iGEM Lund

- **Student-led organisation** competing in the largest Synthetic biology competition
- Worked on developing a cow probiotic designed to reduce methane emissions
- Large part of competition is engaging with public and collaborations
- Four main methods of engagement: Social Media, Workshops, Collaborations, Outreach to stakeholders

Workshops

- **Central focus** of our outreach work
- Wanted students to be aware that Synthetic Biology is a viable option for them
- Tailored the difficulty of the workshops to their knowledge
- Tried to engage the students in discussions both discussing the engineering and ethical aspects of SynBio
- All material for the workshop is free to use on our website!

Collaborations

- Worked together with the four other Swedish iGEM teams to create **Plasmid Assembler**, a synthetic biology-themed card game.
- Engaged with experts to discuss our project and get feedback on how it should be further developed.
    - Tom Williams with Number8bio (Startup)
    - Paul Hudson (Professor at KTH)
    - Ed van Niel (Professor at LU)
    - Emma Kreuger (Professor at LU)
- Hosted the Swedish iGEM Conference, attended the Nordic iGEM Conference and the Grand Jamboree.

Outreach to stakeholders

- **Farmers** are the main group which would engage with our product

- Conducted several interviews with farmers and members of the agricultural industry

- Essential to bring science and industry together to better understand their concerns and change our proposed product accordingly

Social Media

- Started a social media campaign, **Mootastic Monday**. Each monday we posted relevant posts relating to our potential solution and the problem at large
- Tried to get viewers to actively engage with our material by posting polls and questions