



# Impact Development Workshop

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Table 4. An indicative list of activities and related time line.

	Year1				Year2			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Cluster:</b>								
<b>Activities</b>								
Workshop/training	Impact Development Workshop				Follow-up Workshop			
Progress monitoring		Half yearly		Year End		Half yearly		Year End
<b>Researchers:</b>								
<b>Activities</b>								
Internal Meeting of Researchers	*	*	*	*	*	*	*	*
Impact	Impact Summary, Pathways to Impact		Plan and carry out your impact activities					Impact Case Study
Stakeholder Engagement	Research User and Stakeholder Characterization Worksheets		Plan and carry out your engagement activities					
Research Communication	Lay Abstract, Graphical Abstract		Plan and carry out your communication activities					

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## Impact related documents

### Year 1, Q1-Q2

- Impact Summary
- Pathways to Impact
- Research User Characterization Worksheet
- Stakeholder Characterization Worksheet

### Year 2, Q4

- Impact Case Study (end of project)

### Done

- Lay Abstract
- Graphical Abstract

## F. RESEARCH IMPACT<sup>i</sup>

You can use these columns to help write your 'IMPACT SUMMARY'		This may be helpful for <u>structuring</u> your 'Impact Summary' and 'Pathways to Impact' sections	You can use these columns to help write your 'PATHWAYS TO IMPACT'				
<b>Who</b> will your research benefit? (non-academic beneficiaries)	<b>What</b> will be the benefits to them from your research?	<b>How</b> would you categorise this benefit/beneficiary? (E.g. public, industry, Policy?)	<b>How</b> are you going to share your research with them? (I.e. what is the specific activity?)	<b>When</b> are these activities going to take place? (Be as specific as possible)	<b>Who</b> from your research project is going to arrange and deliver this activity?	<b>What resources/training</b> will you need for this activity? (Include in costs & justification of resources)	<b>How will you know</b> these activities have been successful?

<sup>i</sup> Source: Guidance on impact in RCUK applications: <https://www.vork.ac.uk/taff/research/research-impact/impact-in-grants/>

***You need to do brainstorming in the whole group to come up specific answers to these questions***

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## Activities to be carried out during the workshop

Activity 2.1: Identify your impact objective

Activity 2.2: Map your stakeholders

Activity 2.3: Identify your audiences

Activity 2.4: Map your communications activities

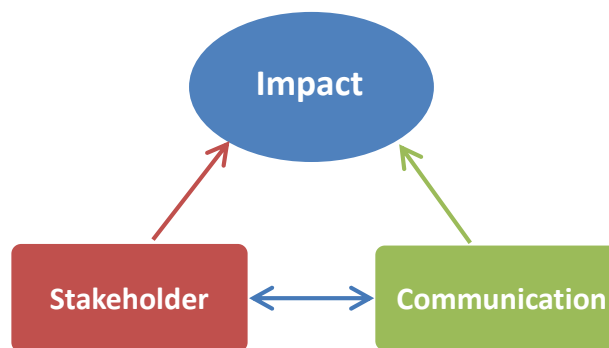
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## An Overview of Research Impact

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Impact is achieved through effective communication and working closely with stakeholders

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Economic and societal impacts embrace all the **extremely diverse** ways in which research-related knowledge and skills benefit individuals, organisations and nations

### Research impact is wide ranging

- Cultural impact
- Economic impact
- Environmental impact
- Social impact
- Impact on health and wellbeing
- Policy influence and change
- Legal impact
- Technological developments



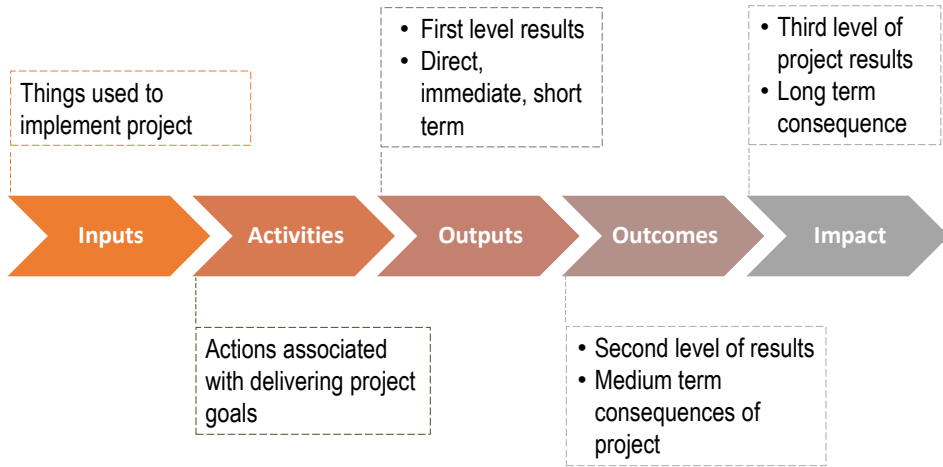
### Society gains from research might include

- Better products/processes
- Better services
- Healthier lives
- Better welfare
- Increased understanding of ideas and attitudes, values and beliefs
- ...
- ...
- ...
- and so on
- 

### Questions as useful starting point

- Likely outcomes of this research?
- Who will benefit from this research?
- How will they benefit from this research?
- How can you involve potential beneficiaries in this research?
- How will you know if it has made a difference?

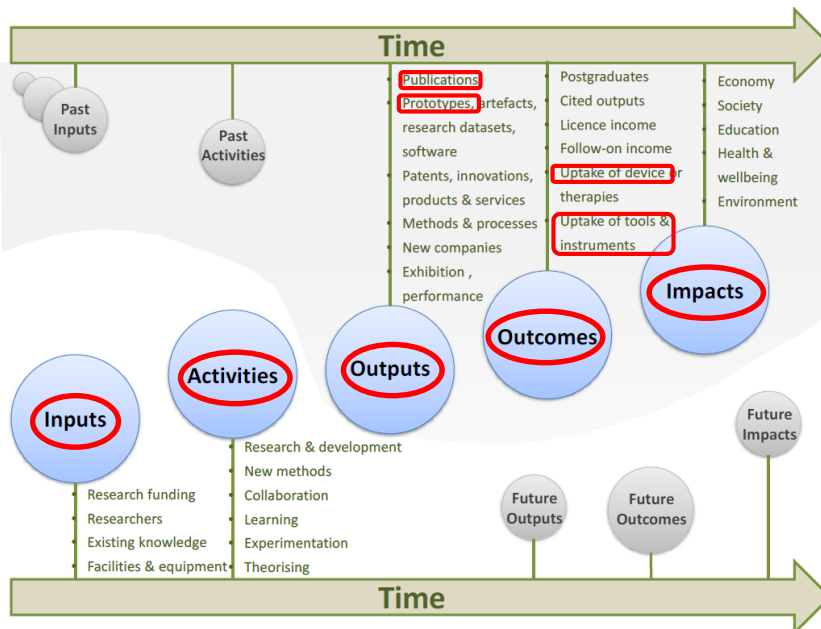
## The Results Chain: Linear Model



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## Linkage of inputs, activities, outputs, outcomes & impacts over time

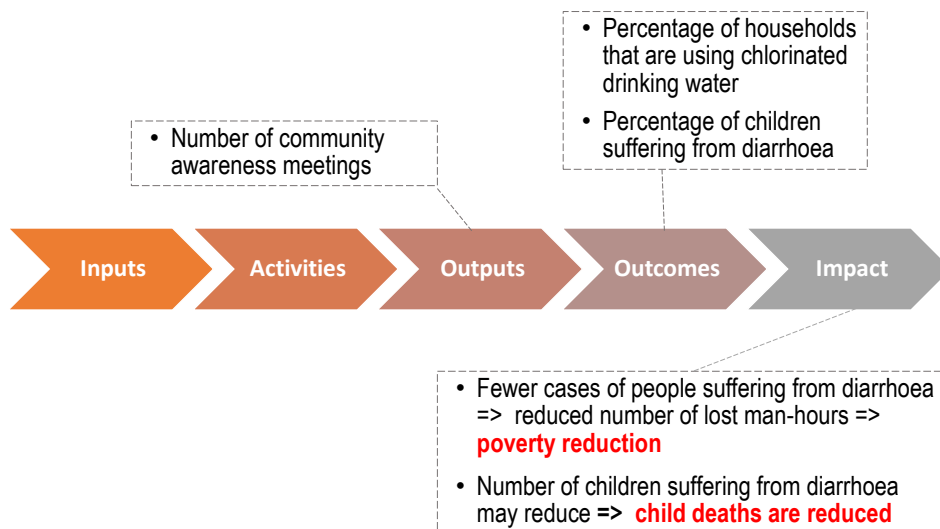


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(University College Dublin Report)

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## Example: Safe Water Project



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## Impacts can be manifested in a wide variety of ways

### Impacts on

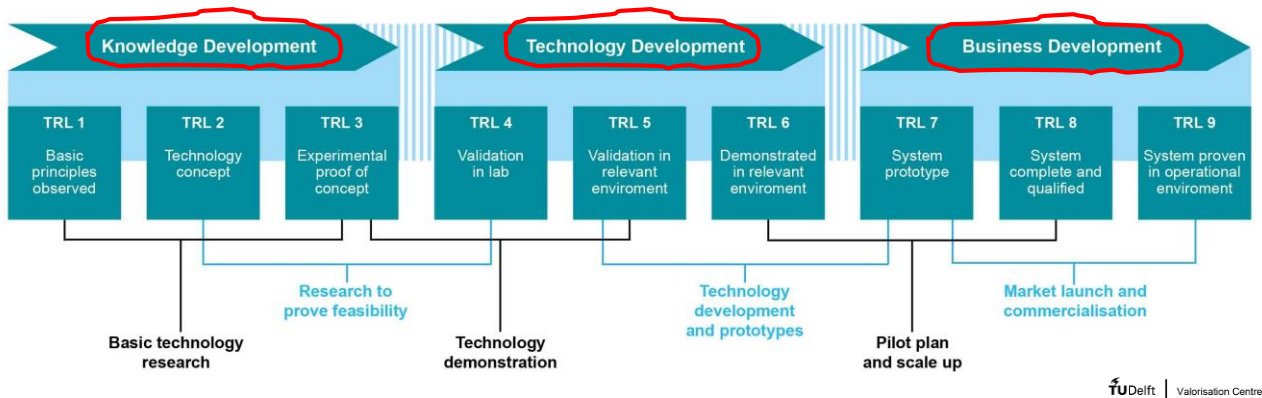
- Products
- Processes
- Practices
- Policies
- Behaviours
- Understanding
- avoidance of harm / waste of resources in widest sense

*Impact of any type may be local, regional, national or international*

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## Development pathway for new technologies: Technology readiness levels (TRLs)



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## Questions to Consider

- What **stage of development** is your technology at?
- Where do you hope to **progress** your technology to **during your project**? What is a successful outcome?
- If your project is successful who is most **appropriate funder to support next** stage of development?
- Will your project deliver all the **evidence** and **prior planning** required to produce a high quality application for **next stage funding**?

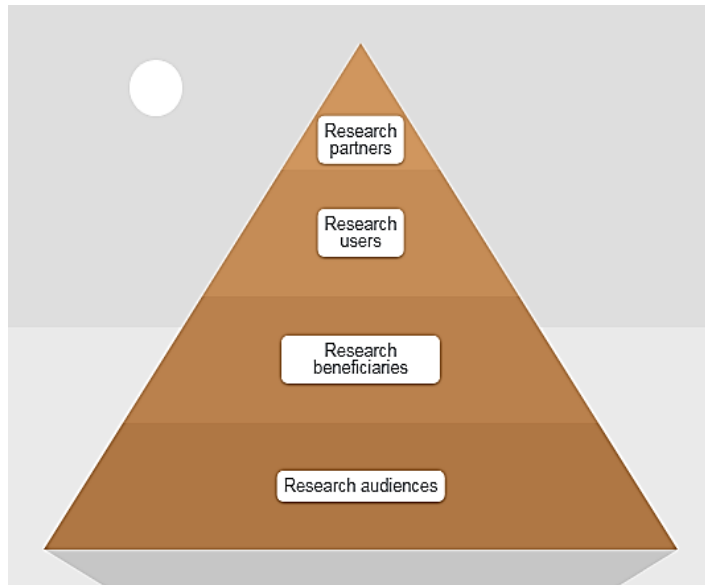
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## Engagement with Stakeholders/Research Users

### Types of stakeholder



**Research user:** A research user or beneficiary is an individual, community or organisation external to academia that will **directly use** or **directly benefit** from the output, outcome or result of the research.

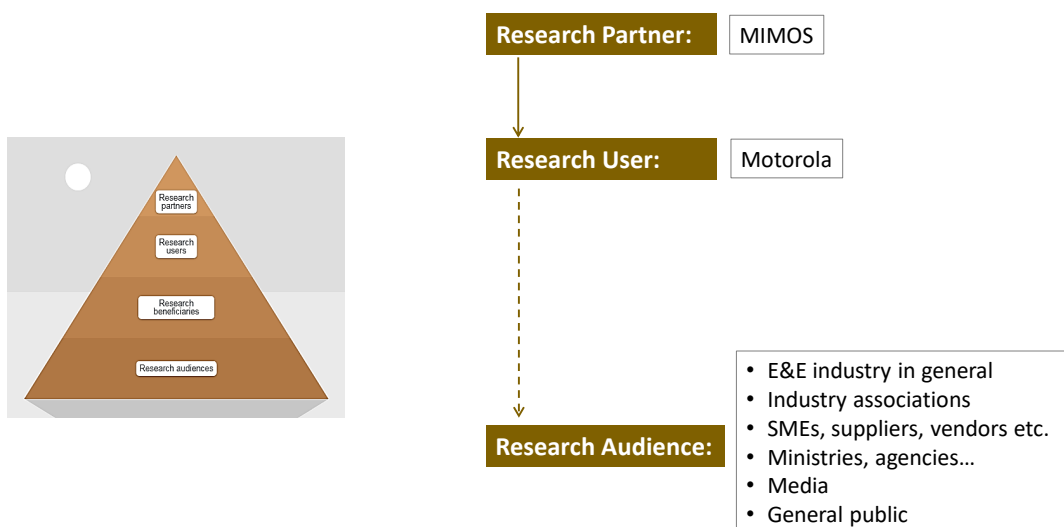
*e.g., governments, businesses, non-governmental organisations, communities and community organisations.*

**Stakeholder:** A stakeholder is anyone who is **affected by** or **has an interest or stake** in a particular issue.

*e.g., members of local, state, federal or tribal agencies; business leaders and industry representatives; representatives from non-profit groups or other citizen organizations; and individuals from loosely defined user groups, such as local residents or farmers etc.*

**All research users are stakeholders, but not all stakeholders are research users.**

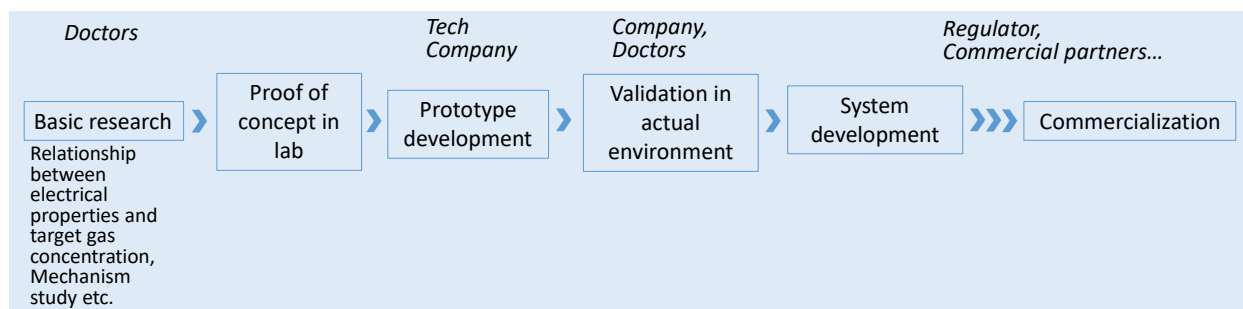
## Example: Research on IC chip development



## Another Example

**Development of sensor for breath analysis**

- Exhaled breath contains certain gases that are linked to certain disease, e.g., cancer
- Handheld, low cost device
- Screening of wide population → early detection
- Huge benefit in terms low healthcare cost, quality of life and wellbeing



*Who is research user ?*

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**Research Engagement**

- **Interaction** between researchers and research users for the mutually beneficial exchange of knowledge, technologies and methods, and resources in a context of partnership and reciprocity
- **Research users:** include industry, Government, nongovernmental organisations, communities and community organisations

**Outside of  
academia**

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## Broad categories of research users may include

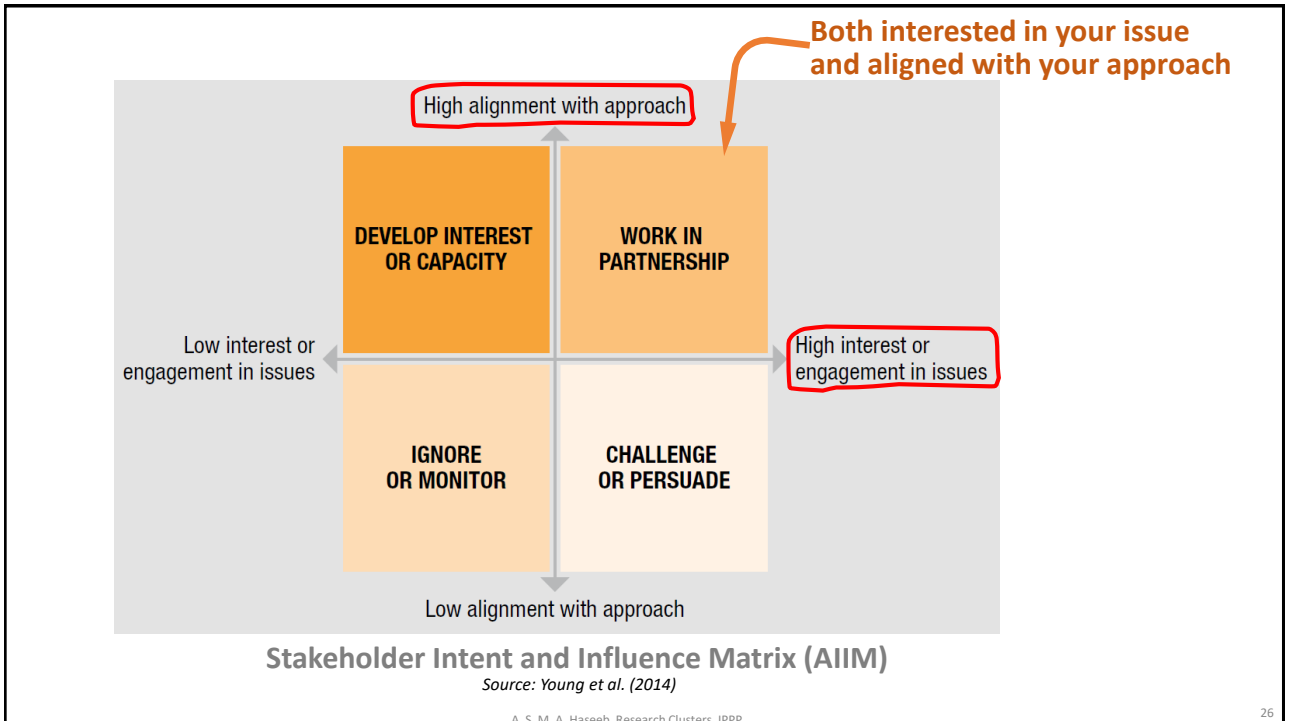
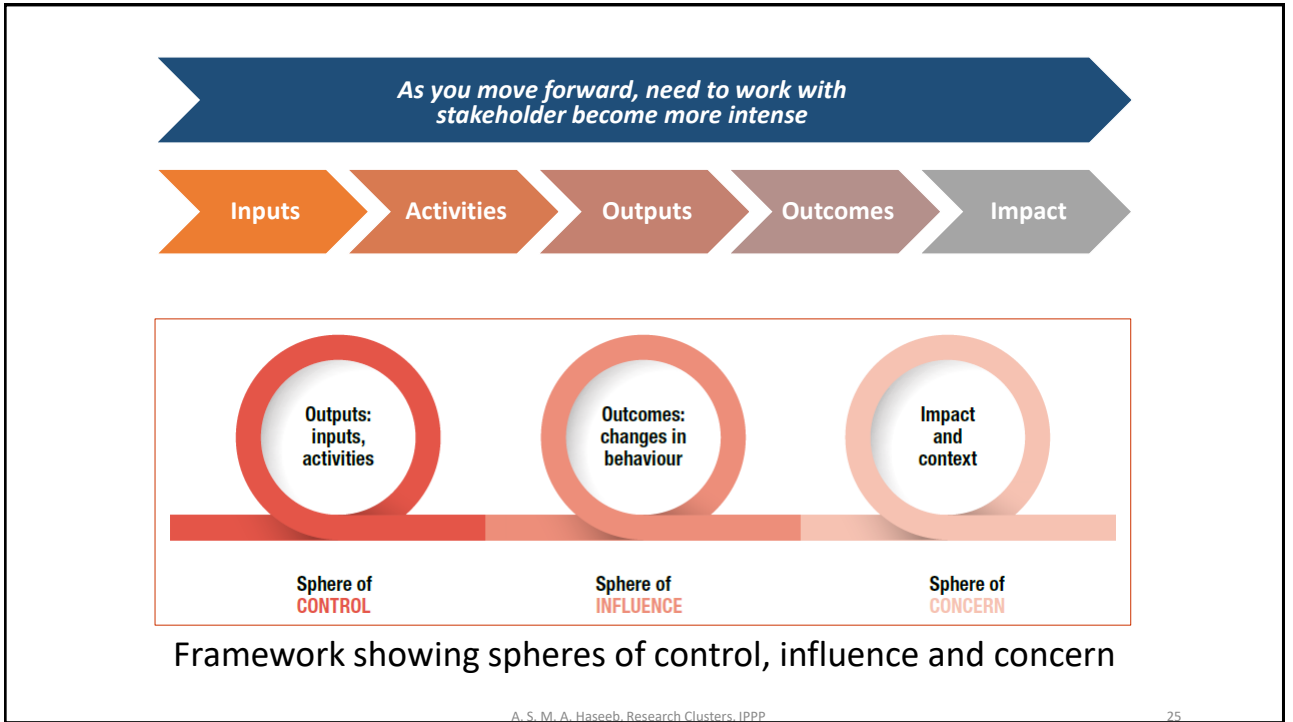
- General public/community/social enterprise groups
- Government and non-departmental public bodies (*ministers, civil servants, policy advisors/makers; regional, national, international*)
- Health care providers/agencies
- Charitable sector/NGOs Professional societies
- Private sector/industry (*large, small- and medium-sized enterprises [SMEs]*)
- Media partners (*collaboration with the media on feature stories, not press releases*)

## To achieve your impact aims you will have to work with other people

### Examples might include:

- Working with companies to commercialise a product or technique
- Working alongside a specific MP to help influence a policy
- Holding a public meeting to raise awareness of the health impacts of lifestyle choices
- Publishing your research in a national newspaper
- Talking about your research on a local radio programme
- Securing the commitment of a local theatre
- Working with a museum to develop an exhibition to showcase your research
- Working with students to inform educational materials

*Who will you need to work with to achieve your impact aims?*



# Research Communication

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- Multi-way exchange of knowledge between academia and research users in business, public and third sectors
- ‘Engagement’ not just dissemination
- Do not leave it to the end
- Communications in the broadest sense – both formal and informal

- Workshops
- Bi-lateral meetings
- Public events
- Policy dialogues
- Field visits
- Online networks

- Media/press release
- Website
- Radio, TV broadcast
- Blogs
- Social media
- Emails

- Digital engagement
- Data visualization
- Multimedia

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## Workshop Activities

Activity 2.1: Identify your impact objective

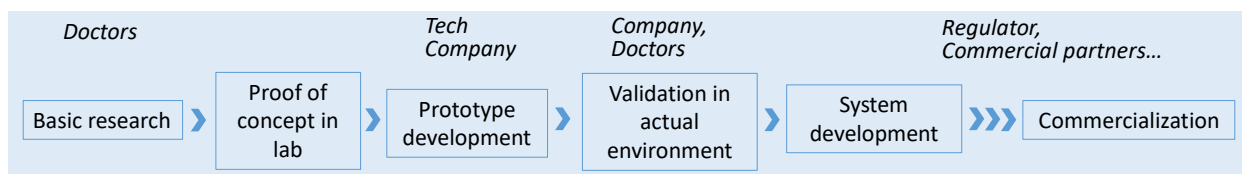
Activity 2.2: Map your stakeholders

Activity 2.3: Identify your audiences

Activity 2.4: Map your communications activities

### 2.1 Identify your impact objective

1. Research question/hypothesis
2. What wider issue does it feed into ?
3. How can your research contribute to solving this issue
4. Who will benefit from your research ? How will they benefit ?
5. Your high-level impact objective ?
6. Impact objective within your sphere of influence ?
7. What will indicate that change has happened and your research made a difference ?



## Stakeholder Engagement

### Activity 2.2: Map your stakeholders

- Identify stakeholders with highest alignment and highest intent
- Identify those having highest influence
- Be specific: name of persons, name of organizations
- Fill in Table 2: Research User Characterization Worksheet and Table 3: Stakeholder Characterization Worksheet

## Research Communication

### Activity 2.3: Identify Your Audience

### Activity 2.4: Map Your Communication Activities

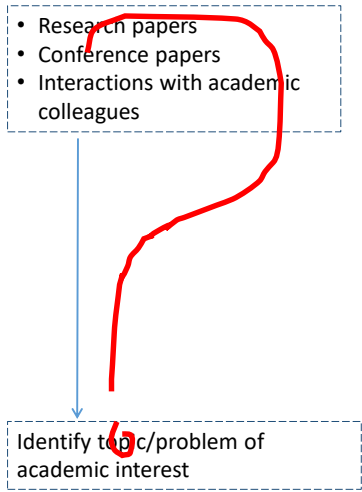
- Identify audience
- Determine objectives of communication
- Determine what message to be spread
- When to communicate

- *Be as specific as possible*
- *Divide the work among researchers*
- *Get your postgrad students and postdocs involved – good opportunity for young researcher to get trained*
- *Allocate appropriate budget for impact activities*

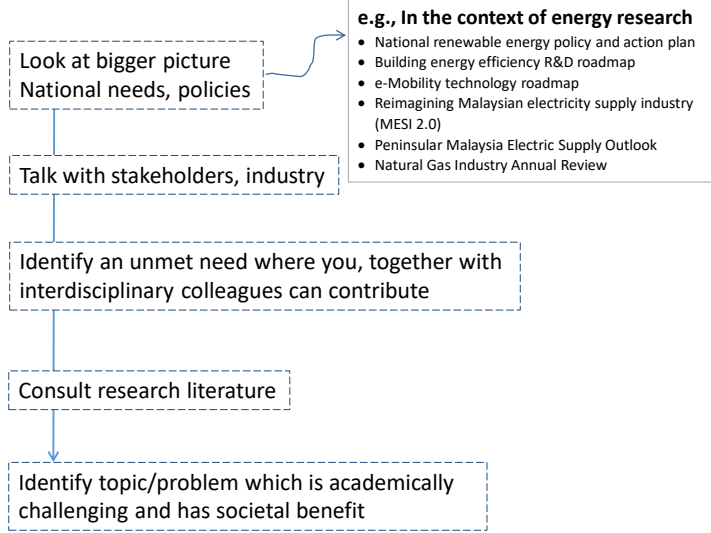


## Identification of research problem to create impact

### Traditional approach



### Approach for achieving impact



Thank you very much indeed !

