

Living Lab Case Study: Seed Paper Leaflets

We wanted to produce some leaflets for people to take away from our online tool launch. Our aim was to provide further information about the project and to leave a lasting impression beyond the event. After some brainstorming, we decided to align our actions with our principles by printing the information on seed paper. That way, our comms would have a life beyond the page.

This simple change added value to our message in various ways:

- We produced something that people could re-purpose, both in the act of planting the seeds and in taking copies to gift absent colleagues.
- The leaflets held attention for longer than usual flyers because they became a talking point. We were able to increase our engagement and spread our message more effectively by introducing one of our principles.
- They became a physical embodiment of our values and demonstrated to others how to put them into practice.

Since giving out these leaflets, previous takers have sent us pictures of their wildflowers to share on LinkedIn, where we have been able to use them to continue the conversation about environmental sustainability in research.

This simple and cost effective change to expected practice has made a tangible difference to our ability to engage with the busy research community, and allowed us to encourage best practice by showing rather than telling - while getting others to join in.

