



**GeoVation**

**Welcome to the  
GeoVation Showcase**

**4 May 2011**

Ordnance Survey  
Explorer House  
Adanac Drive  
SOUTHAMPTON

GeoVation

[www.geovation.org.uk](http://www.geovation.org.uk)



## Hello and welcome to the 2011 GeoVation showcase

GeoVation is Ordnance Survey's open social innovation network, that helps people bring great geography-based ideas to life. We do this by running challenges to address specific needs within communities, that may be satisfied in part through the use of geography.

In addition to supporting last year's winners, in this second year of GeoVation we have run two challenges: '*How can Britain feed itself?*', and, our current challenge: '*How can we improve transport in Britain?*', which have attracted 52 and 155 ideas respectively.

Each challenge has been supported by a GeoVation 'PowWow', during which experts identified real problems to be solved, and a GeoVation camp, at which shortlisted ideas were developed into prototyped ventures, grounded in those problems, and pitched to the GeoVation judging panel at the end of each camp.

During today's event we will hear from the finalists of the challenge: '*How can we improve transport in Britain?*'. Each finalist has submitted a venture plan, summarised in this brochure. Today they will be giving a five minute pitch to the judging panel and to you, the participating audience. Our panel will have five minutes to question each venture and questions will then be opened up to you.

Each finalist has a chance to win a slice of £150 000 in innovation awards funding, provided by the Ideas in Transit project. In April 2010, Ordnance Survey released its free to use OS OpenData™ product portfolio, as well as new terms for the use of Ordnance Survey's open application programming interface (API) OS OpenSpace®. We are very keen to see ventures make use of these free resources, as well as the wealth of other open government data that has been released. To encourage this, therefore, there is also a chance to win up to £10 000 for the best use of OS OpenData, with £3 000 of that reserved for the best student venture.

Today is also an opportunity to meet, network, share and discuss how ideas and opportunities can be developed collaboratively, and to suggest how the GeoVation initiative can grow and develop further. What challenge would you suggest next?

We will also hear from the winners of the previous challenge and '*How can Britain feed itself?*', as well as a little bit about GeoVation's work in supporting the OS OpenData master classes, WhereCampEU and CityCamp London.

Making open GeoVation challenges work is dependent on the commitment, participation and collaboration of a number of other networks, organisations and individuals. We would like to thank our GeoVation sponsors (see inside back page), judging panels chaired by Roland Harwood of 100%Open, and GeoVation PowWow and Camp facilitators, Innovation Scout, as well as all those who helped develop the challenges (see acknowledgment).

Most of all we would like to thank you, the growing GeoVation community, for joining the network, submitting and commenting ideas, ventures and venture plans; offered help; feedback, support and advice. You inspire us.

Keep GeoVating and enjoy the day!

### The GeoVation Team

Follow GeoVation on Twitter@GeoVation. The tag for today's showcase is #geovation

[www.geovation.org.uk](http://www.geovation.org.uk)  
[www.geovation.org.uk/geovation](http://www.geovation.org.uk/geovation)  
Email: [champions@geovation.org.uk](mailto:champions@geovation.org.uk)

# Agenda

Time	Event	Venue
10.00 – 10.30	Registration – refreshments and networking	Reception
10.30 – 11.45	View ideas from: <ul style="list-style-type: none"> <li>• ‘How can we improve transport in Britain?’ Challenge finalists</li> <li>• ‘How can Britain feed itself?’ Challenge winners</li> </ul>	Multifunction room
11.45 – 11.55	Introduction of judges	Solent Theatre
11.55 – 13.10	‘How can we improve transport in Britain?’ Pitching – session 1	Solent Theatre
13.10 – 14.00	Lunch	Balcony
14.00 – 15.00	‘How can we improve transport in Britain?’ Pitching – session 2	Solent Theatre
15.00 – 15.15	Voting on community award	Multifunction room
15.15 – 15.35	Break – refreshments and networking	Multifunction room
15.35 – 16.30	1 Introduction of guest speakers  2 Presentations from: <ul style="list-style-type: none"> <li>• ‘How can Britain feed itself?’ Challenge winners</li> <li>• GeoVation challenge winners 2009–10</li> </ul> 3 GeoVation next steps	Solent Theatre
16.30 – 17.00	Presentation of GeoVation awards	Solent Theatre
17.00 – 19.00	Drinks and networking with music from Mosaic	Balcony

# How can we improve transport in Britain? Finalists

We all travel and we are all transport users. Travel and transport are key to businesses and central to our way of life. As users, what innovative ideas, using geographic information and other technology, can we suggest that helps reduce its impacts, changes our behaviour, and improves the overall experience?

**Venture Title: Sustainable Mobility Platform**  
**Represented by: James Swanston**

Getting people to travel more sustainably can be difficult to achieve, particularly as access to the right information and ticketing options are not always available. As a result, it is harder for organisations to measure the impact of commuting and business travel, and to incentivise staff properly.

Carbon Voyage is proposing a solution, incorporating a public transport tool within the sustainable mobility platform, so that it provides part of the informed personal travel tool which presently exists. Providing user choice should help staff to travel more sustainably, and if this tool can link in management information, it may allow organisations to understand the impact made through staff travelling in more sustainable ways, and incentivise them appropriately. Adding in a ticketing element to this may also facilitate opportunities to have corporate/organisational schemes for using public transport.

London and Manchester will most likely be used as the pilot locations for this.

**Venture Title: myPTP**  
**Represented by: Ali Clabburn/Sacha Billet**

myPTP is a unique web and mobile based application that encourages and enables users to make informed travel choices for all their journeys, in real time.

myPTP data feeds enable transport operators to know the travel plans of individuals, so they can maximise the efficiency of their service and tailor their offering to meet consumer demand.

Unlike existing travel planner services e.g. Transport Direct, myPTP will:

- engage with individuals making regular journeys and unfamiliar trips;
- integrate all transport options (including e.g. car sharing, taxi sharing);
- enable on-going communication with individuals through a membership service; and
- enable transport operators to interrogate the data to determine the demand for current and future services, and market directly to their audience.

*liftshare*, the award winning social enterprise behind myPTP, already work with over 600 employers. Phase 1 of the strategy is to undertake a proof of market evaluation and pilot of myPTP at 6 employers.

**Venture Title: Parcel Tracker**  
**Represented by: Glenn Barrell**

Abby Couriers are a local courier SME with big ideas. Over 30% of home deliveries are not delivered first time, leading to additional road or other transport journeys by customers to retrieve their parcels. We want to change that. We have gained funding to develop an online system to allow customers to refine the time, date and delivery location of their parcels.

We want to use geographical information and mapping technologies to allow customers to follow their parcel in real time, so that they know even more accurately when their parcel will be delivered. As well as giving the customer more detailed information about their deliveries, it will also allow us as a business to further optimise our routing selection, as we would also like to develop the GIS component to integrate with the traffic information from our local transport authority.

**Venture Title: Mission:Explore**  
**Represented by: Daniel Raven-Ellison**

So what is the problem? A fully utilised National Cycle Network would revolutionise sustainable transport in Britain but, with so many competing demands on their time, it is currently being underused by children and families.

- How do we overcome the lack of desire to use it?
- How do we break the habit of not using it?
- How do we overcome the negative perceptions of using it?

The solution? We motivate children and their families to discover the National Cycle Network by incentivising them to seek out and complete irreverent missions that are located along cycle routes. We put mapped QR codes and telephone codes in the landscape, linking children's passion for technology with the outdoors. Children find missions and they earn rewards. We create new desires, new habits and more positive perceptions of using the National Cycle Network.

**Venture Title: London Cycle Map Campaign**  
**Represented by: Dr Ben Irvine**

We believe there should be a single 'London Cycle Map' that's clear and easy to use and corresponds to a unified network of signed cycle routes throughout Greater London: the cycling equivalent of the Tube map.

A London Cycle Map would enable regular people to navigate around the existing London Cycle Network with minimal knowledge and journey planning, simply by following coloured signs or markings on the roads, rather than remembering hundreds of directions. Wherever you were in London, you'd be within minutes of a cycle network that could lead you wherever you wanted to go.

A London Cycle Map would also make cycling in the capital safer, because its network of routes would mostly use quieter streets and parks, with signs telling drivers what to expect.

We believe a London Cycle Map is the catalyst needed to make cycling in London mainstream. Find out more at: [www.cyclelifestyle.co.uk](http://www.cyclelifestyle.co.uk)

**Venture Title: @ccessadvisR**  
**Represented by: Neil Taylor**

Two transport networks exist in the UK – one, 80% of the population uses readily, and another which the 10 million people who experience mobility impairments, are restricted to.

This accessible network is often hidden, with little information to engender confidence that accessible transport features exist or work reliably. Planning and making journeys, particularly unfamiliar journeys, can be an ordeal for people with limited mobility.

**Why should getting around be this hard?**

@ccessadvisR will bring together disparate sources of accessible travel and destination information, and present them on a clear map base with simple search and rating tools.

Working with user communities of people with limited mobility, @ccessadvisR will make it easy for people to rate and blog about the accessibility of UK transport systems and destinations. A smartphone app will enable geo-coded content gathering (images and videos) and real-time blogging on accessible journey experiences to advise other travellers.

@ccessadvisR prototype website: [www.accessadvisr.co.uk](http://www.accessadvisr.co.uk)  
Integrated Transport Planning Ltd: [www.itpworld.net](http://www.itpworld.net)

**Venture Title: OurMeetingPoint**  
**Represented by: Dr Kate Pangbourne**

Face-to-face meetings will always be important, but there is still scope to reduce business travel, which is a significant cost for many companies.

OurMeetingPoint, developed by Kate Pangbourne of the University of Aberdeen, fills a niche in travel and meetings management tool. It streamlines the complex task of organising meetings and travel by integrating calendar meetings and journey planning, with the added twist of finding more cost-effective geographic locations to hold meetings. It will identify the best location to hold a meeting based on the originating location, preferences of participants, and criteria such as time, mode, cost or carbon.

Each time the tool is used, the trade-off between time, cost and carbon are transparent, helping businesses to meet CSR and environmental management targets and control meeting costs. For small and medium sized businesses, the tool is a lower cost alternative to using travel agencies and meetings management providers.

**Venture Title: FixMyTransport - Anywhere!**  
**Represented by: Tom Steinberg**

In 2011, mySociety will be launching FixMyTransport.com, a site which both enables travellers to report small problems directly to transport companies to get them fixed and coaxes people, who do not think of themselves as 'activists' or 'campaigners', over the edge into being micro-activists in relation to their own transport problems.

The site has a database of the location of every transport route and stop in the country and linked details of every company and authority that has responsibility for each of these. This enables users to swiftly and easily log problems, automatically routing them to the appropriate authority.

As mySociety does not have the resources to develop a dedicated mobile application for FixMyTransport, we are applying to Geovation to fund a bespoke, cross-platform mobile application that leverages the geolocation functionality of mobile devices and has a user interface that is simple, beautiful, intuitive and swift to use.

**Venture Title: Crowd-sourced cycling solutions**  
**Represented by: Martin Lucas-Smith**

Cycling levels in the UK are low by continental standards. Fast traffic, lack of cycle parking, and little space allocated for cycling, put people off. Yet there is huge potential to turn cycling into the pleasant, easy and safe activity that can help transform cities into efficient and wonderful places to live.

Our proposal is for an extensive suite of tools that will assist cycling campaigners around the UK – people who are already enthused – to be more effective in their work.

It will provide a powerful but easy-to-use web-based system to resource existing cycling advocacy groups much more effectively. It will build on our 27,000-picture Photomap; bringing in resources such as planning applications, collision data and more. It will provide resources and workflows specifically designed for the needs of the existing cycling advocacy community, to turn problems into solutions.

Our proposal is backed by cycling groups around the country.

## Judging panel – How can we improve transport in Britain?



**Roland Harwood (Chair)**  
Co-founder of 100%Open

Roland Harwood (Panel Chair) is co-founder of 100%Open. Roland was formerly director of Open Innovation at NESTA, the UK's National Endowment for Science, Technology and the Arts. Roland has worked with hundreds of start-ups to raise venture capital and commercialise technology.



**Andrew Goodwin**  
Department for Transport

Andrew Goodwin is a senior policy analyst in the Strategy Unit at the Department for Transport. His work focuses on issues that cut across all modes of transport, including the use of traveller information. Andrew holds undergraduate and postgraduate degrees in economics and has worked as a civil servant for the last four years. Prior to that, he worked as an economist for a private sector research and consultancy firm.



**Glenn Lyons**  
Associate Dean and Professor of Transport and Society at the Centre for Transport and Society, University of the West of England

Glenn Lyons is Associate Dean and Professor of Transport and Society at the Centre for Transport and Society, University of the West of England. Glenn leads the Ideas in Transit project which is funding the £150 000 innovation awards pot for the challenge. Glenn's own research expertise concerns the links between lifestyles and personal travel.



**James Cutler**  
CEO and co-founder emapsite

James Cutler is CEO and founder (with Justin Saunders) of emapsite, the leading provider of digital geographic content and geospatial services for professional users. James has been at the forefront of the digital mapping industry for more than 20 years. As a leading exponent of geospatial web services, emapsite is increasingly embedding GI within mainstream business processes.



**Peter ter Haar**  
Ordnance Survey's Director of Products

Peter ter Haar is Ordnance Survey's Director of Products. Peter is responsible for all aspects of product management including product marketing, engineering, cartography and supply. He joined Ordnance Survey in November 2006, with more than 18 years' experience in product management and business development in both the public and private sectors in GIS, location-based services and mobile technology.



**Richard Kemp-Harper**  
Technology Strategy Board

Richard Kemp-Harper has responsibility at the Technology Strategy Board for managing a portfolio of innovative projects in the transport and energy generation and supply. Richard has a background in academic research in chemistry, biochemistry and medical imaging and 6 years in web development and information management for Oxfam.

# How can Britain Feed itself? – **Winners**

The 2007/08 global food crisis has prompted serious thinking in UK about food and food policy for the first time in 50 years. Can we combine, agro-ecological approaches with geographic data in order to develop sustainable approaches to food and farming?

## City Farmers Peter Boyce and Helen Steer

We're City Farmers, a social enterprise that aims to create new growers, facilitate existing growing schemes and help local government engage individuals and communities through food.

Social inequality is inextricably linked to poor diet and poor health. To aid in the fight against this, we will be 'joining the dots' between members of targeted communities, growing spaces and local government/ health authorities.

We will provide individuals with customised growing advice, 'start up' plants and training, whilst the growing schemes we connect them with will get help with outreach and business support. We will use our presence in the community to help local government/health bodies reach people. Key to this will be mapping growing spaces, overlaid with detailed information about each space. This map will also have socio-economic information and transport links; an invaluable resource for identifying need, targeting resources and engaging key demographics.

To learn more, follow us on twitter @city\_farmers or visit our website [www.city-farmers.co.uk](http://www.city-farmers.co.uk)

How can Britain feed itself?



## Foodnation Louise Campbell

Foodnation ([www.food-nation.co.uk](http://www.food-nation.co.uk)) is a location based mobile application that promotes locally sourced foods and farm vendors. It is built to create the best customer experience and allow farm vendors to reach new markets and customers, create loyalty feedback systems and allow customers to find real-time information on local farmer vendors, box schemes, and locally produced foods in their area.

Foodnation's personal approach will allow customers to get to know their local vendors personally, redefining customer loyalty. Foodnation is part social network, part recommendation engine and part store. It is an engaging, sustainable application that enriches the lives of the users by putting them back in touch with the land. Vendor data is supplied by BigBarn.co.uk one of the largest independent foods and vendors organisations in the UK. Map data powered by OS OpenSpace.

Discover great food, at your fingertips

**foodnation**  
[www.food-nation.co.uk](http://www.food-nation.co.uk)



# GeoVation award winners 2009–10

At the Royal Geographical Society, London on 26 January 2010, nine GeoVation finalists pitched their ventures to our judging panel at our first GeoVation Showcase. The winning ventures were: MaxiMap (who also won the community voted prize), Mission:Explore and PlaqueGuide. GeoVation seed funding grants enabled them to get their ventures off the ground. One year on, how have those ventures developed? MaxiMap and Mission:Explore have come back to tell us.

## MaxiMap

Rowena Wells and Ann Jones



MaxiMaps are giant 20 meter square floor maps for education. The idea was developed by teacher Ann Jones, who found that her secondary school pupils had no basic geographical knowledge

of the UK – which rendered many of her history lessons ineffective. She utilised ‘active learning’ - and used rope to make an outline of Britain on the floor. On this, her pupils could re-enact invasions and battles. But by the time one ‘army’ had invaded from the east, and another from the south, the pupils had kicked the rope (and thus Britain) into oblivion!



We made the first prototype UK MaxiMap for Ann’s school. It was a ‘giant’ success with pupils and staff. With the prize funding from GeoVation 2010, we were able to add a World MaxiMap, produce a DVD of MaxiMap in action, and launch the products at the GA National Conference in Derby.

## Mission:Explore

Abigail Woodman, The Geography Collective



It’s been a year since we won seed funding from GeoVation and what a year it’s been. Working in partnership The Geography Collective and The Workshop have created the Mission:Explore website and iPhone app, which currently include over well over 10 000 located activities for children. We are now working with a wide range of clients including National Geographic, Middlesbrough Council, British Waterways, Pink Stinks, Cardiff University and PlantLife UK.

Currently we are developing a version of the platform to be a part of Discovering Places, a strand of the Cultural Olympiad. This work will bring new and additional functionality to Mission:Explore, which we are very excited to reveal later in 2011. Most recently we have launched our two latest Mission:Explore children’s books one of which, Mission:Explore on the Road, is full of travel based activities.





# MapAction

**When disaster strikes, the first crucial need is for...  
...information.**

## **Where are the affected people?**

## **What are the highest priorities for rescue and relief?**

## **How can response agencies reach survivors?**

## **Who has already delivered aid, and where?**

MapAction delivers that vital information in the form of maps, created from information gathered at the disaster scene. By conveying a 'shared operational picture', our maps play a crucial role in delivering humanitarian aid to the right place, quickly – because aid in the wrong place is no help at all!

MapAction is unique. We are the only non-governmental organisation (NGO) with a substantial track record in field mapping for disaster emergencies. Since 2003, we have helped in over 25 emergencies including the Asian tsunami, earthquakes, volcanoes, floods and tropical storms. We can deploy a fully trained and equipped mapping team anywhere in the world, often within a few hours of an alert.

## **MapAction's operational capability**

We have harnessed the power and portability of modern technology – particularly geographical information systems (GIS) and satellite location systems: GPS. This enables us to gather information on the ground, combine it with satellite images and produce maps in the field that are delivered directly to the rescue and relief agencies themselves. Between emergency missions we also deliver training in GIS and other skills to disaster management agencies around the world. Most importantly, we help to build disaster mapping capacity in the most vulnerable countries.

## **Recent deployments**

During 2010, MapAction's 38 volunteers spent 647 days in the field during emergency missions, including the Haitian earthquake and the flooding in Pakistan. 2011 has already seen a number of humanitarian challenges. We have had operational deployments in Tunisia and Egypt, and also humanitarian support to Libya and to Japan in response to the earthquake and tsunami. Currently, MapAction has experts deployed in the Côte d'Ivoire.



## **Making it all happen**

MapAction counts among its strategic partners the UN Office for the Coordination of Humanitarian Affairs (OCHA), with whom it regularly trains and works, UNOSAT and the SAFER consortium providing satellite derived crisis mapping, the UK government Department for International Development (DfID) and numerous major international non-governmental organisations (NGO). MapAction is also an active contributor to the voluntary technical crisis mapping community.

[www.mapaction.org](http://www.mapaction.org)

# GeoVation is funded by:

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Ordnance Survey is Great Britain's national mapping agency, providing the most accurate and up-to-date geographic data, relied on by government, business and individuals.



By maintaining and enhancing one of the world's most detailed geographic referencing frameworks, our data is at the heart of policymaking and allows for better exchange of data between citizens and government.

For more information, please visit:  
[www.ordnancesurvey.co.uk](http://www.ordnancesurvey.co.uk)



Ideas in Transit is a five-year project that applies user innovation to the transport challenges faced by individuals and society. It is a unique collaboration between commercial and academic thought leaders and their networks, supported by government funding. It will influence intelligent transport decisions at policy, social, personal and commercial levels.

Ideas in Transit includes within the concept of 'user innovation' any development that is not top-down (for example, not driven by a major commercial or public organisation). One of the project's objectives is therefore to discover, understand and promote current innovations that are 'bottom-up', unconventional and/or involve collaboration amongst users.

For more information, please visit:  
[www.ideasintransit.org](http://www.ideasintransit.org)

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## Technology Strategy Board

Driving Innovation

The Technology Strategy Board is an executive non-departmental public body sponsored by the Department for Business, Innovation and Skills (BIS). Our role is to stimulate technology-enabled innovation in the areas that offer the greatest scope for boosting UK growth and productivity. We promote, support and invest in technology research, development and commercialisation. We spread knowledge, bringing people together to solve problems or make new advances.

*The Technology Strategy Board promotes and accelerates innovation to build economic prosperity and quality of life. We are pleased to support this Geovation Awards Programme event.*

For more information, please visit:  
[www.innovateuk.org](http://www.innovateuk.org)



The Department for Transport vision is for a transport system that is an engine for economic growth but one that is also greener and safer and improves quality of life in our communities. By improving the links that help to move goods and people around, and by targeting investment in new projects that promote green growth, we can help to build the balanced, dynamic and low-carbon economy that is essential for our future prosperity.

[www.dft.gov.uk](http://www.dft.gov.uk)

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# The GeoVation transport challenge is supported by:



The SBRI procurement methodology is one of the tools that the Technology Strategy Board uses to drive innovation.

SBRI competitions use the power of government procurement to:

- Provide innovative solutions to public sector challenges.
- Provide business opportunities for technology organisations.

[www.innovateuk.org](http://www.innovateuk.org)

Business in the

Community

Business in the Community (BITC) is a business-led charity from large multinational household names to small local businesses and public sector organisations.

We advise, support and challenge our members to create a sustainable future for people and the planet and to improve business performance by sharing what we learn about driving performance through responsible business practice.

[www.bitc.org.uk](http://www.bitc.org.uk)

EPSRC

Engineering and Physical Sciences  
Research Council

EPSRC is the main UK government agency for funding research and training in engineering and the physical sciences, investing more than £850 million a year in a broad range of subjects – from mathematics to materials science, and from information technology to structural engineering.

[www.epsrc.ac.uk](http://www.epsrc.ac.uk)



The National Business Travel Network (NBTN) is a business to business network promoting sustainable travel and flexible working. NBTN enables companies to share best practice and promotes the financial, environmental and social benefits of reducing the negative impacts of work-related travel. Encompassing smarter travel and smarter working, NBTN is developing and demonstrating the strong business case for change through research and best practice case studies.

## Acknowledgements

The GeoVation team would particularly like to thank the following people for helping us to develop and run the GeoVation Challenges. As you know, we couldn't have done it without you.

### ***“How can Britain feed itself?”***

Sam Henderson (Agrarian Renaissance, Church Farm, Ardeley), Colin Tudge (Campaign for Real Farming), Ruth West (College for Enlightened Agriculture), David Simoes-Brown (100%Open) Huw Davies (Warwickshire County Council), John Sheridan (National Archives), Karl Rego (Business in the Community), Richard Barnett, (New Forest Transition Network), Rosalind Brooks (All Party Parliamentary Group on Agroecology), Sarah Church (DEFRA Food Policy Unit), Sean Miller and David Townson (Innovation Scout) and our “How can Britain Feed Itself?” judging panel: Roland Harwood, Chair (100%Open), Eloise Day (Capital Growth), Gary Gale (Nokia), James Cutler (eMapSite) Nick Snelgar (Future Farms), Liz Ratcliffe (Ordnance Survey), Peter ter Haar (Ordnance Survey) Victoria Harris (The Prince's Rural Action Programmes, Business in the Community).

### ***“How can we improve transport in Britain?”***

Ana Svab, (Ways2Work), Andrew May (University of Loughborough), Daniel Raven-Ellison (the Geography Collective), Duncan Wilson (ARUP), Eric Matthews (Ito World), Fionnuala Costello (TSB), Heather McInroy (National Business Travel Network, Business in the Community) Ivana Gazibara (Forum for the Future), Louise Cooper (IBM), Noel Hatch (Kent County Council), Sam Mullins (London Transport Museum), David Townson and Sean Miller (Innovation Scout), and our “How can Britain Feed Itself?” judging panel: Roland Harwood, Chair (100%Open), Andrew Goodwin (Department for Transport), Bryan Forbes (SBRI, Technology Strategy Board, Christopher Osborne (Ito World), Glenn Lyons (University of the West of England), James Cutler (eMapSite), Peter ter Haar (Ordnance Survey), Richard Kemp-Harper (Technology Strategy Board), Serena Cussons (Department for Transport), Tracy Ross (University of Loughborough).



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