation and the Arts. - Art Mapping in Paris. CHI '13 Extended Abstracts on Human Factors in Computing. 3027-3030. - ArtMaps - Cultural Crowd-sourcing. Digital Futures 2012. <p>Invited talks:</p> <ul style="list-style-type: none"> - ArtMaps: Putting the Tate Collection on the Map at the 'Digital Futures' seminar organised by the Victoria and Albert Museum. London, July 7th, 2014. - Crafting Experiences for Online and On-Site Engagement with Cultural Resources at the 'First Historical-Cultural Forum of the Russian World' organised by the Russian Mir Foundation. Veliky Novgorod (Russia), October 10th 2014. <p>Press Coverage: RAI (Italy's National Public Broadcasting Company) Regional News Coverage. 25 June 2014.</p> <p>How-to-Session: Carletti, L., & Bedwell, B. (2014). Taking Your Digital Collection For a Walk: Crafting Location-based Experiences for the Public. Museum & the Web 2015.</p>

2	Human Robot Interactions (HRI) for School Teachers Engage with Machines 2017	Openday: [1] [2] [3] Festivals/science-fare: [1] [2] [3] Media Workshop Government event Other links [1]
3	More than just Computer Speech - giving People a Voice to tell their Story, 2016	Videos documenting the events
4	#Scanners: The Disadvantages of Time Travel, 2016	Press coverage: <ul style="list-style-type: none"> - BBC News - Sky News - Daily Mail - A feature at BBC Click - Screenings in Hong Kong headlined reporting of the Spark festival in the South China Morning Post - Influential online technology forums also picked up on the interactive system developed, which was the subject of articles for Futurism MIT Technology Review in English, Urdu and Spanish

It is not a requirement for the TTE award holders to collaborate with other TTE award holders. However, this is allowed if this is beneficial for your project and you can clearly take ownership of your side of the project. However, it is a requirement to have different associated grant and different teams.

Appendix B: Guidance from previous TTE award winners

Opportunities

The Telling Tales Engagement (TTE) award holders from the previous years suggested the following as potential opportunities to explore as part of the award. These opportunities are (but not limited to):

- To extend current public engagement activity and to explore a different perspective of your digital economy research. To “integrate and describe the industrial, cultural and academic strands of the project”.
- To explore new public engagement platforms and innovative ways of public engagement, which are core to digital economy research.
- To disseminate TTE activities within your network in order to identify new opportunities and interests and thus help to extend or consolidate your networks further.

- To identify and to connect to stakeholders or project partners or networks across different sectors on the DE public engagement landscape that lies within core DE research.
- To nurture new affiliations in relation to your DE research.
- To further develop experience in planning and delivering public engagement events on your DE research in engaging ways.
- To encourage a framework that stresses the importance and benefits of having a diverse team.
- To encourage you to be proactive in seeking advice from organisations, institutions and or networks you think is appropriate to help you meet the aims of your TTE award.
- To make use of this public engagement training ground for your research team.
- To use this landscape for brand building of your DE research.
- To be mindful of the barriers in your DE research management and to devise smart working to leverage the most out of this opportunity for example by making the project, idea or team sustainable.
- To use this as an opportunity for generating new and innovative ideas associated with the public engagement aspect of your DE research.
- To create a framework to engage with different communities, groups of people who belong to different career sectors, cultures or ethnicities
- To ambitiously explore the meaning of the EPSRC Digital Economy theme vision to the use of applied DE research to draw upon societal and economic benefits.
- To make use of the long term strength of the UK, which is dependent on harnessing all the available talent including that which can be leveraged from working as well as engaging with multidisciplinary diverse teams.

Potential audiences to engage

We would encourage grant holders to engage with different audiences from an equality and inclusion perspective. It is important to engage with different community groups, cultures, genders and ages where appropriate since this is who makes up the community and society we live in.

Some of the audiences and context that previous TTE winners have interacted with includes:

- Royal Society summer exhibition in collaboration with ORCA hub
- Schools children of all ages, genders, with and without disabilities, underrepresented communities
- Biggar Science festival

- Universities and community cinema screens
- Conferences and events such as DE CDT Summer schools
- Local community centres and clubs
- Screenings UK and abroad
- Panel discussions
- Museums late
- Edinburgh Fringe Festival
- Science Saturday family event
- Edinburgh International Science festival
- Film creation
- Symposiums
- Cartoons
- Touring cinema
- Being Human Festival