



Science & Technology Facilities Council

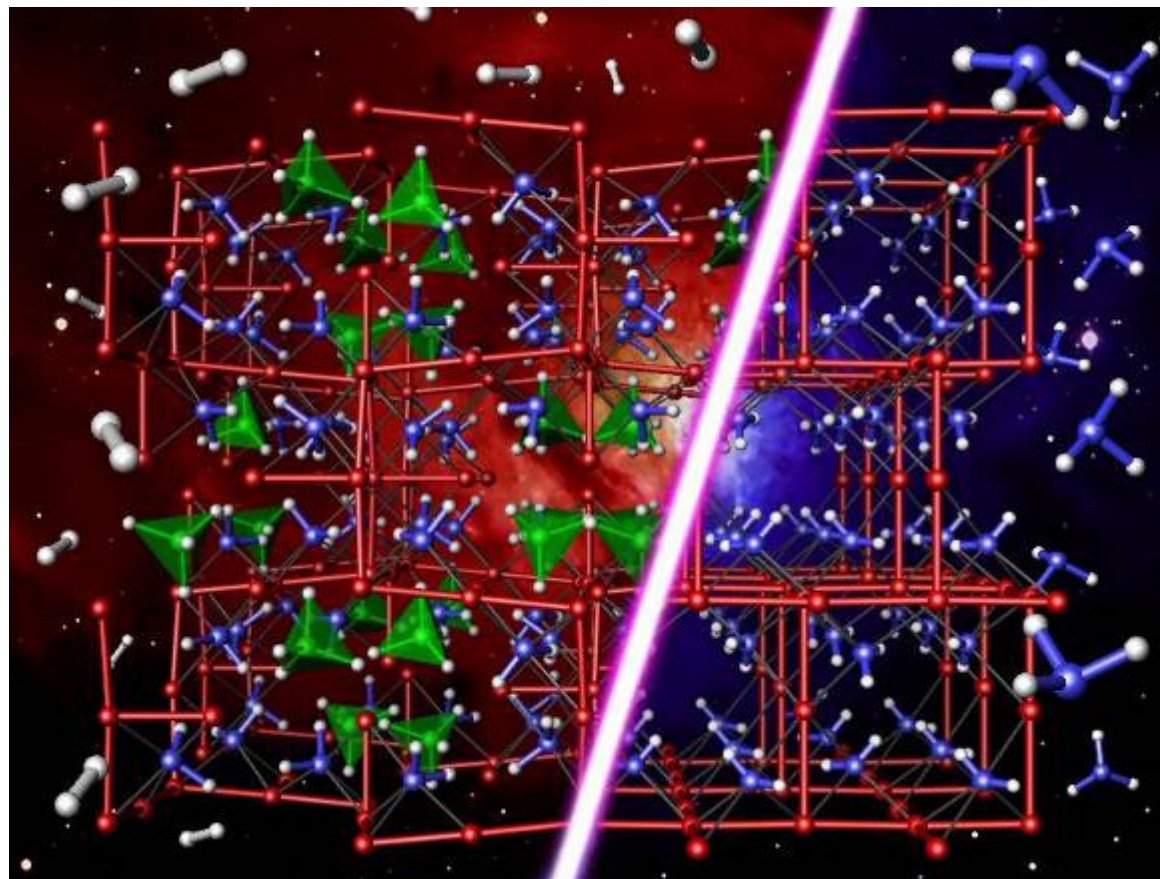
ISIS

www.scitech.ac.uk

Bringing Energy to Life

Dr Julie Bellingham,
ISIS, Science and Technology Facilities Council





How do we publicise our
research into $\text{Li}_4\text{BN}_3\text{H}_{10}$?



Sponsor an eco car rally!



revolve
towards zero emissions



BRIGHTON
to LONDON
05-06-07









- Interview on the Discovery Channel

- Coverage in the Sunday Times Green Driving Supplement

- Interview on Green TV

- Article in the Engineer



Conclusions

- This was a new way to publicise our research.
- It was hugely successful at communicating our science; both to society as a whole and to potential technology collaborators.
- It used a range of communication channels – face to face, literature, press and websites.
- It also opened our eyes to using different methods – like sponsoring events – to promote our work.