Edinburgh Research and Innovation
Social Responsibility & Sustainability Report 2011-2012
Introduction

As part of the University of Edinburgh’s support services group, Edinburgh Research and Innovation (ERI) provides the University with pre-award research support services, management of technology transfer activities, consultancy services, company formation, incubation facilities and management of the University science park.

The University has as one of its strategic aims “to create the conditions under which students, staff and the wider community are inspired and supported to engage with and contribute to Social Responsibility and Sustainability (SRS) across the University and beyond”.

ERI is fully engaged with SRS activity, both within its own operations and through helping facilitate the adoption of relevant University knowledge and technologies to stakeholders in government, industry and more widely into society.

The University KPI for social responsibility is “carbon emissions per £ million turnover”, and ERI is playing its own part in working to improve this ratio.

ERI Social Responsibility and Sustainability Highlights

Some highlights of our activity from 2011-2012 include:

- A Silver award was secured by ERI in the Edinburgh Sustainability Awards for its overall approach to Sustainability and the progress made in implementing improvements across a raft of measures including formation of a specific team, active introduction of sustainable practices and Fairtrade measures, and raising staff awareness of energy use and resource management. [http://www.ed.ac.uk/about/sustainability/2.7891/2011-12-winners](http://www.ed.ac.uk/about/sustainability/2.7891/2011-12-winners)

- ERI also won an Edinburgh Sustainability Award in the best energy-saving idea category, for a function known as the “Green Gauge Swingometer”. This application suggested by the Energy and Sustainability group and developed by our IT section, is now fully operational and prominently displayed to all staff on our intranet (see below). It is projected that the function will result in a 5% reduction in energy use by the company within 12 months.
• ERI continues to promote to the wider community the wealth of research expertise that is conducted at the University of Edinburgh that is of particular relevance to sustainability issues. The most prominent example in the current period was through organising and attending an exhibition stand at the annual “All Energy” exhibition, with a specific focus of promoting research capabilities in low carbon technologies. All Energy is the UK’s largest renewable energy event. Low carbon technologies were also promoted in a mission to Brazil with a view to engaging with Brazilian Universities on their “Science without Borders” initiative.

• A series of “Show and Tell” sessions have been held by ERI Research Support & Development covering several topics of SRS interest, including for: Food Security, Energy and Urbanisation. Also in conjunction with the International Office, sessions with a geographical focus included: Latin America, South Korea, India and Mexico.

• One of the start companies assisted by LAUNCH.Ed (the ERI group that provides support to student company formation) this year was “IB Your Tutor”. This company was set up by Economics undergraduate Julius and is a web platform for students studying International Baccalaureate anywhere in the world. On the site they can see short coaching videos posted by tutors of IB which help them to understand the topic in a very visual and helpful way. It allows students to improve their grades and is a permanent source of information and teaching.

LAUNCH.Ed helped Julius (pictured, right) develop a business model, a business plan, perfect his pitch and enter various competitions. He subsequently won his category in the SIE national New Ideas Competition, securing a cash prize. Julius was also the only undergraduate business to exhibit at the popular entrepreneurship event “EIE”, held annually in the Informatics Forum.

• Assistance was provided to the College of Science and Engineering in developing four priority research themes, all of which are of relevance to Sustainability & Social Responsibility, and two of which “Energy, Climate Change and the Low Carbon Economy” and “Resource Sustainability and Security” are of central relevance. An additional paper expanding on the research activity going on in these four themes is also separately available.

• The College of Humanities and Social science launched an Exchange Fellowship, welcoming people working for public, private and voluntary sector organisations to collaborate with academic staff on a project of mutual interest. To date, fourteen fellows have been accepted from a variety of organisations, all working with colleagues on projects benefitting their own organisation as well as the academic community.
ERI Social Responsibility & Sustainability Activity 2011-12

The data in the sections that follow demonstrate the support that Edinburgh Research and Innovation provides to the University in the exploitation of technology and the processing of research awards, as they relate to Social Responsibility & Sustainability (SRS), Human Health and Wellbeing.

1. Research Awards Processed

For the academic year 2011-12, ERI processed on behalf of the University a total of 1,166 research awards of total value £250M. Of those, two-thirds by number are related to SRS or Human Health and Wellbeing, or by value £158M, representing in excess of 60% of all research awards across the University.

2. Licence Deals Completed

ERI completed 18 licence deals relevant to SRS in the period.

<table>
<thead>
<tr>
<th>AREA</th>
<th>Licensees</th>
<th>No. of Licences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green ICT</td>
<td>pureVLC Ltd, Qualcomm, Inc. (x2)</td>
<td>3</td>
</tr>
<tr>
<td>Sustainability of Resources</td>
<td>Apsu Environmental Ltd</td>
<td>1</td>
</tr>
<tr>
<td>Human Health</td>
<td>AbD Serotec (x2), i2eye diagnostics Ltd, Vertex Pharmaceuticals, Inc., Immunodiagnostics Systems Ltd, Common Services Agency, GlaxoSmithKline plc.</td>
<td>7</td>
</tr>
<tr>
<td>Human Wellbeing</td>
<td>Cardiff and Vale Health Board, University of Manchester (x6), IHC New Zealand Inc, Techess Communications Ltd, Alder Hey Children’s Hospital, Sensory Software Intl, IVO Software SP ZO.O, Edinburgh Biosciences Ltd, Imperial College Healthcare NHS.</td>
<td>14</td>
</tr>
</tbody>
</table>

**TOTAL SRS-RELATED LICENCES** 25

*Table 1: SRS related licences by area 2011-2012*
3. New Company Formation

ERI helped create 16 new companies relevant to SRS topics in the period.

<table>
<thead>
<tr>
<th>AREA</th>
<th>Company Name</th>
<th>No. of Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green ICT</td>
<td>pureVLC Ltd</td>
<td>1</td>
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<tr>
<td>Sustainability of Resources</td>
<td>Apsu Environmental Ltd</td>
<td>1</td>
</tr>
<tr>
<td>Human Health</td>
<td>Cytomos Ltd, eoSurgical Ltd, i2eye Diagnostics Ltd, MediCenDevis Ltd.</td>
<td>4</td>
</tr>
<tr>
<td>Human Wellbeing</td>
<td>Coaching for Students Ltd, David Plews, EZ ENET Ltd, Hola Languages, IB Your Tutor Ltd, Propane Fitness Ltd, Punchline, Stunt Giraffe, Sub25, Ultimate Military Fitness Ltd.</td>
<td>10</td>
</tr>
</tbody>
</table>

**TOTAL SRS COMPANY FORMATION** | 16

Table 2: SRS related company formation by area 2011-2012

_Apsu Environmental’s pioneering surface water filtration systems technology is a joint development with the University to address the handling of Sustainable Urban Drainage Systems (SUDS). ATS Treatment and Recycling Plant © Apsu Environmental Ltd_
4. Consultancy SRS highlights

- **Optimal Energies Ltd:**
  Working through RenewNet, and with funding from Scottish Funding Council and European Regional Development Funding, the company obtained academic input from Dr Jonathan Shek (*pictured, right*), in the School of Engineering, to investigate the energy saving potential of a three-phase microprocessor-controlled ‘Energy Optimising Soft Start’ for driving a motor with variable load under laboratory conditions.

- **Ecocreel Fayre Ltd:**
  With funding obtained through the Interface Scottish Funding Council Innovation Voucher scheme, the company worked with Douglas Bryden and Ingo Aurin at the Edinburgh College of Art’s School of Design to develop a design for an environmentally friendly creel, the ‘Ecocreel’. The Ecocreel reduces the space required on deck, has an ease of surface presentation, saves recovery energies, minimises tangle, and allows vessels to carry up to three times the number of creel, resulting in lower fuel consumption. It also incorporates an exclusive unique bait recipe allowing users to attract larger select sizes of catch.

- **FSB Enterprises Ltd:**
  With funding support from the Scottish Funding Council’s Innovation Voucher Scheme, Fife Society for the Blind’s commercial company have been working with the University’s College of Art for guidance in translating complex map designs of local tourist attractions, such as Edinburgh Castle, into simplified tactile graphics for use by the visually impaired.

**Note Regarding the Reported Data**

Given the complexity, scale and number of inter-related topics covered by a leading research university, such as the University of Edinburgh, it was necessary to take a subjective view of what should be included as falling within the remit of ‘social responsibility and sustainability’ and we have chosen to take a broadly inclusive view.