WHITE ROSE COLLABORATION FUND 2022

Learn more about the scheme, hear from a past project lead, and find out what the judging panel look for when they are scoring the bids.

White Rose

"The funding was a real kick start to my career, it was instrumental in getting me on the path that I'm on now."

(PI, Leeds)

"The funding has helped me obtain my first major research grant (EPSRC) as PI."

(PI, Sheffield)

"It is a great way to boost collaboration with colleagues across the WR universities - and beyond. Four funding bids came out of the network award - and so far, two have been successful. This would not have been possible without the support of the WRUC."
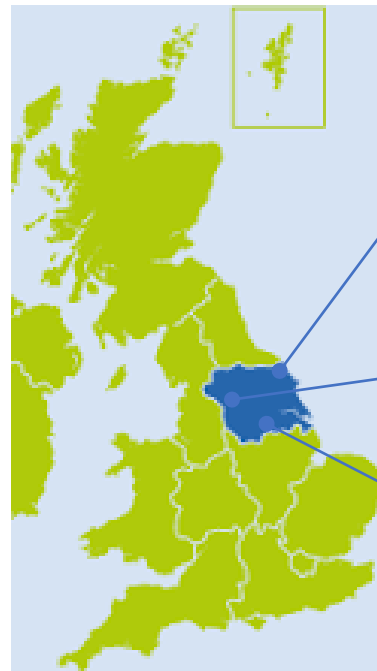
(PI, York)

What is the White Rose Collaboration Fund?

White Rose: Supporting Collaboration

York

Leeds

Sheffield

9,500 academic staff
60,000 undergraduates
27,000 postgraduates
£1.9bn annual income

- ➤ **Bottom-Up approach via the Collaboration Fund**

- ➤ **Steer from White Rose Research & Innovation Group**

- ➤ **Large scale funding opportunities (reactive)**

- ➤ **Ad hoc approach for new collaborative ideas**

Collaborative Tools

➢ **A strategic investment to encourage emerging research collaborations**

➢ **99 Projects funded to date**

➢ **Supports new research collaborations in any discipline**

➢ **Build academic connectivity**

➢ **Lead to larger and longer-term initiatives**

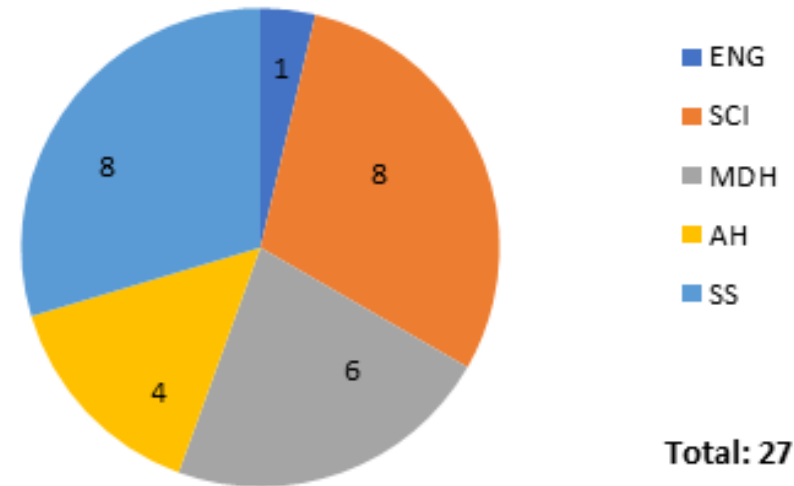➢ **Support career development of staff members**
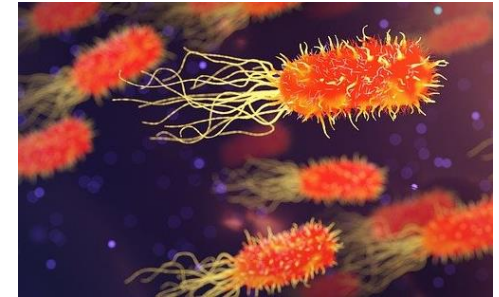
Across all Disciplines

Applications Received, by subject, 2016 - 2018
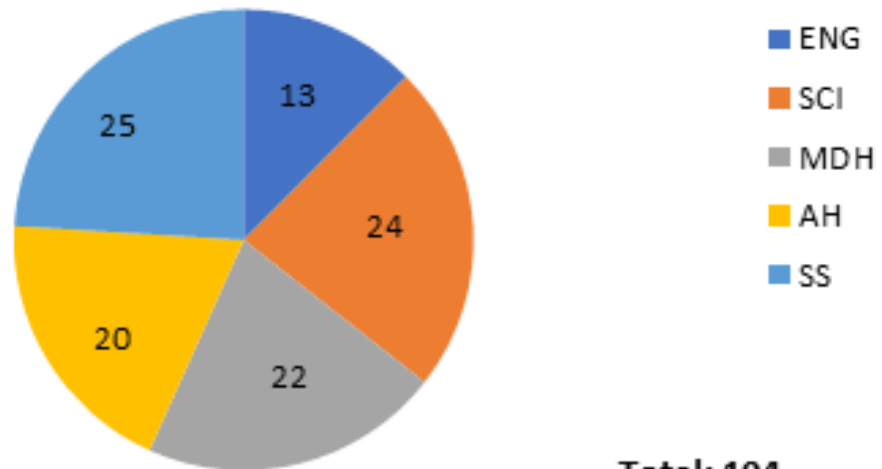
ENG 13
SCI 24
MDH 22
AH 20
SS 25
Total: 104

Applications Funded, by subject, 2016 - 2018
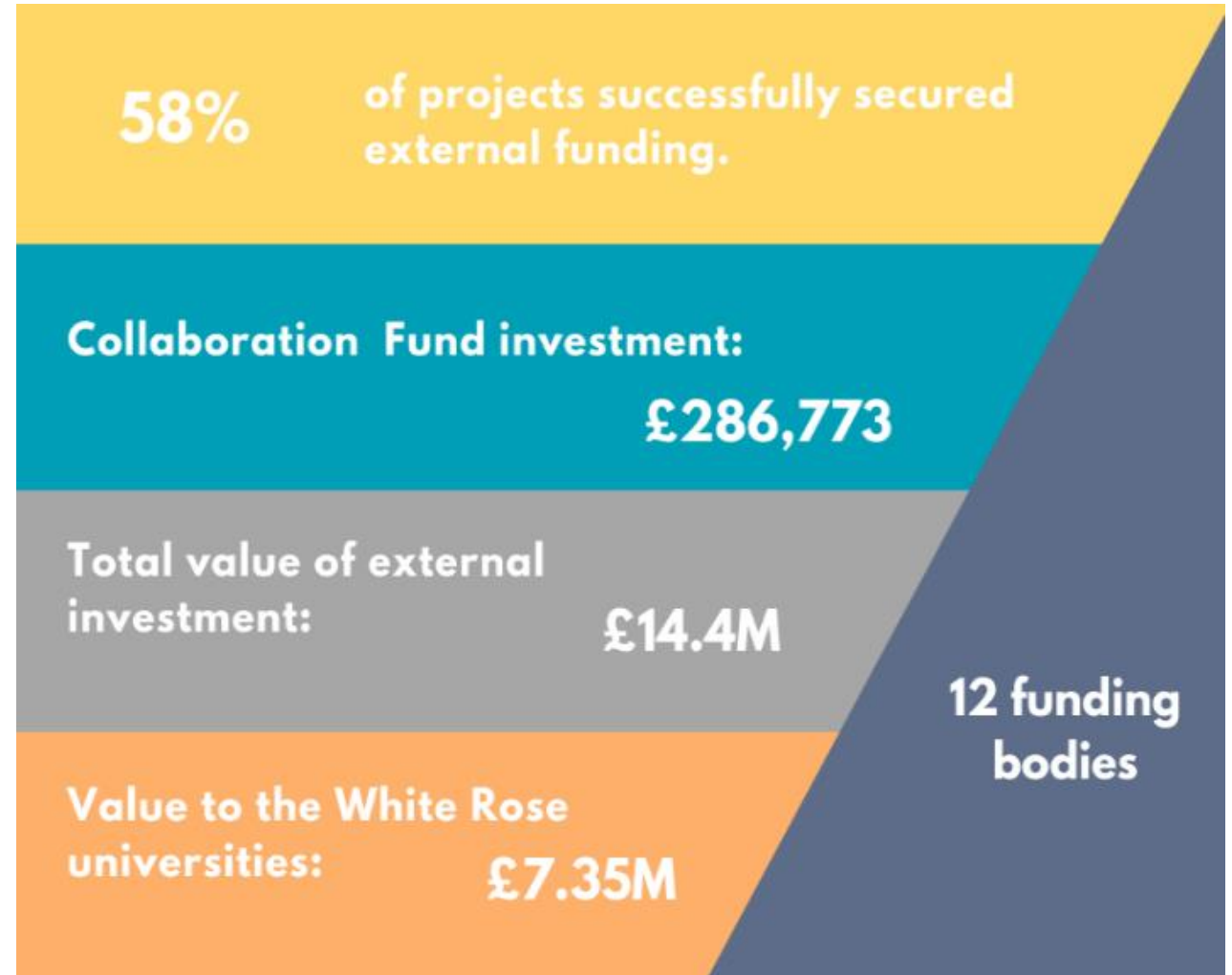
ENG 1
SCI 8
MDH 6
AH 4
SS 8
Total: 27

External Investment

From Collaboration Fund Review, 2016 – 2018

"The funding has helped me obtain my first major research grant (EPSRC) as PI."

Jim Uttley, Architecture, Sheffield

Partnership Working

96%

agreed that the Collaboration Fund project enhanced partnerships across the WR universities

"This scheme is a brilliant opportunity to foster a truly collaborative and intellectually generative environment among researchers who might not otherwise have the chance to engage with one another."

Simon Toner, History, Sheffield

72% continued to collaborate in one form or another
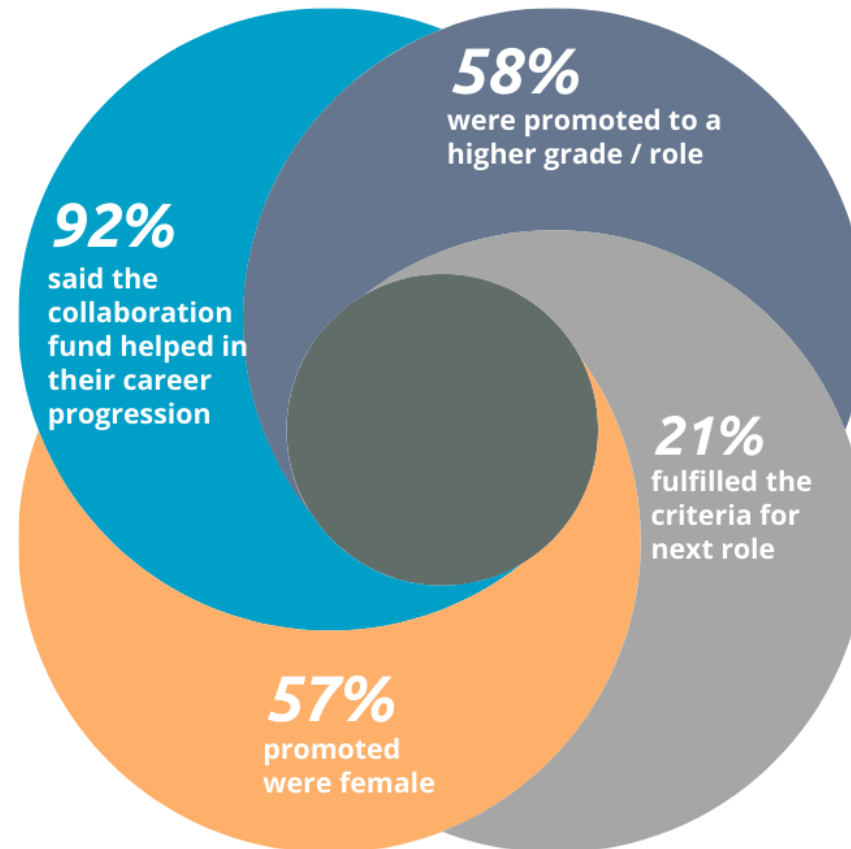
Supporting Career Development

"This funding was a real kick start to my career; it was instrumental in getting me on the path that I'm on now."

Lucie Middlemiss, Earth & Environment, Leeds

1) **Infectious illness presenteeism in the age of COVID-19**
   Led by Rebecca Webster, Psychology, Sheffield

2) **Innovating the future of bio-inspired autonomous robots for offshore renewable energy inspection**
   Led by Mark Post, Electrical Engineering, York

3) **Domestic Violence and Marginalised Communities**
   Jointly led by Parveen Ali, Health Science and Michaela Rogers, Sociological Studies, Sheffield

4) **Incept – Informated Circular Economy Products**
   Led by Prof Peter Ball, Management School, York

5) **The Violent State in Historical Perspective**
   Led by Simon Toner, History, Sheffield

6) **Oral Health White Rose Consortium**
   Jointly led by Julia Csikar and Karen Vinall-Collier, Leeds

What makes a good application?

Eligibility

- must include participants **from all three Universities**

- a minimum of **two members of staff per institution**, with a lead member of academic staff at each University and an overall project lead

- between 12 and 18 months duration

- each project should have a value of between **£8k-20k**

- no payment made for academic staff time

- consumables are eligible but must be appropriate within the overall budget *(guideline: 30% of the budget.)*

- budgets should reflect the collaborative activities of the project

- panel is made up of the White Rose Research and Innovation Group (PVCs for Research, or equivalent position).

One Round per Year

Closing date:

1200 on Friday 30 September 2022

White Rose Collaboration Fund – Application Form 2022

Project Title:	
Lead University:	
Lead Academic at Lead University: Including department	
Lead Academics at other two Universities: Including department	
Other Staff (minimum one per University): Including department	
Other Partners (if applicable)	
Total value of application: £8k – 20k	
Project Duration: 12 – 18 months	

Section 1: Proposed Project
[Assessment Criteria: Quality of the Proposed Project]

Please describe the proposed project, making sure to cover the following aspects:
- **Vision, Aims, Objectives**
- **The Project Plan (Describe all the project activities that will be undertaken.)**
- **Project Outcomes (What this project will deliver? What are the intended outcomes of the project in the short, medium and long term?)**

(maximum 900 words)

1. **Ambitious projects with well-defined goals and measurable outcomes**

2. **Genuine collaboration with complementary expertise**

3. **Networking and relationship building**

4. **Career enhancing for all**

5. **Clear and viable routes to research excellence**

To stand out from the crowd?

Assessment criteria	100%
Project quality	50
Logic for White Rose	25
Career development	25

Examples

https://whiterose.ac.uk/collaborationfunds/oral-health-white-rose-consortium-oh-wrc/

https://whiterose.ac.uk/collaborationfunds/innovating-the-future-of-bio-inspired-autonomous-robots-for-offshore-renewable-energy-inspection/

https://whiterose.ac.uk/collaborationfunds/incept-informated-circular-economy-products/

https://whiterose.ac.uk/collaborationfunds/infectious-illness-presenteeism-in-the-age-of-covid-19/
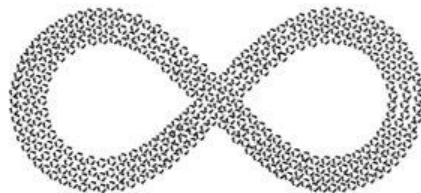
1+1=11

UNLEASHING THE POWER OF VIRTUAL INFLUENCER MARKETING TO STIMULATE PROSOCIAL CAUSES

White Rose Collaboration Fund webinar

Hossein Olya

June 2022

Background

White Rose Project (£11k Sheffield, Leads, York)-Sep 2021-one year project

York: KE project (£15k)→ Develop AI algorithm for target marketing in social media

A number of research projects→ quality outputs

HEIF fund (£70k-UoS) → Virtual influencer with creative company

NERC Discipline Hopping (£20k) → bespoke game about recycling

Long term plan: A sophisticated green game (£1-1.5 m)- VI is the key character-CCF

Sheffield University Management School.

- **Human Studio**
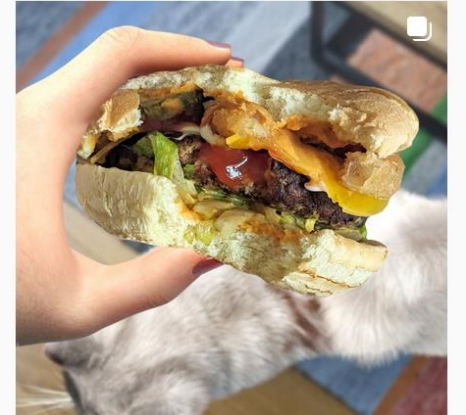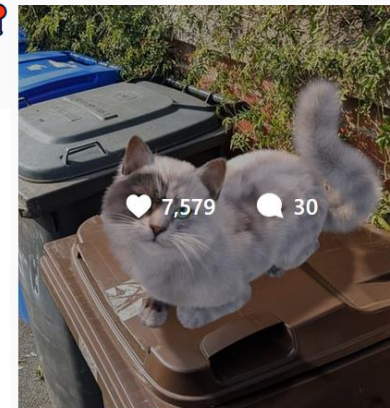- **Script Writer**

VIDA.KIT

Instagram

vida.kit Edit Profile

18 posts 3,216 followers 39 following

Vida Kit
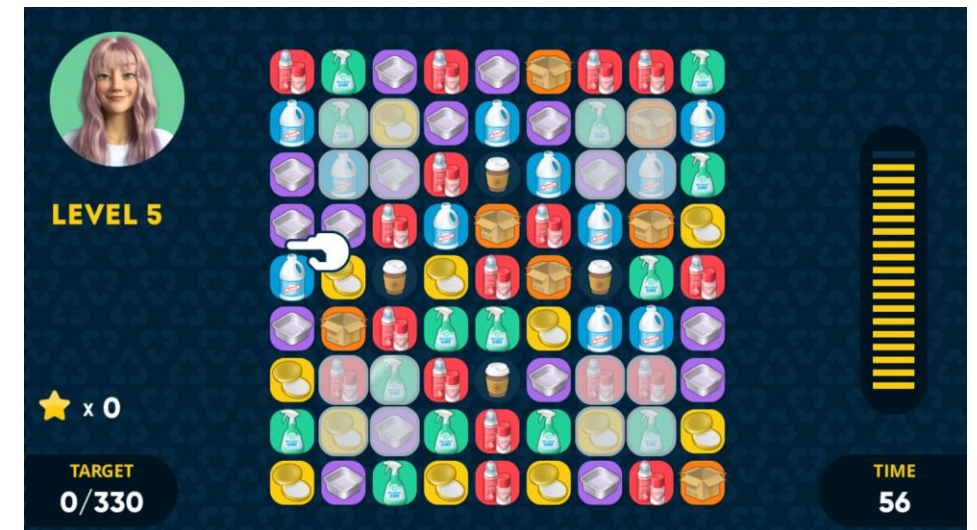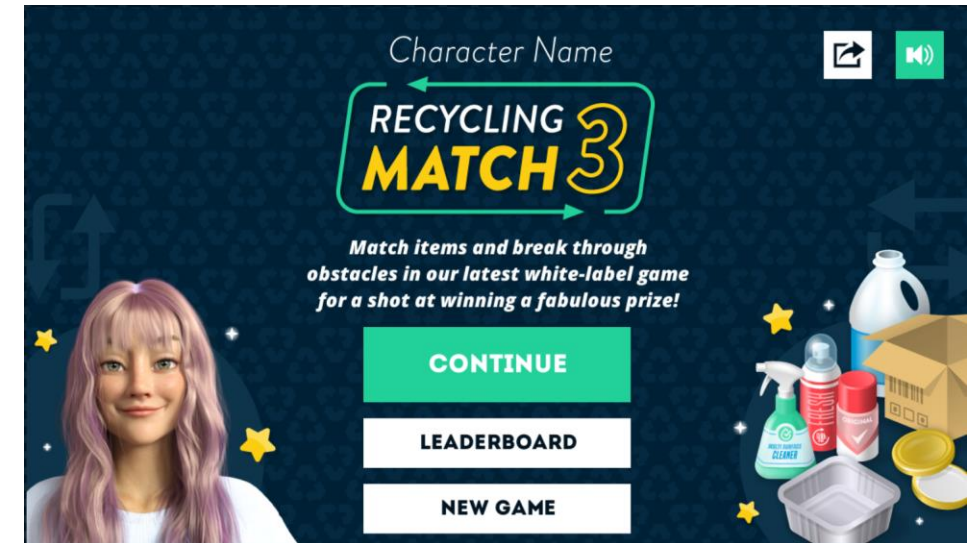A virtual girl who loves the outdoors, videogames, sustainable living, and her cat Hank 🐱
🌸🎮🌳🎧🌍💚🍢
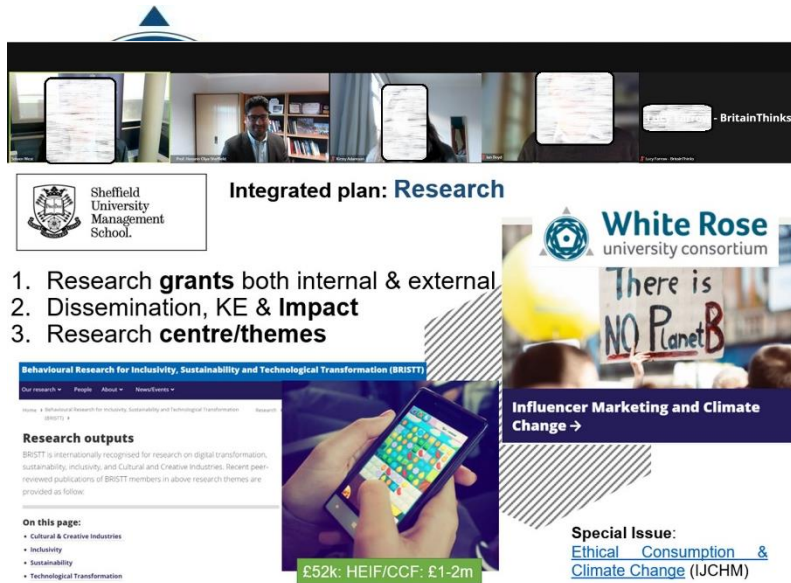
♥ 7,579 💬 30

♥ 55.2K 💬 50
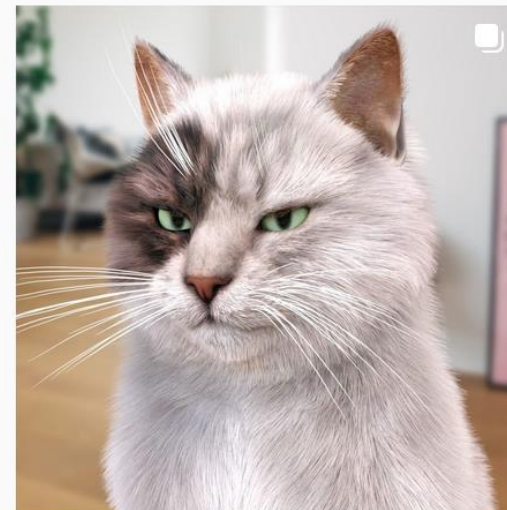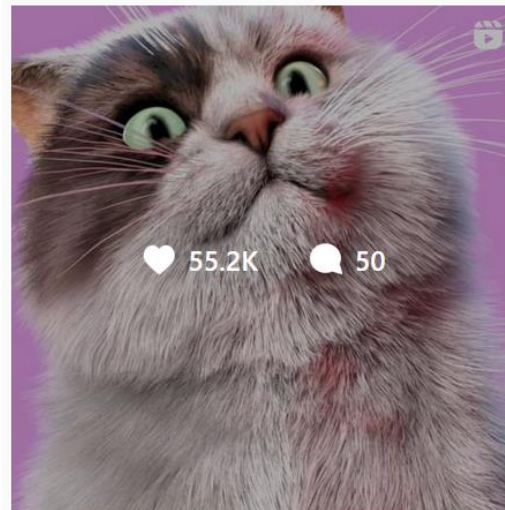
Natural Environment Research Council

NERC Discipline Hopping project

https://uos-match3-2022.appspot.com
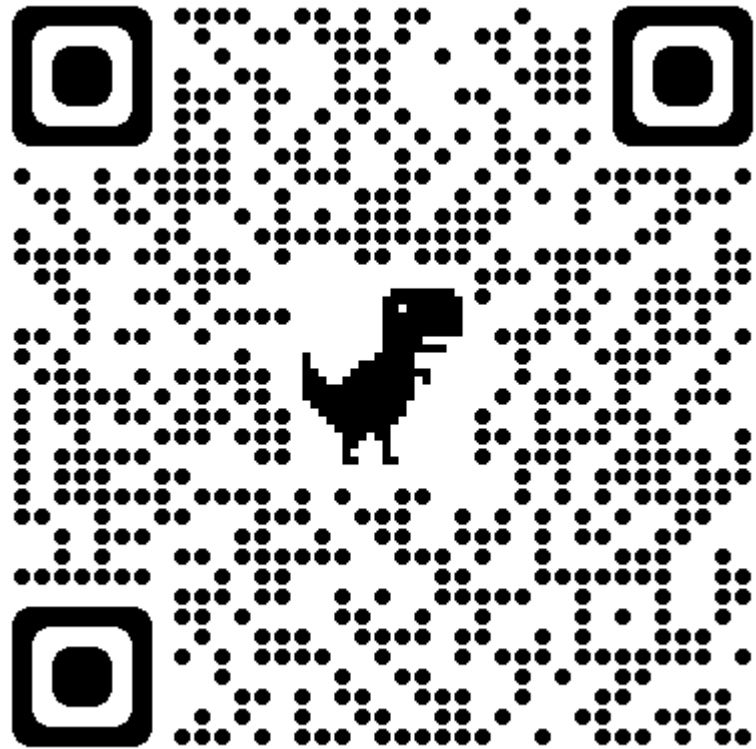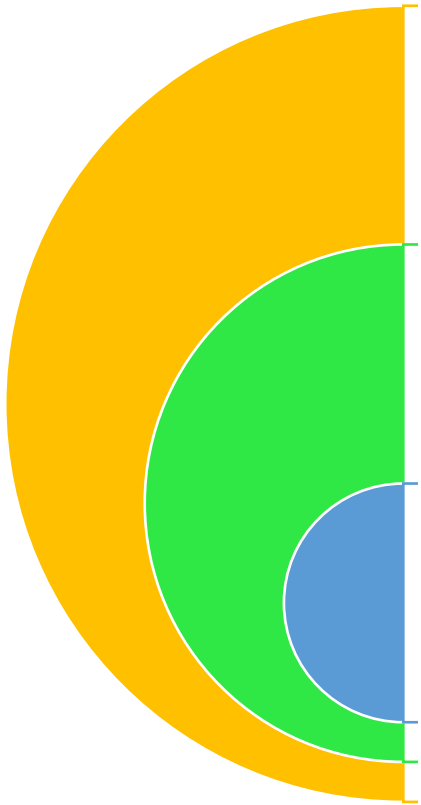
UK Universities: January 2022

Thailand, June 2022

Rotherham, World capital culture 2025

Opportunities & Challenges

New opportunities (e.g., projects, talk)

Building an interdisciplinary team

Thanks

Professor Hossein Olya
Head of Marketing and Cultural & Creative Industries Sheffield University
Management School| Room: E016
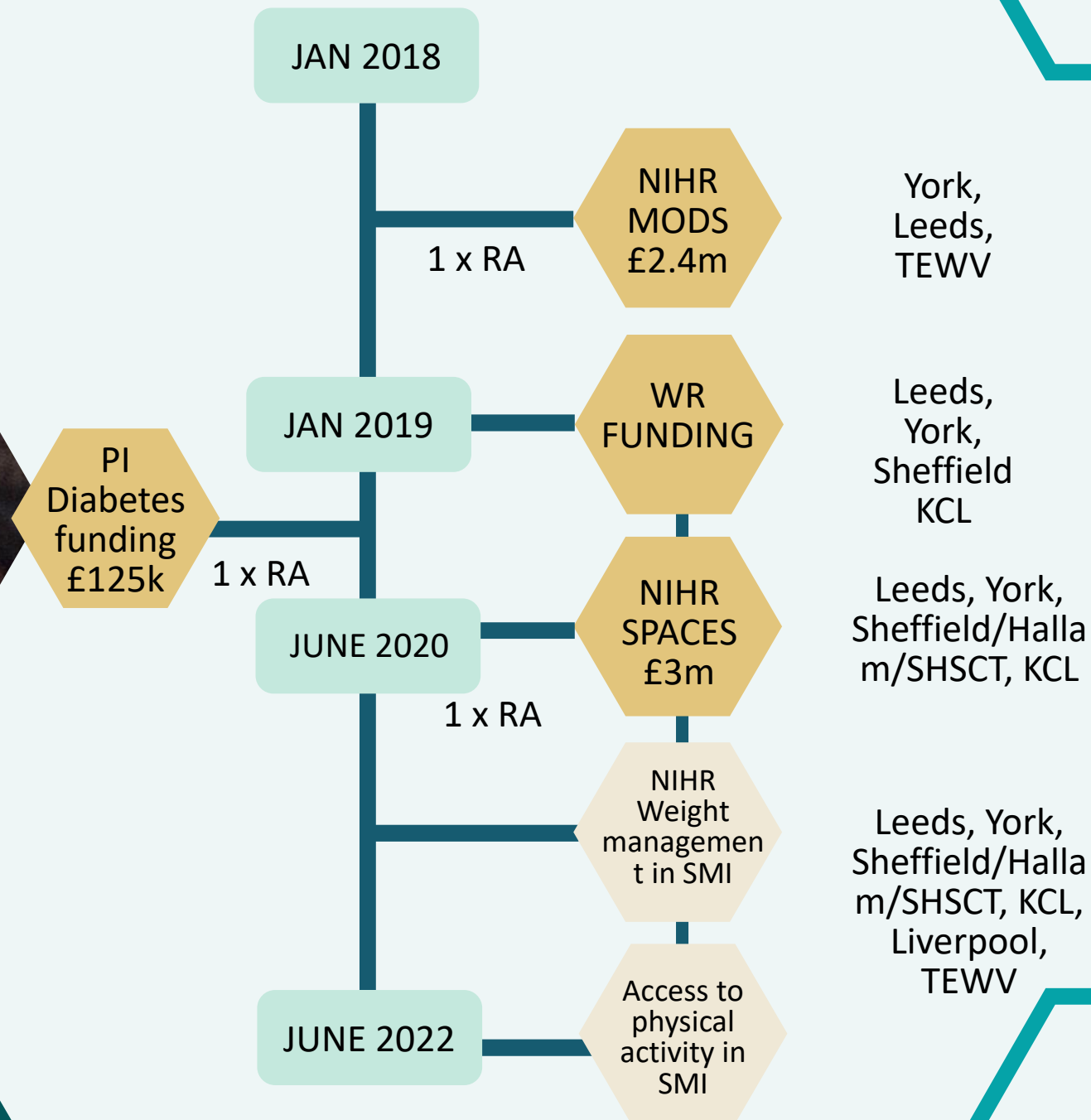Conduit Road, Sheffield, S10 1FL, UK
E: h.olya@sheffield.ac.uk
W: www.olyah.com
T: +44(0)114 222 3303

* Associate Editor, International Journal of Consumer Studies
* Co-editor of SI on Ethical Consumption and Climate Change (IJCHM).

JAN 2018

NIHR MODS £2.4m — York, Leeds, TEWV

1 x RA

PI Diabetes funding £125k

1 x RA

JAN 2019

WR FUNDING — Leeds, York, Sheffield KCL

JUNE 2020

NIHR SPACES £3m — Leeds, York, Sheffield/Hallam/SHSCT, KCL

1 x RA

NIHR Weight management in SMI — Leeds, York, Sheffield/Hallam/SHSCT, KCL, Liverpool, TEWV

JUNE 2022

Access to physical activity in SMI

DR GEMMA TRAVISS-TURNER

LECTURER IN PRIMARY CARE

UNIVERSITY OF LEEDS

- HOW EASY WAS IT TO GET FUNDING?

- WHAT BENEFITS DID IT BRING?

TIPS FOR A GOOD APPLICATION

- MANAGEABLE PROJECT WITH COSTINGS

- FOCUS ON DEVELOPING A STRONG COLLABORATION

- DEMONSTRATE HOW THE PROJECT WILL BE MORE SUCCESSFUL WITH THE 3 INSTITUTIONS

- EARLY CAREER RESEARCHER DEVELOPMENT

- MENTOR

QUICK TIPS

Thank you

Questions?

White Rose Contacts:

If you have any enquiries regarding this scheme, please contact:

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Claire Pickerden (c.pickerden@whiterose.ac.uk) Tel: 07780 905748