

The Royal Society of Biology unveils "Biology for a Better Tomorrow" digital series: showcasing biosciences as key to a sustainable future

9 October 2024 - In a bold new initiative, the Royal Society of Biology (RSB) has partnered with media production company Content With Purpose (CWP) to launch *Biology for a Better Tomorrow*, a pioneering digital series designed to shine a spotlight on the indispensable role of biology in tackling global sustainability challenges.

This thought-provoking series delves into the extraordinary work of biologists leading efforts in climate resilience, environmental protection, and the creation of innovative solutions for a sustainable future. From cutting-edge research to transformative technological advancements, *Biology for a Better Tomorrow* highlights the essential contributions of the biosciences in shaping a healthier, more equitable world.

A Fresh Perspective on Biosciences

Through a collection of captivating short films, insightful interviews, and real-world case studies, *Biology for a Better Tomorrow* presents a sweeping overview of how biology intersects with vital global issues. These stories, inspired by the United Nations Sustainable Development Goals (SDGs), explore topics including sustainable agriculture, biodiversity, food security, clean water, renewable energy, circular economy practices, and health and well-being.

The series offers a window into the work of passionate biologists, from academic institutions and leading biotech companies to pioneering non-profits and conservation organisations. Viewers will discover how science is creating actionable solutions for today's most pressing challenges.

Spotlighting Expertise and Innovation

With themes inspired by the SDGs, stories will showcase passionate biologists who are pioneering meaningful progress across areas such as sustainable agriculture, biodiversity, food security, clean water, environmental protection, climate action, clean energy, circularity, health and wellbeing, education and inclusivity, and for life below water.

Key figures in the field bring their insights to the series, including BBC broadcaster and infection expert Dr Chris van Tulleken; Professor Stuart Reid CBE FRSB of the Royal Veterinary College; academic zoologist George McGavin; Dr Mark Downs CBIol CSci FRSB, Chief Executive at RSB; James Williams FRSB, Senior Biodiversity Adviser at JNCC; and Dr Sana Zakaria MRSB research leader at the RAND Corporation. These thought leaders lend their voices to discuss the intersection of science, community well-being, and sustainability, providing expert analysis on how the biosciences are advancing both policy and practice.

Contributions from leading organisations such as the University of Plymouth; UCL's Learn to Discover; Aston University; Arctoris; The School of Biological Sciences at the University of East Anglia; King's College School, Wimbledon; Certis Belchim; Ori Biotech; Evinova; Haier Biomedical; University of Southampton; Natural Products BioHUB at Swansea University; and UK Biocentre ensure that the series captures a comprehensive snapshot of how the biosciences are driving innovation across academia, industry, and public health sectors.

A Platform for Change

Susie Rabin, Associate Director of Communications and Public Affairs at the Royal Society of Biology, said: “We’re thrilled to be partnering with CWP for this new digital series. The series will provide a crucial platform to showcase the work of biologists and the range of careers available, whilst highlighting the vital work they do. It’s an opportunity to celebrate the successes across the field so far and to provide inspiration for both emerging and established biologists alike.”

Max Smith, Founder and Managing Director of CWP, echoed this sentiment, emphasising the importance of collaboration in advancing the series’ core message: “Biology sits at the heart of our ability to build a sustainable future. In this series, we’re showing how the passion, expertise, and ingenuity of biologists are creating lasting impact, not just within their fields, but for the planet. It’s about showcasing real-world stories of innovation, which we hope will inspire more people to see biology as a force for change.”

Engage with the Series

To explore the full Biology for a Better Tomorrow series and learn more about the incredible efforts being made in biosciences to secure a sustainable future, visit the dedicated series page [here](#).

- ENDS -

About RSB

The Royal Society of Biology (RSB) is a single unified voice for biology: advising the Government and influencing policy; advancing education and professional_development; supporting our members, and engaging and encouraging public_interest in the life sciences. The Society represents a diverse membership of individuals, learned societies and other organisations.

rsb.org.uk

About Content With Purpose

Content With Purpose (CWP) is a strategic content creator that partners with leading member bodies and associations to highlight their industries' contributions to sustainable development.

www.contentwithpurpose.co.uk