



CORE

Creative Outreach for
Resource Efficiency

Closed Loop Emotionally
Valuable E-waste Recovery

CLEVER

Being CLEVER

Creative Outreach for Resource Efficiency (CORE) supported the delivery of a vibrant and creative outreach programme helping academics to “get out of the lab” and communicate world class science to new audiences.

Funded by EPSRC, CORE worked in partnership with three research projects – also funded by EPSRC – to communicate high-impact world-class science.

One of the projects that CORE worked with was the CLEVER project. The multi-disciplinary team investigated how personal electronic devices such as mobile phones and tablets could be designed differently, so that consumers would become attached to them and therefore want to keep the devices for longer. The team also looked at how the valuable materials contained within these products could be recycled, so enhancing resource efficiency and reducing the amount of electronic waste going to landfill.



“We wanted to encourage people from all walks of life and ages to engage with the researchers, to think about the redesign of devices and the materials used, as well as the consequences of the choices made when buying and disposing of these items,” explained Dr Janet Scott from the University of Bath and the Principal Investigator for the CLEVER project. “We wanted people to understand that research doesn’t happen in isolation and to encourage them to think about the circular economy.”

The team decided that a good way to reach a range of different people would be through local and national events and festivals, such as Bath Taps into Science, OxiSciFest and Glastonbury Festival. They realised that they needed to find an activity that people would be instantly drawn to, that would create a reaction and that would be fun to take part in.

“One of the researchers on the project came up with the idea of creating a game, based on the children’s “Operation Game” and they held a workshop to develop the idea and design a prototype,” Janet said. “The game was designed to show the components of a mobile phone in a fun way that would engage people of all ages, while providing an opportunity for researchers to enter into more in-depth discussions about the drivers for the research. We decided to pursue this idea further but also realised that we needed ways of providing additional information for the audience, which they could access later. This led us to developing a web based app that complemented the game.”

Key to success

Having a hook such as the “Operation” game worked well for public with events with a high footfall. The app worked well – both as a means of providing further information and also as a means of data collection for evaluation purposes. Having researchers on hand to explain what the game represented and to make the links to the research being conducted was important. It was also vital to train the academics and researchers in advance so they were able to communicate effectively with all audiences.

→ *“Think about how people are going to access the messages you want them to receive, when you are not there to talk about them,”*

Dr Janet Scott



“Allow time to plan and deliver activities so you are engaging with the public – not just handing out information.”

The game and the app helped the team reach new audiences, and engage with people at public events, encouraging audiences of all ages to think about the circular economy. The app provided people with in-depth information that supported the fun activity of the game.

Our recommendations

Thinking of developing a game or app to engage with new audiences? Here are our recommendations for a successful outcome:

- **Think about the practicalities! The first game was heavy and not suitable to be transported by public transport.**
- **Consider the fun aspect of the game and the context in which it will be played. Adding a competitive element added to the popularity of the game, and a louder buzzer was needed for noisy venues.**
- **Think about data collection and supporting information. The app was an important part of the engagement strategy.**
- **Train your academics and researchers, so they feel equipped to engage with new audiences.**

Led by Loughborough University, Creative Outreach for Resource Efficiency (CORE) was a collaboration between the Universities of East Anglia, Cranfield, Edinburgh, Loughborough, Manchester, Surrey and Warwick.

CLEVER was a collaboration between the Universities of Bath, Cardiff, Loughborough, Newcastle, Oxford and Surrey.

→ ***Impact is about reaching new audiences as well as bigger audiences***