



## Reinventing the Wheel: Project Legend Highlights Dundee and Angus' Inspiring Innovators

World-leading innovators and researchers from across Dundee and Angus have helped the region reach over 100,000 people around the world during the last year.

Dundee & Angus Convention Bureau has been showcasing the area's incredible spirit of discovery through Project Legend, a VisitScotland initiative that is highlighting the country's incredible achievements.

The aim of the scheme – which covers 12 key industry sectors over a two-year period – is to move the conversation away from **how** academics and business event organisers can bring their conferences to Scotland, and onto **why** they should.

Now halfway through the programme, Project Legend has highlighted some incredible research from across Dundee and Angus. Specially curated videos, blogs and social media posts focusing on the region's achievements – all using the hashtag **#ideasbecomelegend** – have been seen by tens of thousands of people as far afield as Brazil, India, New Zealand, the United Arab Emirates and the USA.

Karen Tocher, business tourism manager at Dundee & Angus Convention Bureau, believes that the research highlighted so far in Project Legend shines a light on the world-leading expertise in the region that conference and event organisers can draw on.

“Dundee and Angus has an incredibly strong global reputation for academic excellence,” says Karen. “The region's three academic institutions – University of Dundee, Abertay University and James Hutton Institute – are producing results that are affecting academic research the world over. And it's important to let conference organisers know that we have that home-grown talent that they can call upon to add value and insight into their events.”

Most recently, a focus on engineering has shone a light on the pioneering work of Abertay University and Carruthers Renewables, who have literally reinvented the wheel. An innovative new waterwheel design – that can be used in varying depths and can be kit-built in difficult-to-reach environments around the world – has been making waves throughout the engineering community.

Abertay University's Dr Rebecca Wade, who has been leading the research, says, “Dundee and Angus has a long history of innovation and collaboration between academia and industry. The work being carried out across the region in all fields has the potential to greatly affect the way we look at and interact with the world, and it has been fantastic to

see so many amazing projects being highlighted throughout Project Legend. It's an incredibly exciting time to be working in Dundee and Angus – who knows what the future will hold."

Other projects that have been highlighted by Project Legend include pioneering new laser technology that has been implemented at the CERN supercollider in Switzerland; research into the genetics of small fruit, to regulate its crumbliness and reduce wastage; and eco-friendly biofuel which has been extracted from organic waste and from seaweed harvested locally.

But the story doesn't end here... although there are six industries still to be profiled – including the marine industry, beginning on November 26 – the legacy of Project Legend will remain for countless years to come.

Karen explains, "The research being highlighted by Project Legend shows the strength of the expertise on offer in Dundee and Angus – but it's only the beginning. Already conference and event organisers are taking notice and capitalising on the knowledge these inspiring innovators can bring to their events, providing a springboard for further collaborations and discoveries.

"Business events are worth £68 million to the local economy, bringing hundreds of thousands of delegates to Dundee and Angus every year. By showcasing this research and by making access to the academics behind it readily available, we are giving event organisers the tools they require to run bigger and better events than they can anywhere else.

If you would like to get involved in one of Project Legend's upcoming themes – which include marine, surgery and medicine, digital, space, health, and food and drink – please contact Dundee & Angus Convention Bureau for more information.

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