

# THE AWARDS 2021

## Knowledge Exchange/Transfer Initiative of the Year

<b>Institution name</b>	Aberystwyth University
<b>Submission title or project name</b>	Upskilling the creative industries in Wales
<b>Nominee/key personnel</b>	Dr Helen Miles, AMP Project Lead and Academic Coordinator Elin Mabbutt, AMP Project Manager
<b>URL</b>	<a href="https://amp.aber.ac.uk">https://amp.aber.ac.uk</a>
<b>Submission</b>	<p>The Covid-19 pandemic has thrown the benefits of digital creation and communication into sharp relief. As the world went into lockdown, we became increasingly reliant on our digital devices both for work and social purposes.</p> <p>Organisations and media companies identified a need to upskill their workforce to meet a growing demand for creative digital content across all platforms. Aberystwyth University was able to respond quickly to their needs with a unique multi-disciplinary scheme aimed at enhancing industry innovation and productivity in the creative industries through knowledge exchange.</p> <p>Supported by the European Social Fund through the Welsh Government, all modules on the university's Advanced Media Production MSc were made available flexibly and free to eligible organisations and the self-employed working in the creative industries sector in Wales. To date, more than 150 employees have taken up the opportunity for high level training in the latest media technologies and skills.</p>