

## Guidance Notes

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### What are the Prizes intended to celebrate?

The Connecting Science Public Engagement Prizes were launched in November 2017 to recognise, reward and celebrate staff and students across the Wellcome Genome Campus who have demonstrated exceptional efforts in public engagement.

The Prizes are overseen by the Wellcome Genome Campus Public Engagement team – part of Connecting Science. Three categories of prize will be presented annually:-

- **Innovator Prize** – an individual prize to recognise members of staff or students at earlier career levels and/or stages in their public engagement journey and who have demonstrated outstanding proactivity and achievement in public engagement. One winner and a runner-up will each receive a personal prize of £500 and £250 respectively plus a development award of the same amount to be directed towards a public engagement or related professional development activity.
- **Excellence Prize** – an individual prize intended to celebrate a significant and longstanding commitment to public engagement evidenced by sustained activity and influential impact. One winner and a runner-up will each receive £1,000 and £500 respectively.
- **Engaged Team Prize** - a group or team prize to recognise an outstanding collaborative effort in engaging external audiences with aspects or campus science or research. One winning team will receive £2,000.

### What are the judges looking for?

While it is hoped the Prize scheme will stimulate a wide variety of entries describing a broad mix of public engagement activity, there are some overarching criteria the judging panel will be looking for in **all Prize categories** including:-

- ✓ Activities that demonstrate relevance to campus science and research including those that tackle issues surrounding the applications of genomics research to society.
- ✓ Creative and innovative approaches to public engagement that promote involvement and dialogue rather than merely a 'show and tell'.
- ✓ Initiatives that have fostered or strengthened partnerships.
- ✓ Efforts to reach underserved audiences including those who would not normally engage with the campus or science more generally.
- ✓ Evidence of achievement in promoting equality and diversity through public engagement including activities that seek to tackle gender imbalances in science.

In addition, for the **Excellence Prize**, judges will look favourably on applications that include:-

- ✓ Demonstrable impact on audiences backed up by feedback or evaluation.
- ✓ Sustained commitment to public engagement that has a positive impact not just on the external groups but on colleagues, team members or peers of the applicant/nominee.

Please note that entries where activity is majorly concerned with press and media outputs are unlikely to be rated highly by judges: Such outputs should complement a more comprehensive engagement portfolio.

### Who can apply?

Anyone who works, or whose research is principally based, at the Wellcome Genome Campus (including PhD and pre-doc candidates) can apply or be nominated for the Innovator or Excellence Prizes (nominators must also be based at the campus and could be colleagues, PhD supervisors, managers, team leaders etc). For the Engaged Team Prize, one member of the team should be identified to lead the submission.

## When and how do I apply?

The application forms and a summary of timelines is available on the relevant page of the [wgc.org.uk/engage](http://wgc.org.uk/engage) website. The deadline for entries to the 2018 Prizes is **Friday 16 March 2018**.

The Innovator and Excellence Prizes use the same application form, which you can download from the website. The same form is also used by nominators wishing to promote a colleague for one of these prizes.

The Engaged Team Prize uses a different form, also downloadable from the website. For this category, a lead applicant from the team should be identified to complete the application.

## Summary of terms

Please read the following key information about the Prizes prior to starting an application. Specific questions should be directed to the Public Engagement team at [engage@wgc.org.uk](mailto:engage@wgc.org.uk)

1. The word 'Campus' in the following terms means the Wellcome Genome Campus.
2. In the context of this Prize scheme 'Public Engagement' means an activity or body of effort created and/or led by a member of staff or student that fosters a reciprocal relationship based on campus science/research with external groups or audiences. Applications that reflect more elements of the following list are likely to be scored more highly by the judges:-

- ☺ Activities hallmarked by a dialogue approach including for example, those areas of genomics that provoke societal comment and/or concerns.
- ☺ Novel ideas that engage external groups or audiences about the science or research on campus and/or which link to STEM Ambassador aims of inspiring the next generation.
- ☺ Concepts that promote participatory elements, for example in encouraging groups to 'do science' or be part of genomics research.
- ☺ Initiatives that foster collaborative approaches to engage with bespoke groups such as educators, patient groups or policy makers.
- ☺ Ideas that engage underserved communities where low science capital is evident and/or which tackle equality and diversity gender issues.

The following elements would be valued less highly by the judges:-

- ☹ Activities that merely 'inform' audiences about campus science/research without giving space for feedback or questioning.
- ☹ Initiatives that have been conceived primarily by another party, for example 'taking part in an exhibition or careers event' except where this forms one aspect of a larger portfolio.
- ☹ Largely digital outputs unless the approaches involved encourage interaction with users.

3. All applications must be made using the forms provided at the Prize website listed above.
4. Submissions received after the deadline will not be considered.
5. Those considering nominating individuals for the **Innovator Prize** and **Excellence Prize** categories are recommended to liaise with their nominees in advance of the deadline to mitigate against potential multiple entries.
6. Applications for the **Excellence Prize** should demonstrate sustained commitment to public engagement over a period of 2 years or more. Applications to this category for one-off activities are unlikely to be scored highly by the judges.

7. Applications for the **Engaged Team Prize** may involve members outside the campus however the application should demonstrate initiation of, and considerable weight of input to, the public engagement from those team members based on campus. Lead applicants in this category must be based on campus.
8. Although not part of the judging criteria, applications for the **Engaged Team Prize** that bring together cohorts from the two major research institutes on Campus (Sanger and EMBL-EBI) are particularly welcomed
9. Applicants to all categories agree for their public engagement work to be highlighted in publicity channels produced by the Wellcome Genome Campus Public Engagement team. This may involve interviews and filming requests with winners and runners up.
10. Applications will be assessed by a judging panel of internal and external experts in genomics, science communication and wider public engagement.
11. Staff based across campus where public engagement features in a major advocacy capacity or as an identifiable part of their role are not eligible to apply.
12. Applicants can obtain feedback on their entries upon request and there is no restriction in re-submitting applications in subsequent years.
13. We expect that entrants across all categories will be informed of decisions by mid-April 2018.
14. Winners and runners up will receive their Prizes at the Connecting Science Garden party currently planned for May 2018 and are expected where possible to be available for this event, or if this is not possible, to nominate a proxy recipient.
15. For the **Innovator Prize** a development fund equivalent in value to the cash prize will be provided to the winner and runner-up for public engagement activity or professional development activity of their choosing. These funds will be administered by the Wellcome Genome Campus Public Engagement team and should be drawn down within the same calendar year as the Prize award.
16. The administrators of the Prize Scheme reserve the right not to award a prize or prizes in any category in a given year in the event of applications not meeting minimum standards set by the judging panel.
17. The decision of the judging panel is final.