

# the redtriangle

2019-2020

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**50**  
years of  
Publishing

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*Featuring*

**Craig Glenday**

Editor-in-Chief of  
*Guinness World  
Records*

**Kay Farrell**

Editor of the  
2019 Man Booker  
International  
Prize winner

*Plus*

**Duncan Wardle**  
on creativity  
and innovation



Edinburgh Napier University's  
magazine for alumni and friends

Edinburgh Napier  
UNIVERSITY



# Welcome

I love that this year's magazine is all about celebration and innovation. There's no better way to celebrate than through the accomplishments of you, our alumni. You project the spirit and values of Edinburgh Napier out into the world and we share in your successes. Through your achievements, you continue to grow our reputation and write the next chapter of our University story.

This year we celebrate 50 years of offering courses in Publishing at Edinburgh Napier. The features inside show the depth and breadth of these graduates' accomplishments. Craig Glenday's work as Editor-in-Chief of *The Guinness Book of World Records* is fascinating (pg. 8), and Kay Farrell's early career success through publishing the Man Booker International Prize winner is inspiring (pg. 10). The best way to celebrate and showcase what Edinburgh Napier has to offer is through sharing your remarkable stories.

Innovation is one of our University values, it is key for our present and as alumnus Duncan Wardle says, it is absolutely vital for our future (pg. 16). Universities have always and will continue to lead the way by fostering a community for innovation to grow, take shape and ultimately change the world. We need innovative solutions to address our complex contemporary problems, solutions which need to be sustainable. I hope you enjoy reading about how sustainability is at the heart of some of the leading research taking place at the University, across multiple academic disciplines (pg. 12).

At Edinburgh Napier, we are innovating through fostering entrepreneurship, promoting inclusion and collaborating with industry. I hope you will continue to engage and collaborate with us. As alumni, you are out working in the sectors, industries and workplaces our next generation of graduates will join. We want you to be involved in shaping their skills, whether that be through student placements, careers advice or participating in our industry advisory groups. Please get involved with some of the opportunities that are listed on the last page.

I hope to see many of you in the year ahead either through my travels or through engagement events here in Edinburgh. Please stay in touch and continue telling us your stories.

Warm regards,

A handwritten signature in black ink, reading 'Andrea Nolan'.

Andrea Nolan  
Principal & Vice-Chancellor



@EdNapierAlumni



@EdNapierAlumni



@EdinburghNapierUniversityAlumni



# Contents

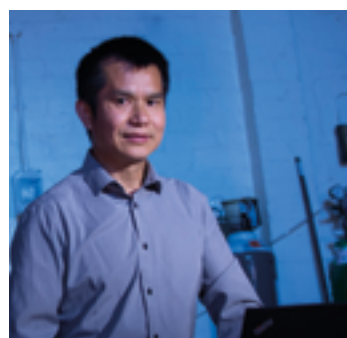
- 04** Award-winning teachers
- 05** MADE AT UNI
- 06** Publishing turns 50
- 08** Breaking records
- 10** Editing the Man Booker International Prize winner
- 12** Can we store renewable energy for an entire city?
- 14** Developing smart and sustainable cities
- 15** Developing sustainable farms
- 16** Duncan Wardle delivers a masterclass on creativity and innovation
- 20** Photographic memories
- 22** Collecting with a purpose
- 24** Give young people a voice
- 25** HUB for SUCCESS
- 26** The students who are making the world a better place
- 28** A look back at the year
- 30** Honorary Graduates 2018/19



**P10** Editing the Man Booker International Prize winner



**P06** Publishing turns 50



**P12** Can we store renewable energy for an entire city?



**P08** Breaking records



**P22** Collecting with a purpose



**P16** Duncan Wardle delivers a masterclass on creativity and innovation

# Award-winning teachers

## 2019 Teaching Excellence Awards



Academic staff at Edinburgh Napier were recognised by Advance HE's National Teaching Fellowship Scheme and the Collaborative Award for Teaching Excellence.

Dr Jacqueline Brodie is one of only two academics from Scottish universities to be named a National Teaching Fellow this year. She is Head of Learning and Teaching at The Business School and an Associate Professor in Entrepreneurship and Innovation.

A team, led by Professor Mark Huxham, won the Collaborative Award for Teaching Excellence teams. They were recognised for their Students as Colleagues initiative. The programme shows how students and staff can work together to improve learning and teaching.

## Professor becomes first UK recipient of prestigious award

Professor Hazel Hall is the recipient of the Association for Information Science & Technology's Clarivate Analytics Outstanding Information Science Teacher Award. She is the first ever UK recipient of this award in its 39-year history.

The award is given to those who show evidence of sustained and unique contributions to teaching Information Science. Recipients demonstrate considerable impact on students, colleagues and institutions through the use of innovative teaching methods and materials.



# MADE AT UNI

**Two Edinburgh Napier academics were recognised through Universities UK's MADE AT UNI campaign. The campaign is raising awareness of the impact universities have on everyday life.**



**Dr Anna Campbell**

## THE BREAKTHROUGH

**Dr Anna Campbell, from the University's School of Applied Sciences, was honoured in the campaign's Best Breakthrough list. This list recognises the top 100 breakthroughs within universities which have had significant impact on people's everyday lives.**

Dr Campbell's research is focused on pragmatic interventions for cancer survivors, studying the physical and psychological benefits of staying active after a cancer diagnosis. She has put her research into practice by making two exercise DVDs for those affected by cancer, and has established the first free community-based exercise programme in the UK. Her programme is the basis for what has become Macmillan Cancer Care's MoveMore programme.

Dr Campbell is also the director of CanRehab, which provides training and education for fitness health professionals working with those affected by cancer, and has been awarded an MBE in recognition of her research and public contributions.



**Dr Pam Ramsay**

## THE LIFESAVER

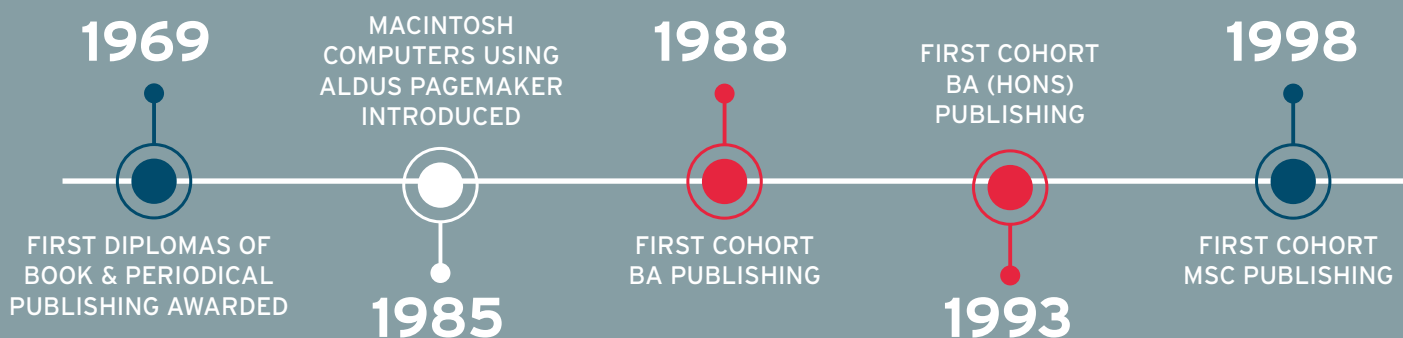
**Dr Pam Ramsay, from the University's School of Health & Social Care, was named as one of the top 100 University-based individuals whose work is making a life-changing difference to health and wellbeing, aka Lifesavers.**

Dr Ramsay is a former intensive care nurse and a clinical-academic researcher. She led the development of [www.criticalcarerecovery.com](http://www.criticalcarerecovery.com), which is an innovative and experience-based website that provides bespoke information, advice and support for patients and their families as they recover after intensive care. Patients who use the site report feeling understood, reassured, better informed and more equipped to manage their own recoveries after being discharged.

# Publishing turns 50



This year marks 50 years since publishing courses have been taught at Edinburgh Napier and its antecedent institutions. In June, lecturers hosted a birthday bash for the course to celebrate with our alumni, students, past colleagues and industry partners. It was amazing to see the history of the course brought to life by its graduates and their accomplishments. Here's to the next 50 years!





▲ Gillian Macrosson and fellow graduate Alan Grierson at the event.

## Gillian Macrosson

BA Publishing 1992

### Managing Director at Witherby Publishing Group

"I graduated from the Publishing course in 1992, following three fabulous years learning about all aspects of the publishing industry and making lifelong friendships. I worked in journal production for nearly 20 years at Wiley-Blackwell in Edinburgh, and I'm now Managing Director at Witherby Publishing Group in Livingston.

"I'm delighted that the Publishing course has gone from strength to strength in the same way that the publishing industry in Scotland has flourished. I have interviewed and recruited many Napier graduates from the course over the years, and I'm always impressed by their enthusiasm and pride at being associated with such a well-respected course."

## Ron Grosset

Diploma Book and Periodical Publishing 1976

### Publisher at The Gresham Publishing Company Limited

"I left Napier in 1976 and started at Collins the following week. I spent 12 years there before launching Geddes & Grosset, then Waverley Books and eventually The Gresham Publishing Company Limited. There's been a lot of change in the industry but things also come around. Typographical rules went out the window, but today there's a return to legibility and readability.

"In June, I attended the event at Merchiston to celebrate 50 years of Publishing. I got to see some of my old lecturers and tutors and was reminded of others. There is something of them in every book I have produced. I just hope they don't look too closely at some of them!"



▲ Ron Grosset celebrates with other event attendees.







# Breaking records

Alumnus Craig Glenday (BA Publishing 1994) has one of the most interesting jobs in publishing and possibly the whole world. He is the Editor-in-Chief of *Guinness Book of World Records*.

▲ Craig Glenday and Sultan Kösen, the tallest living man.

What makes Craig's job so fascinating is the range of people he gets to meet. Everyone from celebrities to people who may appear average, but in reality are pushing themselves to do something superlative. When *the Red Triangle* chatted with Craig, he had just landed in London after a trip to Austria with John Travolta – an anecdote which provides a small glimpse into his day-to-day life. We could sit and listen to him tell stories about the amazing people he has met all day long, so thankfully every year these stories get published in a book.

In many ways the *Guinness Book of World Records* is a snapshot of humanity, documenting sociological extremes, year by year. Craig says, "We offer a platform where we embrace everyone. It's about pushing yourself and taking the human race higher." However, he does caution that not all records should be broken. For instance, Guinness holds a record for the most prolific serial killer.

*Guinness Book of World Records* reflects all the things (sometimes unusual things) people are doing, but it also illustrates the history of publishing. Craig explains, "We have to play all the tricks we can to get kids to read books. Through the years we've looked at all the printing technologies. We've utilised things like 3D glasses, scratch and sniff, and fold out pages. In 2008 there was a glow in the dark section. Then there's the foil on the cover, it's a very shiny book. Ultimately the book has to appeal to kids and excite them. If we printed the book the same way as we did in the '50s, kids wouldn't read it. Life has moved on and so has our publishing."

Craig has stories and market research that illustrates how *Guinness Book of World Records* is something of a gateway book for reluctant readers. He recounts, "I was on a radio show in Canada when a parent called in. She was so grateful, almost in tears, because we published a book that her son liked reading even though he didn't consider himself a reader."

Even a shiny, sometimes glowing, sometimes smelling book has a lot of competition for kids' attention. It's up against video games, YouTube, augmented reality applications and

a world of future and present digital media. Guinness World Records is investing in other media and is experiencing regular growth on its YouTube channel. Craig thinks it is the content that really attracts the kids. Guinness World Records looks at life through a different lens than you get anywhere else. He says, "Looking at the extremes of the world helps you locate yourself within it. I grew up as a bit of a fat kid. If you're like I was, it's good to see where you actually sit within those extremes. It's reassuring in a way."

In many ways the internet has made a verified records service all the more necessary. Craig explains it like this, "If you type 'who's the shortest man' into the internet, you will probably get 1,000 different answers. I've measured the world's shortest man. I can attest that he is the shortest. We verify these things and document them. The internet is great for making connections between things but to find answers still requires work. It's the same discipline as if you were doing book research. You have to check the facts. We [Guinness World Records] are out there investigating, measuring, assessing and then storing that information in our archive."

Under Craig's leadership, Guinness World Records has strengthened the value of their brand and income from commercial services. Their

product endorsements are unique and consistent with the world view of the company.

For example, LG Korea believed they had created the world's quietest washing machine with the lowest vibrations. This claim was virtually impossible for the Guinness team to verify. Instead they suggested that LG attempt to build the world's tallest house of cards on a washing machine. The record LG broke had nothing to do with washing machines. They broke a record for the tallest house of cards built in 12 hours. They just happened to build it on top of a running washing machine.

LG filmed the house of cards being built and used the film as the basis of their advertising campaign. The video was a viral sensation and LG won an Advertising & Marketing Effectiveness Award in the category of branded entertainment.

The income from commercial services helps Guinness World Records offer a free records verification service to individuals, removing any cost barrier for non-corporate record breakers. The income also helps Craig focus on his main objective, "to create a book that is full of fascinating things that you want to read".



# Editing the Man Booker International Prize winner

Kay Farrell is still relatively new to publishing, but has accomplished something few editors achieve in a lifetime. She edited a book that went on to win the Man Booker International Prize for 2019. *Celestial Bodies* by Jokha Alharthi is also the first book written by an Omani woman to be translated into English.

*The Red Triangle* chatted with Kay about how she got started in the publishing industry and what it was like to edit one of the most important books of the year.

**Let's start at the beginning. You were working in administration at the University of Edinburgh before completing your MSc in Publishing in 2015. What set you on your path as an editor and how did the course enable you?**

When I graduated in 2007 from my undergraduate, I didn't have a clear idea of where I wanted to go. I did what I think a lot of people do in their 20s, I wandered. I wasn't sure what path I wanted to take. I decided to go abroad and teach and when I got back I fell into an administration job. I can't complain, it was a good job and there was steady progression but I was bored out of my mind.

I started asking scary questions about where I wanted to be in 20 years. I sat down and made a list of all the things I was good at and all the things I loved. Books and stories were way up on that list, so I started to think about how to get into publishing. Then I saw that Edinburgh Napier offered a Publishing degree and I thought it would show me a route into the industry.

The Publishing degree has quite a few threads to it and really opens your eyes. I think a lot of people might enter the course thinking they want to be editors.

I've ended up in an editorial job, but I also do a lot of jobs I didn't even know existed. The course grounds you in the industry, shows you the scope of opportunities and enables you to start specialising

**After graduation you started working at Sandstone Press, an independent publisher in Inverness. How did *Celestial Bodies* make its way onto your desk and how did you decide this was the right project for you?**

*Celestial Bodies* came into us from the Wylie Agency. We were a little bit surprised as it was the first thing we had ever had from them. If you're familiar with the literary scene you will know that they're one of the biggest and most powerful agencies in existence. So that piques your interest right away.

I loved the book, but as a publisher you have to think of so much more than that. Who's going to buy it? How are we going to market it? There were a lot of internal discussions about whether we should publish it. No one was against the book, we were just concerned about making everything work and doing it justice. There are all sorts of wonderful books around the

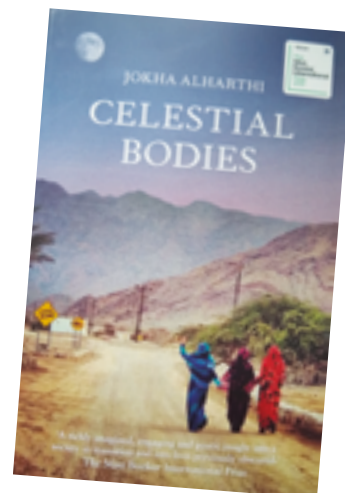
world sitting on shelves, unbought and unread, and that makes me very sad. We do everything possible to make sure our books aren't those books.

Bob and Moira, the directors at Sandstone, give flexibility when they see that someone is really passionate about a project. This was the first time I had that passion and it came together. It's like a lightning strike. I couldn't have predicted it.

**Tell me about the shortlisting and prize win for *Celestial Bodies*. What was that experience like for you and what makes this such a special book?**

I initially heard about the longlisting while I was at the London Book Fair. It was a wonderful place to get a great piece of news like that and I knew it would get the book more attention and more readership. Then we got shortlisted. A lot of reviewers and bloggers read the shortlist in full. *Celestial Bodies* seemed to be resonating really well with readers and a buzz was accumulating online.

I got to attend the awards dinner at The Roundhouse in London. All the glitterati of the literature world were floating around the place. After everyone







▲ Kay Farrell

received their shortlisting certificate, the head judge read a quote from the winning book before she announced the winner. In that split second before she spoke, I knew. Then she read the quote and our table went wild. There was a moment of disbelief and joy. Then I immediately turned to Bob and asked him how many copies we needed to print now. There I was, emailing the printer from our fabulous dinner table.

*Celestial Bodies* has so much going for it. It addresses family, identity, transition and the struggle to keep up with a culture that's constantly changing around you. It's something that everyone can connect with, but Jokha explores these themes from a specific and unique perspective.

**Publishing this book has given your career a boost. You were named a 2019 Rising Star by *The Bookseller*. What other impacts has**

### ***Celestial Bodies'* success had on you and Sandstone?**

Being named a Rising Star was a great honour. I think the success of the book gives credibility and helps people know my name. It helps because 90 per cent of publishing is about relationships.

For Sandstone it takes us to a higher level as a literary publisher. In Scotland the publishers are quite collegial and we have great relationships. They are all sharing in our success. A lot of people have said this is a great victory for all of Scottish publishing.

### **Finally, what advice do you have for aspiring writers?**

Join a writing circle, get feedback and be prepared to not always like what you hear. You have to be able to take criticism, that's just what happens when you put your work into a public sphere. Sometimes you should stick to

your guns and other times you should listen to others' advice. The trick is knowing who has the good advice to give you.

A social media presence is also good. Blog entries are good if you're writing non-fiction. Short stories are good if you're writing fiction. It's not necessarily a deciding factor for a publisher, but it's always good to know that you have a readership that wants your stories.

# Can we store renewable energy for an entire city?

**What happens when the wind isn't blowing or the sun isn't shining and we need to use electricity? What happens when we generate more energy than we need or at times we don't need it? How do we maintain renewable energy supplies at an affordable price at all times?**

All around the world there is increased investment in renewable and clean energy. The Scottish Government has called for 100 per cent of electricity consumption to be generated through renewable sources by 2020. However, there's an energy storage problem that is contributing to the rising consumer cost of electricity and the research of Dr Zuansi Cai, Lecturer in Energy & Environmental Engineering is looking for a solution.

In 2017, 1.5TWh (3.2 per cent) of wind generation was wasted on wind farms in Scotland when turbines were turned down or off due to their output exceeding demand. This waste cost the National Grid UK £110 million in that year alone, an expense which translates into higher prices for consumers.

The problem of wasted potential energy is global and perhaps most pronounced in China. In 2017, 42TWh (14 per cent) of wind generation and 7.3TWh (6 per cent) of solar generation was constrained. Therefore, the question is bigger than how to store energy wind energy when the wind isn't blowing. Dr Cai is investigating how to store renewable energy on a level to service large cities all around the world.

There is existing technology called Compressed Air Energy Storage (CAES) that uses surplus renewable energy to pump and compress air into underground storage tanks. When the compressed air is released, the high pressure is converted into electricity. There are two cities, one in Germany and another in the USA, which operate CAES facilities. These cities are geologically unique as they have large caverns under their surfaces to store the compressed air. The rarity of cities with similar geology as well as the fact that the storage efficiency of these existing facilities is only about 50 per cent, prohibits CAES technology from being widely used.

Recent studies in carbon dioxide storage suggest that deep saline aquifers are also suitable for compressed air storage. One advantage of Aquifer Compressed Air Energy Storage (ACAES) over conventional CAES is that it is suitable for many more cities. Deep saline aquifers are large underground salt water deposits and they are more geologically prevalent than underground caverns. The other potential advantage is that the higher storage temperature allowed in aquifers, as opposed to caverns, may improve the energy storage efficiency and capacity.

Dr Zuansi Cai's research is aimed at improving the energy storage efficiency and capacity of ACAES. He has received generous funding from the Research and Development Fund provided by Honorary Graduate, Dr Lawrence Ho. This funding is enabling him to use numerical modelling analyses to conduct a feasibility



**Dr Zuansi Cai**



study of the technology. Through simulations, he quantifies the storage efficiency at various high injection temperatures and examines the significance of the physical factors controlling the performance of the tests. Using the data from his simulations, he plans to move onto field testing sites in China.

The problem of renewable energy waste is international in scope, therefore so is this research project. The project has hosted two visiting research student, Lichao Yang from China University of Geosciences and Bingbo Xu from Jinan University in China. In May, the University hosted a GeoEnergy workshop which was attended by researchers across Scotland and China and the work of the research students was presented.

Dr Zuansi Cai said:

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**"I am extremely grateful for the support from Dr Lawrence Ho's Research and Development Fund, China University of Geosciences and our China project collaborators. This project is ambitious in its mission to tackle the grand energy challenges of our time."**

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# Developing smart and sustainable cities

**Have you ever been stuck at a junction through several cycles of a red light? The light changes to green but only a few cars are able to make it through before it changes again. Meanwhile, there's barely any opposing traffic, yet the light stays green longer for them.**

We've all been in this situation, whether in our car or on a city bus. The good news is that cities are becoming smarter.

A smart city is an urban area that uses electronic internet of things sensors to collect data. City officials use this data to interact with the city infrastructure, monitor activity and manage assets and resources efficiently. Employing information and communication technology (ICT) within a city environment reduces waste, improves sustainability, uses public funds more responsibly, and improves the lives of citizens. All of this is possible because an ICT-driven approach enables real-time responses to challenges, which ultimately makes a city more resilient.

Now we are back at that traffic light, but this time we are in a smart city. The ICT-based traffic system is feeding real-time data to coordinate the lights and improve the traffic flow. Your morning commute just became much less frustrating.

The University is developing expertise in the area of sustainable development, including smart cities, through a series of multi-disciplinary and collaborative research projects. These diverse projects are studying urban development all over the world, from Mexico City to Manchester. The research focuses on the importance of networking, innovation and creative partnerships in meeting the objectives of sustainable urban development.

One of the latest outputs of the research is a book by Luca Mora, Lecturer in Urban Innovation Dynamics in The Business School and Mark Deakin, Professor of Built Environment in the School of Engineering and the Built Environment. *Untangling Smart Cities: From Utopian Dreams to Innovation Systems for a Technology-Enabled Urban Sustainability* provides a blueprint for the development of smart cities.

One of the challenges in smart city development is the absence of a specific design theory. The book offers a comprehensive and systematic analysis of smart cities research and theories over the past 30 years. It also investigates the smart city strategies of Amsterdam, Barcelona, Helsinki, Vienna and New York City, reverse engineering the development of these

cities to extract solutions and strategic principles. This approach generates a strong connection between theory and practice and provides city managers and policymakers with the scientific knowledge they need to correctly face the complex nature of smart cities.

Luca Mora says: "Both the European Commission and the United Nations are championing the smart-city approach to urban sustainability, but cities have been left without the strategic direction which they need to successfully become smart.

**"Our research activity aims to lead toward a stabilised transition process that is able to inform smart city development practice on what structural changes are needed to enable smart city development."**

# Developing sustainable farms

**The growing human population is putting increased pressure on land and wildlife. This includes pressures on the species that underpin food production such as pollinators, natural predators and decomposers.**

But what if British farms could produce more food while supporting wildlife?

Researchers at the University partnered with Scotland's Rural College and the Royal Botanic Gardens, Kew to explore this question through studying sustainable intensification in dairy cows. Sustainable intensification is the practice of increasing the agricultural production yield of existing farmland without adverse environmental impact.

The research, published in the *Journal of Applied Ecology*, looks at the feed rations of the dairy cow. The cows eat grass as well as other crops, including wheat, oilseed rape, sugar beet and silage, to meet their dietary requirements.

The researchers calculated how much land was required to feed the herd and how different mixtures of crops

influenced farmland wildlife, specifically spiders and plants. Through complex statistical models, they found they could increase the land efficiency by manipulating the crops needed to meet the dietary requirements of the herd. This resulted in land being freed up which could be used for either additional production or to promote biodiversity.

Land biodiversity was greatest when the spare land was devoted to species-rich grassland. However, there were also biodiversity gains when the spare land was used for additional crop production, particularly when these additional crops supported different species of wildlife. This finding reversed typical trends seen as farms have been intensified around the world.

Dr Patrick White, Lecturer in Conservation Biology at Edinburgh Napier, said: "Optimum farmland composition typically depends on whether to maximise production or biodiversity. But we have shown this doesn't have to be the case.

**"Greatest 'win-wins' can be achieved by making productive land cover more diverse and selecting crops that complement each other in the species they support."**

"Our study provides a framework that integrates agricultural production efficiency and biodiversity modelling to explore potential routes to achieve sustainable intensification goals, which should be a political target."



# Duncan Wardle

## delivers a masterclass on creativity and innovation



▲ Duncan delivering his masterclass

On a cold day last November, alumnus Duncan Wardle captivated a room of students and staff at Merchiston campus and taught us how to think differently. Specifically, to think expansively and not reductively. This is one of the core principals of his 'theory of creativity'.

To understand how Duncan developed his theory, you need to know a little bit about him. He spent 30 years at The Walt Disney Company, the last 10 of them as the Head of Innovation and Creativity. While some people spend their days at the office compiling reports, Duncan spent his days at Disney sending his son's Buzz Lightyear toy into space



and building a giant swimming pool down Disneyland's Main Street, USA for Olympian Michael Phelps to swim down.

Despite all Duncan accomplished in those 30 years, he decided it was time to take up a new challenge. He left Disney and started iD8 & innov8, a consultancy that enables him to travel the world teaching companies and organisations to innovate and utilise the skills we were all born with.

When Duncan came to speak at the University, he was returning to give back to the place where it all started. He volunteered his time and expertise, passing his insight onto tomorrow's leaders.

Ahead of his masterclass, *the Red Triangle* caught up with Duncan.

**Tell us about your career at Disney and how you got started with one of the world's most iconic companies?**

It all started on the noticeboard out here [at Merchiston campus]. I can't remember what I was looking for. I think it was to see if I'd been chosen for the rugby team or something. But there was a picture of Mickey Mouse and I thought 'what the hell is he doing here?'

The picture was advertising a graduate programme with Disney. After a successful interview, I got the opportunity to work at Epcot Centre in Florida for a year. After that I came back to join Disney in London. I was the coffee boy and I would collate press kits. That's how I started and I grew up in the public relations ranks. I liked public relations because it was the opportunity to walk in the door with a big idea and sell it. That's what I did for my first 20 years at Disney.

Then about 10 years ago I got a phone call from the Chairman. He said that because I was the guy with all the crazy ideas, I was going to now be in charge of innovation and creativity. My response to him was 'what's that?'. He said, 'Don't know. Go figure it out'.

So then I spent 10 years trying to figure it out and had a lot of fun along the way.




## What made you decide to leave Disney and what are the new challenges and rewards of being out on your own?

I made the decision after I received the Jiminy Cricket bronze statue for 30 years of service. Thirty magical years. I looked at it and there was a sense of mortality. I decided that if I could do innovation and creativity for probably the most creative company in the world, I wanted to see what I could do for everybody else.

I decided to go out on my own and just throw myself off a cliff. I could literally see that in 15 days I had no income coming in. But it has turned into such a wonderful thing.

I set myself a goal that within three years of starting out on my own I'd work for a couple of not for profits at no cost to them, but I've actually been able to do it in the first year. That's the real heart of it. The keynotes are nice and pay for me to be able to go out and help the people who are really making a difference.


I wake up every day 50 per cent scared and 50 per cent excited and that's a good place to be. I'm learning from working in so many different industries. What you learn from the automotive industry can be applied to the pharmaceutical industry. That's been key. Innovation usually comes from looking outside your industry, not within it.



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**“Innovation usually comes from looking outside your industry, not within it.”**

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▲ Duncan working with tech start ups in Mumbai

## Why is innovation necessary in every industry?

Every big brand in the world will be dead in the next five years if they don't innovate. It was trendy 10 years ago. Everyone wanted an innovation department. That's when I got my department at Disney. Now people have realised that it's not just trendy anymore. It's about survival.

Most big companies have worked from 1900 to 2010 under the theory that 'if you build it, they will come'. It's product-centric thinking. Coca-Cola made soft drinks, Ford made cars, Disney made theme parks. We advertised and people came. The thing is, that doesn't work anymore.

The challenge is moving from a product-centric culture to a consumer-centric one. Industries are watching artificial intelligence, blockchain and big data, which they're right to do. What they're not watching is a generation coming up underneath the millennials who care more about purpose than profit. It doesn't matter if you're the biggest brand on the planet. If you're focused on quarterly results, this generation will see you gone in 10 years' time.

As an example of this, I recently did some work for the world's leading tool manufacturer. I went to DIY stores and I listened to the consumers when

they made their purchase decisions. What I noticed was that no one was talking about their brand, the products themselves or even the price point. Instead, they were talking very animatedly about building their dream kitchen or their dream bathroom. So I asked the company to consider their purpose. They could be the brand that helps people build their dreams. I asked them to think about what other industries they could get into that would enable them to fulfill this purpose. But they were so focused on their quarterly results they couldn't see the bigger picture.

Their definition of innovation is actually iteration. They plan to expand into Mexico and India where a growing middle class will use their tools. What they have failed to recognise is that 3D printers will make most tools obsolete in the coming decades.

If their purpose was to help people build their dreams, they could innovate and thrive in a world of continuous disruption. They may meet their quarterly results for the next five years or so but if they don't innovate they will join other legacy brands that are going out of business.

## What do you think universities should be doing to foster purpose-driven thinking, innovation and creativity amongst our students and communities?

Children are naturally creative and imaginative. When you were a child you probably got a toy one Christmas that came in a big box. Your parents helped you open it, let's say it was a bicycle. They took it out of the box and then what did you spend the day playing with? The box. It was your rocket ship, your castle, it was anything you wanted it to be.

The problem is that we grow older, we enter into education and we are told 'no, it's a box'. All that imagination and creativity just shrinks away. The corporate world and a lot of education is focused on strategy and critical thinking. How do you teach people about purpose vs. profit?

It is estimated that artificial intelligence will take out a substantial portion of employment in the coming decades. But here's the good news. We're born with four things that we've forgotten about because we've been told that they're not important. I would instead encourage education to really focus on them. The four skillsets we are born with can't be programmed and artificial intelligence can't replicate them.



**Creativity.**

I can program a robot to paint the Mona Lisa but it can't think of what to paint by itself.

**Imagination.**

You can't program it. We are all born with an amazing imagination and it gets squashed a bit as we get older.

**Curiosity.**

What is the number one question children ask? WHY? That's how we learn.

**Intuition.**

You have billions of neurons in your brain and you have double the amount in your gut. It's called your second brain. Think about the decisions you make. The dress you bought, the meal you ate, where you went on holiday. You didn't make those decisions in your brain, you made them in your gut. Consumers make decisions based on intuition. We're all focused on big data, which is important, but intuition is a remarkable tool.

**These are the four skillsets that we are born with. Society has been squashing them out, but I'd argue they will be the strongest and most important skills in the coming decades because you can't program them.**

**What's your best advice for students and recent graduates?**

There's a wonderful quote that says, 'If you do what you love, you'll never work a day in your life'. I was lucky enough to be a kid in a candy store for 30 years. I never really thought I did any work at all. It keeps you young. When you see people in jobs that they're miserable at and they look so sad, I just think - LEAVE.

I also think this generation has a remarkable advantage. You see them coming out of education and none of them want to work for a big company. That's a big threat for the big companies. Why do they all want to be entrepreneurs? Because they don't trust big corporations. They saw the mortgage crisis, they saw their parents and the adults around them being laid off. They don't trust that system. They want to be entrepreneurs and I would encourage that. But more than anything, I'd encourage them to do what they love.

**“I don't think it would've been possible to have the job I have now without my Masters.”**

**Ross Bunyan**

**GMP Production Scientist,  
Roslin Cell Therapies  
MSc Biomedical Sciences**



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# Photographic memories

Publishing isn't the only course having a big anniversary this year. This year also marks 35 years since the BA Photography course began and 25 years since the first BA (Hons) Photography class graduated. The University is celebrating this successful course and its graduates while investing in the future with a brand new MFA course.

## Alumni Hall of Fame

During The School of Arts & Creative Industries' Degree Show, the school inducted five graduates into its Alumni Hall of Fame. In celebration of Photography, four of the five inductees are photographers. Mike Wilkinson was part of the first ever BA Photography course. Hannah Starkey, Margaret Mitchell and Dr Susanne Ramsenthaler were classmates and all graduated from the first BA (Hons) programme. Product designer Neil Poulton was also inducted into the Hall of Fame.



▲ Left to right: Mike Wilkinson, Margaret Mitchell, Hannah Starkey, Dr Susanne Ramsenthaler, and Neil Poulton

## Photography MFA

This year the University launched an MFA in Photography.

The course enables students to explore a full range of artistic and commercial photographic practices alongside current global critical and theoretical debates.

Programme leader Lei Cox says: "The programme has been designed to accommodate the rapidly changing world of photography to give our Masters students a distinct aesthetic and technical advantage as they push the boundaries of creativity."

# The end of an era



Photo credit: Coune Macrae / Allan Shedlock

**Many of you know Allan Shedlock because he photographed you as a student or as an alumnus. Others will recognise him as the guy who stood on the stage at your graduation, made you laugh and then took an epic photo of you and your classmates. Still others of you will know him as the technician in the Photography department who always made sure equipment was distributed fairly. And then there are a few of you who will remember him as a classmate, including his wife Ruth. They met here as students in the early '80s.**

Allan is all this and more. He's been part of the fabric of Edinburgh Napier for years, but this year he will retire and leave a gap on campus as well as on the pages of this magazine. His relationship with the University started as a student. After receiving his HND in Photography in 1982, he spent a few years working as a studio photographer.

Then Allan found his way back to Napier. First working as a technician in the Photography department and then carving out his own role as the in-house photographer. Allan has seen his fair share of change over the years, but he has always managed to find his place within this growing institution. All while snapping his camera and capturing the spirit of Edinburgh Napier, the student and academic life.

Allan won't be leaving the University without a special souvenir of his time here. Back in 2011 he was outside Sighthill campus when a lost and abandoned puppy spotted him. After trying with no success to find its family or

a dog home with capacity, Allan took him home. The rest is history and Cooper (the dog) has been a model on many photo shoots since.

Allan has a lot of plans for his retirement. He wants to focus on his music. Many may not know that he is an accomplished musician and songwriter. He and Ruth also have a campervan. They plan on spending time travelling all over Scotland. We imagine that there will be both a camera and a guitar in that campervan and of course Cooper.

If you've ever been photographed by Allan, you will know that he is a great conversationalist and has a knack for putting people at ease. It's a skill that comes in handy as a photographer but it is borne out of genuine interest in everyone around him. Conversations with students and colleagues are what he will miss the most.

The alumni office has a request. If you see Allan out at a coffee shop, at a music gig or maybe outside a campervan



somewhere in the Highlands, say hello. Stop for a chat, reminisce about Napier or talk about music, photography or whatever interests you. That conversation would be the ultimate retirement gift for Allan.



# Collecting with a purpose

**E**dinburgh Napier houses several important collections for academic and research purposes. The University is committed to sharing these resources with our community through education and engagement activities. Over the past year, the University has delivered a programme of community outreach activity centred on the War Poets Collection.

When the University purchased the building and land for Craiglockhart Campus, it also inherited a piece of history. The building that is now a cornerstone of academic learning and research was used as Craiglockhart War Hospital during the First World War. The hospital treated officers suffering from neurasthenia or what was commonly called shell-shock at the time. It was at Craiglockhart War Hospital in August of 1917 that poets Wilfred Owen and Siegfried Sassoon first met.

Today the University houses more than 800 items from Owen, Sassoon and others as part of the War Poets Collection, including signed first edition texts, original manuscripts and three original issues of the hospital's magazine, *The Hydra*. The University is extremely proud of this continually growing collection and of the innovative ways it is shared with our local and global communities.



▲ Pupils from Sighthill Primary School recite poetry.

## A concert for peace

On 11 November 2018 the University marked the centenary of the Armistice with a concert called #iPlay4Peace. Pupils from Sighthill Primary School recited poetry written by the War Poets, and students from Tynecastle High and George Watson's College performed a specially commissioned composition. They were joined by musicians from around the world through advanced audio-visual streaming technology. This event utilised the War Poets Collection, the School of Arts & Creative Industries' research technology and young people from around the world in an innovative and meaningful act of remembrance. The full performance can be found on Edinburgh Napier University's YouTube channel.

## The War Poets Memorial

Later that same month, the University worked with Scotland's War Poets Partnership to unveil a memorial at Makars' Court in Edinburgh's Old Town, honouring the Scottish poets of the First World War. The stone is inscribed with a quote from Scottish poet Neil Munro's "Lament for the Lads", which was chosen through a public vote. The memorial was unveiled after a procession led by cadet forces and an introduction to the poet by students from Tynecastle High School.



▲ Pipe band procession to Makars' Court.



▲ Local high school students unveil the War Poets Memorial.



## What does remembrance mean for the next generation?

**In April, pupils from Sighthill Primary School visited Craiglockhart Campus and toured the War Poets Collection, literally walking in the footsteps of Owen and Sassoon.**

They were shown how the officers used creativity and self-expression as a tool for processing the trauma of war. They were challenged to think about what post-war Scotland would have been like for the children and young people at the time.

The pupils returned to their classroom, tasked with using their own creativity as they learned about the horrors of the First World War. They created posters that campaigned for change and raised awareness about the post-war issues of the time, drawing inspiration from *The Hydra* and their trip to Craiglockhart. This activity challenged them to empathise and consider similar contemporary issues.

Themes of remembrance and the social injustices associated with war reflected strongly in their work.

In June, the pupil's artwork and learning was shared with a wider audience when the University hosted the First World War Network Conference. A portion of this conference looked at how the baton of remembrance will be passed onto the next generation. The project gathered a lot of attention from the attendees when Edinburgh Napier's Community Engagement Officer, Gary Seath, presented it as a case study for successful engagement. Meanwhile, Sighthill Primary's Head Teacher has also been sharing the project and its outcomes within her professional network as an example of best practice.

The University is regularly growing the War Poets Collection to ensure the history of Craiglockhart War Hospital and the War Poets who wrote here is preserved for future generations. To make this collection as accessible as possible, the University wants to improve its digital collection resources and school engagement programmes. If you are interested in finding out more about supporting the collection and our outreach activity, please visit [napier.ac.uk/alumni/give-something-back](http://napier.ac.uk/alumni/give-something-back)







# Give young people a voice



▲ Professor Brian Howieson

Youth work helps young people contribute to society and achieve their potential, but a new study concludes it has been unrecognised and underfunded. Policy documents produced by central and local governments focus on targets and outputs. However youth work organisations view the success of their work in terms of less easily measured "soft skills" such as kindness, caring and relationship

building. The researchers believe this difference in focus has led to some core youth work being underfunded, hampering attempts to help people out of poverty and boost social inclusion.

The study was led by Professor Brian Howieson of Edinburgh Napier University and Dr Juliette Summer of St Andrews University and was funded by the RSA (Scotland) Venture Fund. The study report, *The Social Exclusion of a Youth Population in Scotland*, found policy makers and youth work organisations had a radically different take on how to tackle the problem of 'youth exclusion'.

The researchers are calling for young people to be given a greater voice in framing the policies which govern their role in society, and for their stories and experiences to be incorporated alongside statistics and targets. The report calls for young people to be the agents behind policy development, not the objects of imposed ideas.

The study analysed Scottish Government and City of Glasgow Council policy documents and found managerial jargon phrases such as "quality improvement processes", "the bottom line", "audit activity" and "details of stock and flow" were common. They interviewed eight workers with three Glasgow youth work organisations and found the youth workers spoke about the need to build young people's confidence and self-esteem.

The researchers said: "At present, there is limited voice for young people in the policy documents and limited opportunities to set their own criteria for success. There is an over-arching 'top down' approach in policy... most often this excluded young people's direct voice or participation.

**"There is a need for a new design and way of thinking that taps into young people's experiences, stories and humanity."**

"A remedy would be to include young people's stories as relevant data in policy design and outcomes, not just statistics, measurements and targets. There is a need for a new design and way of thinking that taps into young people's experiences, stories and humanity."

Jamie Cooke, Head of RSA Scotland, said: "We are delighted that we were able to support this important piece of work.

We believe strongly in the importance of giving young people agency and voice in shaping the support provided for them, and hope that this report will help to take that debate forward.

"Co-created and collaborative policy offers a greater opportunity for sustained impact, and we hope that policy makers will take the recommendations and findings of the report on board."



**The HUB for SUCCESS (Support for University and College for Care Experienced in South-East Scotland) is a free service for people of all ages who have an experience of care.**

The service helps them get in, stay in, or return to education. It was launched to counter the negative trend of care experienced or looked after people leaving school at a minimum age and a lower than average percentage going directly from school to university.

The HUB is a collaborative project developed by all Edinburgh universities, colleges, and the City of Edinburgh Council. It operates out of the latter's Customer Hub on the Royal Mile. Since its launch a year ago, the Hub has supported more than 100 care experienced people by providing specialised information on learning pathways, accommodation, finance, and more.

Lorraine Moore, the HUB manager said, "This is a group which faces unique issues, but so far we have been able to support people with a background in foster care, kinship care, residential

care, Looked After at Home and asylum seekers. This support has included navigating complex systems and processes as well as one-to-one support for those who find themselves struggling with their studies."

In October, Professor Andrea Nolan welcomed Deputy First Minister John Swinney to the HUB where he met students who are being supported to achieve their educational aspirations. One of these students was Hannah Scott-Rose, who is now a second-year Disability Nursing student at Edinburgh Napier after completing an HNC at Edinburgh College.

Hannah said, "The HUB has helped me feel a lot more confident about who I am and where I came from. The manager, Lorraine, has supported me with everything from funding applications to accessing dental treatment."

Mr Swinney, who is also the Cabinet Secretary for Education, said, "People with experience of care can often need extra support to start or stay in further education. It was a pleasure to see this project at work and hear from care experienced students about the positive

ways the HUB has helped them deal with life at college or university.

Principal and Vice Chancellor Professor Andrea Nolan is a HUB advisory board member. She said, "We can achieve much more through working together as corporate parents, and I am delighted that all Edinburgh's universities and colleges along with the council are actively doing so."



▲ Andrea Nolan, Hannah Scott-Rose, John Swinney

If you or someone you know would benefit from the services offered by the HUB, please visit [hubforsuccess.org](https://hubforsuccess.org). If you would like to learn more about ways to support the HUB, please email [development@napier.ac.uk](mailto:development@napier.ac.uk).

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**"The HUB has helped me feel a lot more confident about who I am and where I came from."**

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# The students who are making the world a better place

A look at how our alumni and supporters are making a difference in the world through our students.

Twice a year the University asks students to think creatively and expansively about how their studies can enable them to make a socially responsible impact on the world. Students are invited to apply for a mobility grant to help make their ambitions possible. Funding for these grants is generously provided by alumni and supporters like you.

It's wonderful to see how these projects offer professional development opportunities that students wouldn't have had otherwise, but the best part is seeing students' passion to go out and make the world a little bit better.

Here are just a few examples of the impact our students are making globally and socially thanks to mobility grants.

## Cósima de los Arcos

**Cósima was a fourth year BA (Hons) Film student when she made a socially impactful documentary about male suicide.**

Statistics from Samaritans consistently indicate that over 70 per cent of suicides in Scotland are completed by men. Men between the ages of 45 and 54 have the highest rate overall and that number is increasing year on year.

These statistics shocked and saddened Cósima, motivating her to share the stories behind the numbers. She wanted to give men an opportunity to talk about suicide and mental health in their own words, and provide families with the chance to talk about the men they have lost.

Cósima received her mobility grant to assist with the costs of producing this film and travelling around Scotland collecting interviews. The resulting nine-minute documentary film is a moving and often painful piece of storytelling. It raises awareness of those suffering from poor mental health and provides a platform for honest discussion. Perhaps most importantly, the subjects of the

documentary talk about their hopes for the future, which was an aspect Cósima really wanted to focus on.

Cósima said: "I witnessed heart-breaking stories of people that have to live with depression and anxiety every day of their lives. I had conversations with families that have lost loved ones to suicide and think about this experience every day. I got to know those that have managed to use the pain of their loss and turn it into a means to help others. I have met people that have attempted suicide and now, years later, they know they want to keep living. Overall, this experience has been greatly inspiring and humbling."

For Cósima the reason behind making this film was to share the stories. In keeping with this desire, she budgeted a large portion of her grant for distributing the film. These stories will have the most impact when they are seen and heard by as many people as possible.



## Lewis White

**Lewis was a third year BEng (Hons) Energy & Environmental Engineering student when he travelled to Peru.**

Before Lewis began his studies at Edinburgh Napier he developed a relationship with The WindAid Institute, an NGO that delivers projects that provide clean, reliable, wind-generated electricity to developing communities. In 2016, Lewis travelled to Peru to complete the construction and installation of a 2.5kW turbine system at a primary school in the village of Nuevo Manzanilla. The village sits in the mountainous Cajamarca region, which has one of the lowest electrification rates in Peru due to its topography and scattered population.

Lewis developed a connection to the project and the people the turbine was serving. When he came back to Edinburgh to progress his engineering studies, he kept up the relationships and interests he developed in Peru. He was awarded a mobility grant to help him with the costs

of purchasing spare parts and materials and travelling back to Peru. This time he went to carry out maintenance on the turbine he had previously installed.

In addition to carrying out maintenance on the turbine, Lewis also focused on the community and in particular the teachers at the school. He delivered training on safety, battery care and the electrical system to teachers, enabling them to lead on more regular maintenance. While he was there he also laid some groundwork for the construction of a weather station and visited a potential new turbine installation site in the village of El Chorro.

The mobility grant has enabled Lewis to apply his studies, offer a service to a community and build global relationships. It is unlikely this will be his last trip to the Cajamarca region.



## Nicola McLeod

**Nicola (aka Nicky) was a second year BN Nursing (Learning Disabilities) student when she travelled to Ghana.**

Nicky had a non-traditional journey into higher education. Her life had been full of challenges but somehow her resilience and determination saw her through. She had never been away anywhere on her own, yet she found herself at the point where her two children were old enough to look after themselves and her studies were making her curious about how learning disabilities are treated outside the UK.

As well as being awarded a mobility grant, Nicky organised bake sales and fundraisers to enable her to travel to Ghana. She spent three weeks there, splitting her time between a hospital and a residential school for children with learning disabilities. She witnessed a different approach to practice, but what stood out to her the most was the difference in cultural attitudes toward people with learning disabilities. She hadn't been prepared for how

stigmatised the children were because of their disabilities, and she learned about the work being done to try to change this cultural misunderstanding from the leaders of the school.

Nicky was then invited to speak in front of 500 people, including the Archbishop and the Chief of Takoradi, an opportunity which then led to her meeting and speaking with the President of Ghana. She spoke to all of them about her growing knowledge and research into learning disabilities through her course in Edinburgh. She advocated for the leaders of Ghana to prioritise public education to help shift the cultural stigmatisation of people with learning disabilities.

Nicky's work in the school didn't end when she travelled home. She has continued raising money for the students, sending care packages and advocating for change on their behalf.



Growing and sustaining these opportunities is only possible thanks to the financial support from our alumni and friends. If you're one of our many generous regular givers, thank you so much for your continued support. We hope you enjoyed hearing about some of the projects you are enabling. To empower and enable more Edinburgh Napier students to address important global and social issues, visit [napier.ac.uk/alumni/give-something-back](https://napier.ac.uk/alumni/give-something-back). Make an impact in the world through our students.

# A LOOK BACK at the year

There have been countless alumni gatherings and events this year and these are just a few examples. Make sure you don't miss out.

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Visit [napier.ac.uk/alumni](https://napier.ac.uk/alumni) to make sure your communication details and preferences are up-to-date.

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Alumni gathering in Lagos





Chancellor Talk with JJ Chalmers



3dB Alumni Club's 49th AGM



Alumni gathering in Singapore



Alumni gathering in Munich



Alumni gathering in Dubai



Alumni vs Students men's football match



# HONORARY GRADUATES 2018/19

At our autumn 2018 and summer 2019 graduation ceremonies, we welcomed individuals into our alumni community whose achievements and values reflect the spirit of Edinburgh Napier University. These special guests addressed the graduates and passed on their wisdom, advice and inspiration for the future. Our honorary graduates are an important part of our community and we welcome the newest members here.

## OCTOBER 2018



**Allan Little**  
**Honorary Doctorate of Arts**

Allan was recognised for his outstanding contributions to broadcast journalism and documentary film throughout his career at the BBC.



**Mark Naysmith**  
**Honorary Doctorate of Engineering**

Mark was recognised for his contributions to the built environment through his work as a member of WSP's Global Leadership Team, and for his commitment to growing the talent pool and investing in the next generation of engineers.

## JULY 2019



**Richard Dixon**  
**Honorary Doctorate of Science**

Richard was recognised for his lifetime commitment to environmental science and research as Director of Friends of the Earth Scotland.



**Duncan Wardle**  
**Honorary Doctorate of Business Administration**

Duncan was recognised for his work as a champion of creativity and innovation in business throughout his career at The Walt Disney Company and iD8 & innov8. Read more about Duncan starting on page 16.



## Ways to support our students

Host a student placement

-

Buy a hoodie - all merchandise sales support student scholarships

-

Contribute to the student grants fund

-

Share your career journey - submit a case study

-

Join an industry advisory group

-

Hire our graduates. Post vacancies for free on our job board

-

Provide a life-changing scholarship



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Image courtesy of Guinness World Records.

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