



# Welcome to #BiofilmAware

## WHAT IS #BIOFILMAWARE?

#BiofilmAware is the National Biofilms Innovation Centre (NBIC)'s biofilm awareness campaign.

Through a blend of content, events and outreach activities #BiofilmAware works to raise awareness of NBIC and its research, and the many societal and economic impact of biofilms.

A highlight of the campaign will be the introduction of the UK's first #BiofilmWeek, to be held in July 2021 to coincide an NBIC event.

## GET INVOLVED

This guide will give you the information you need to support NBIC in delivering the campaign. If you have an idea for an activity or if you're interested in writing something on a biofilm related topic close to your heart, please contact NBIC's Communications Manager Natasha Nater. Take a look at our blog page for some inspiration!

A range of digital resources are available on the NBIC website via the #BiofilmAware Resources Hub - Visit [biofilms.ac.uk/biofilmaware](https://biofilms.ac.uk/biofilmaware) to download and start sharing! The hub will be updated throughout the campaign with new and exciting content for you to share on a regular basis.

Don't forget to use the hashtag #BiofilmAware to boost awareness of the campaign and support NBIC in tracking campaign activity.

## OBJECTIVES

- To become the UK's recognized hub for accessing biofilm expertise, capability, science and innovation.
- To be influencers in the sector, educating the UK on biofilms and how they can be harnessed to tackle a number of global challenges.
- To create a scientific, commercial, societal and environmental benefit.
- To be increasingly responsive to sectoral changes and become leaders and influencers.
- To be pioneers in raising the public's awareness of biofilms.



## AUDIENCE

Students, academics and researchers

Industry

Research universities

Members of the public

Research centres and funding bodies

International centres

## CAMPAIGN MESSAGES

### Raising awareness of NBIC and its research

- We exist to create a fusion of world class interdisciplinary research and industry partnerships to deliver breakthrough science and technologies to control and exploit biofilms.
- As the UK's hub for accessing biofilm expertise, capability, science and innovation, we connect biofilm specialists across the UK, and to provide a mechanism for industrial partners to explore their unmet needs with our researchers to achieve breakthrough innovation. Connecting academic and industry partners to pair problem and solution, opportunity and need, is one of the most valued parts of what we offer our partners.
- Public Engagement and Outreach activities surrounding biofilms are extremely important in maximising the impact of NBIC, and for society to gain an understanding of what biofilms are and how they relate to daily life. We strive to inspire children and educators to be more knowledgeable around biofilms, and we want to engage with those in the public with an active interest in health and care settings, hygiene and cleaning, the food industry, agriculture and the environment.
- We support development of technologies to prevent, detect, manage and exploit biofilms through translational Proof of Concept (POC) funding to help progress discoveries.
- With our seminars, workshops and conferences, we aim to develop a shared understanding of unmet needs and facilitate the creation of meaningful innovations in the biofilms sector.
- We support researchers to grow their expertise and provide entrepreneurial training to help them better understand the commercial environment and encourage the start-up of Micro and SME businesses.

### Raising awareness of the societal and economic impact of biofilms

- A biofilm is defined as an assembly of microbes, found either attached to a surface or suspended as aggregates of cells, and that is embedded within a slimy, polymer-based substance. Biofilms are central to our most important global challenges – from antimicrobial resistance and food safety to water security – and exert significant economic, social and environmental impact.
- Micro-organisms most commonly exist in nature as communities within biofilms rather than as single free-floating organisms. Biofilms are all around us, from the slime on rocks in streams (even in hot springs), to washing machines, to our own bodies, for example the dental plaque on our teeth.
- Detrimental biofilms can impact human and animal health as a cause of chronic antimicrobial-resistant infections, and exert economic costs to industry as a cause of water and food contamination, energy loss, and corrosion. However, there are also opportunities to exploit biofilms to our benefit, for example to generate electricity and to clean polluted environments.
- Gaining a greater understanding of how to prevent, detect, manage and engineer biofilms, as well as performing basic research to understand their composition, presents benefits across a range of sectors.

**Need further details or support? Contact NBIC's  
Communications Manager Natasha Nater.**