# Figshare Fest - Research impact

## 24 October 2018

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# Content...

- What is research impact?
- A brief history of research impact
- Developing a research impact strategy
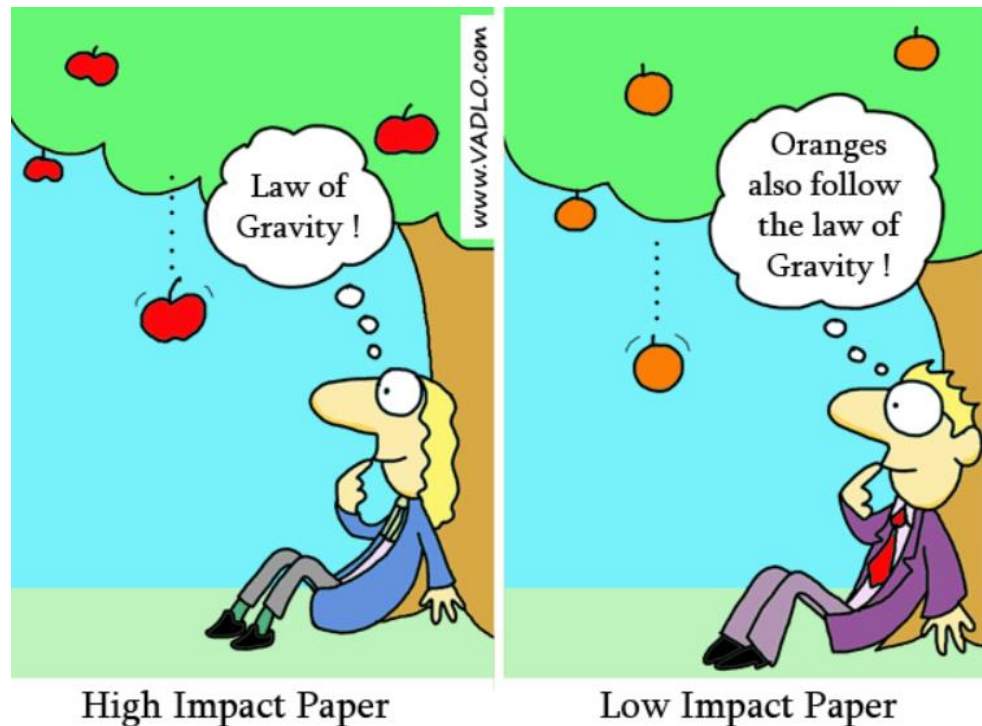- Tips to design research to maximise impact

# What is Impact?

**Academic Impact**

"The demonstrable contribution that excellent research makes to academic advances, across and within disciplines, including significant advances in understanding, methods, theory and application."
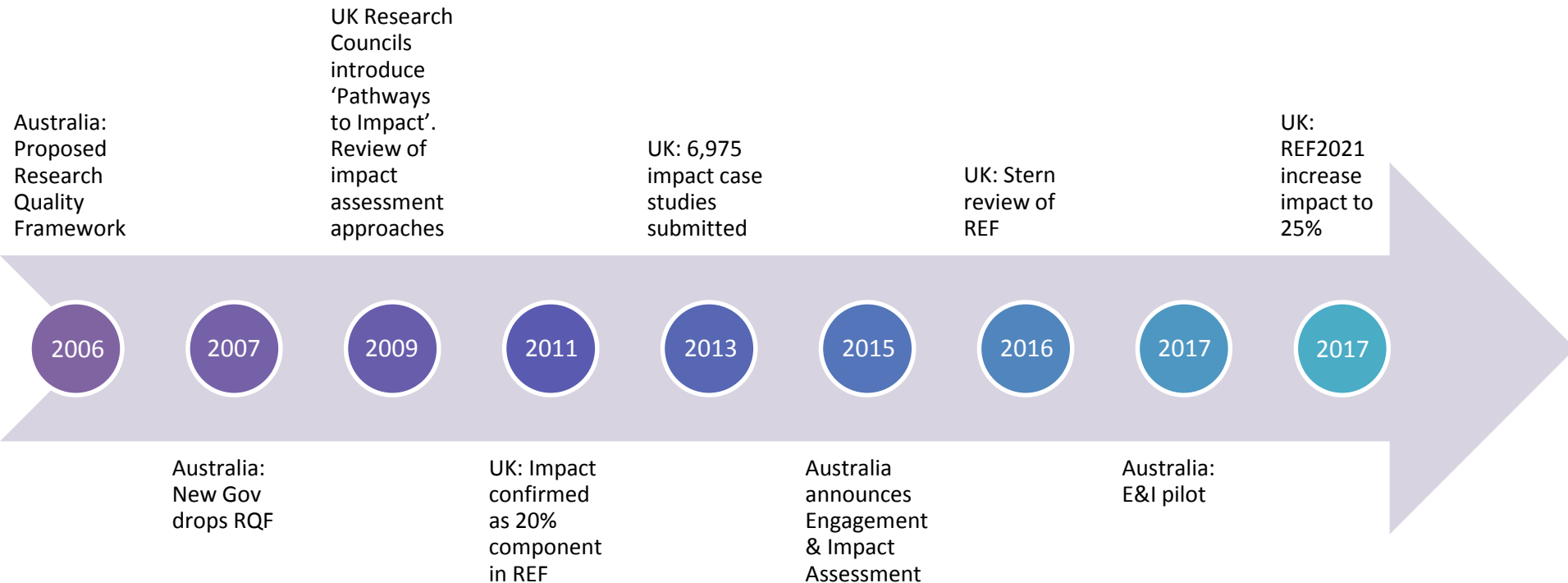
# What is Impact?

*"The demonstrable contribution that excellent research and creative practice makes to society and the economy"*

# A brief history...



Australia: Proposed Research Quality Framework — **2006**

Australia: New Gov drops RQF — **2007**

UK Research Councils introduce 'Pathways to Impact'. Review of impact assessment approaches — **2009**

UK: Impact confirmed as 20% component in REF — **2011**

UK: 6,975 impact case studies submitted — **2013**

Australia announces Engagement & Impact Assessment — **2015**

UK: Stern review of REF — **2016**

Australia: E&I pilot — **2017**

UK: REF2021 increase impact to 25% — **2017**

# Impact in New Zealand

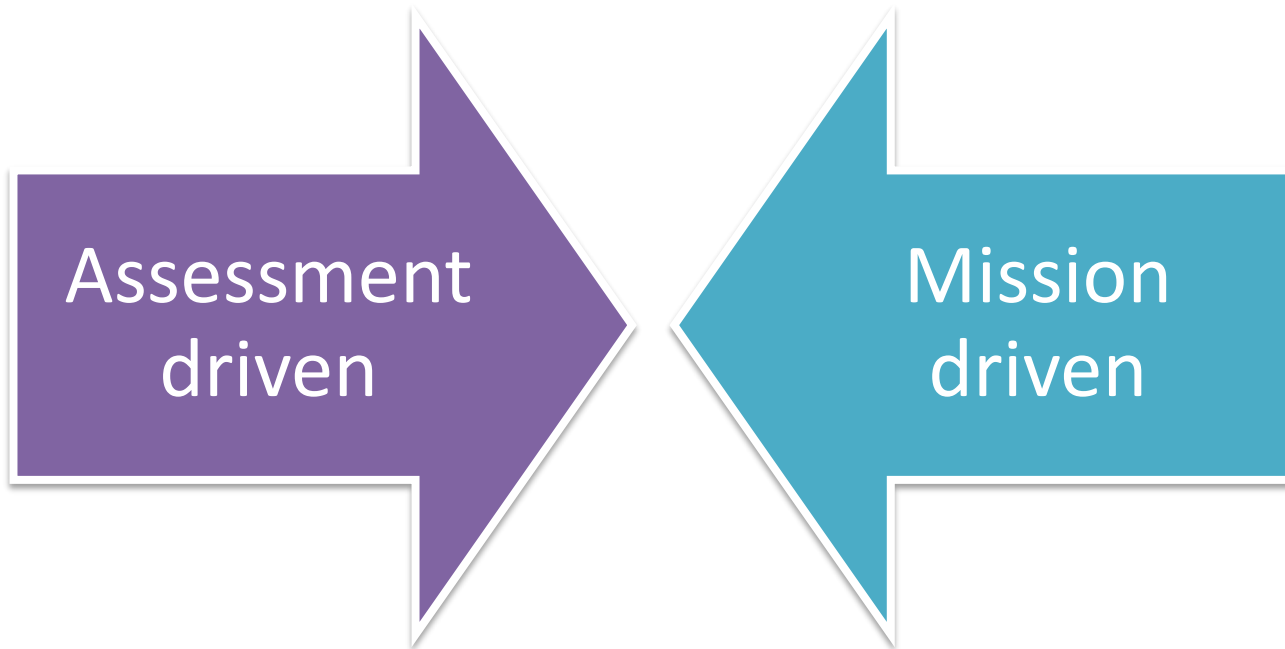**MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT**
HĪKINA WHAKATUTUKI

"The ways in which scientific research benefits individuals, whānau, communities, organisations, New Zealand and the world."

MBIE Strategic Science Investment Fund Strategic Plan – 2017-2024

**The Impact of Science**

Discussion paper

'Impact of Science' discussion paper, 2017

# Drivers of impact
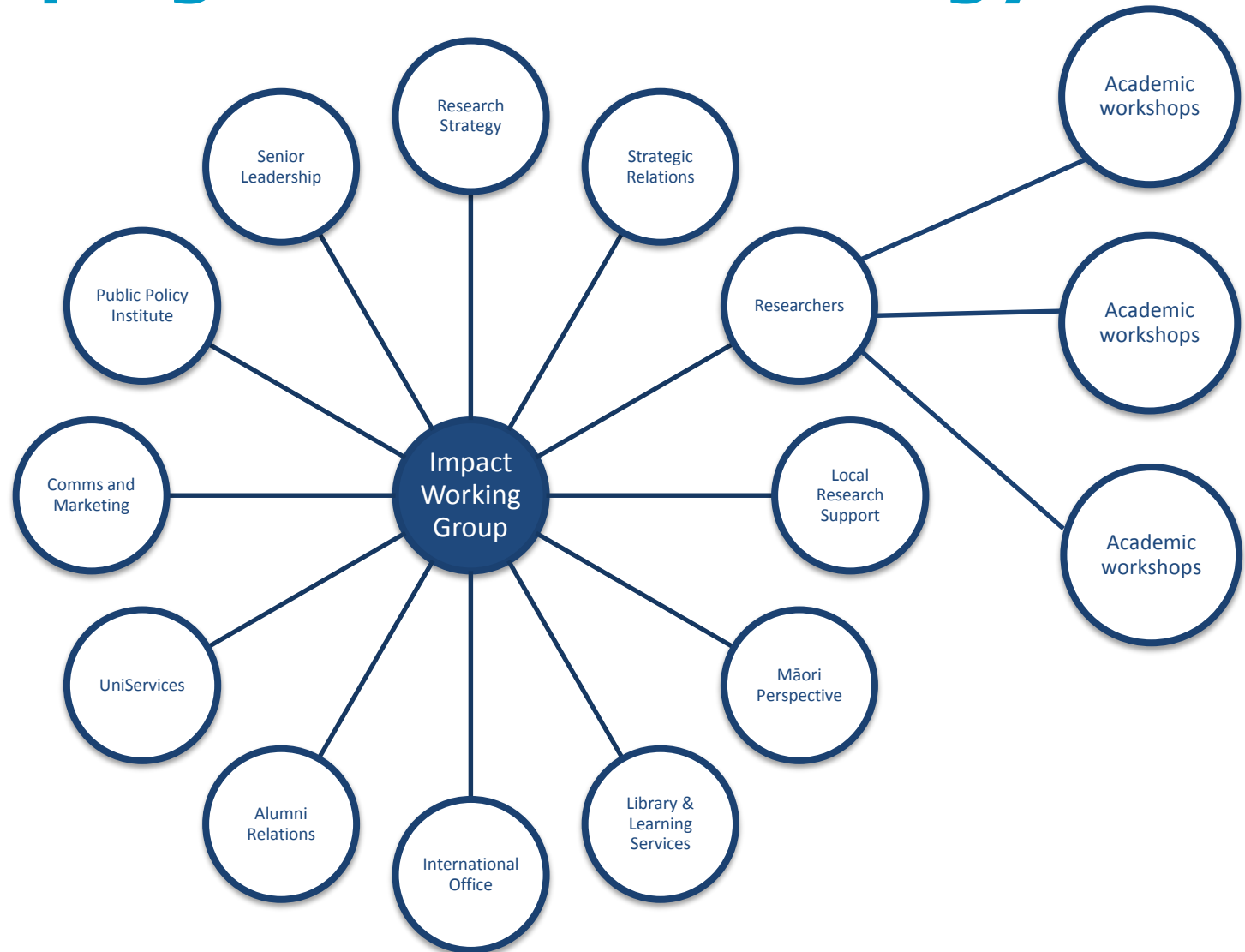
# Benefits and opportunities



## University

- Attract more/new sources of funding
- Address social responsibilities
- Improve reputation/trust with local and national communities
- Attract world-class researchers and best students
- Improve rankings
- Be ahead of the game in terms of gov/funder reporting requirements
- Responsive to the treaty – beneficial research impact to Māori
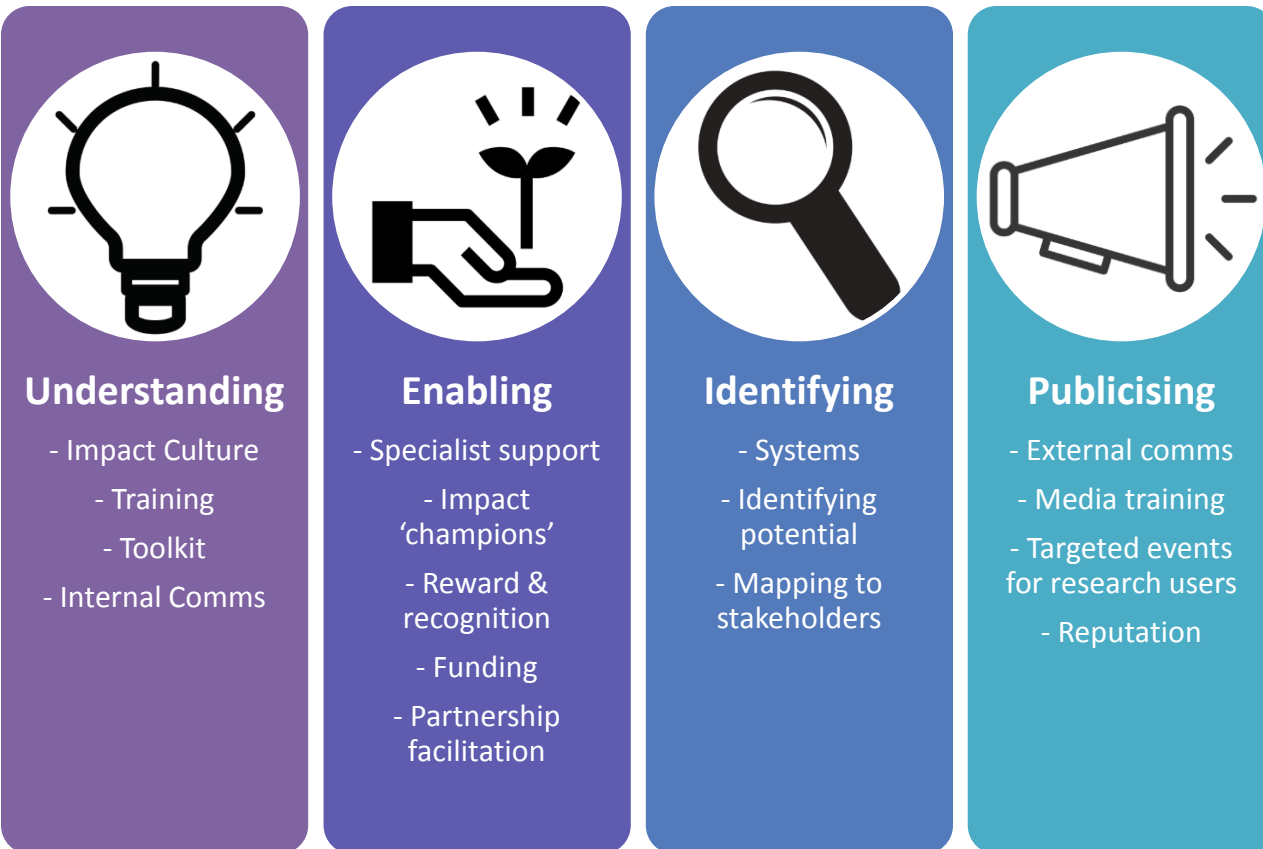- Embracing changes in staff/student attitudes to wanting to make a difference in the real world



## Researcher

- Attract more/new sources of funding
- Address social responsibilities
- New research questions or fresh insights
- Increased responsiveness to societal needs
- Develops new transferable skills
- Potential for improved quality of research

# Developing a research strategy

# Developing a research strategy

**Understanding**

- Impact Culture
- Training
- Toolkit
- Internal Comms

**Enabling**

- Specialist support
- Impact 'champions'
- Reward & recognition
- Funding
- Partnership facilitation

**Identifying**

- Systems
- Identifying potential
- Mapping to stakeholders

**Publicising**

- External comms
- Media training
- Targeted events for research users
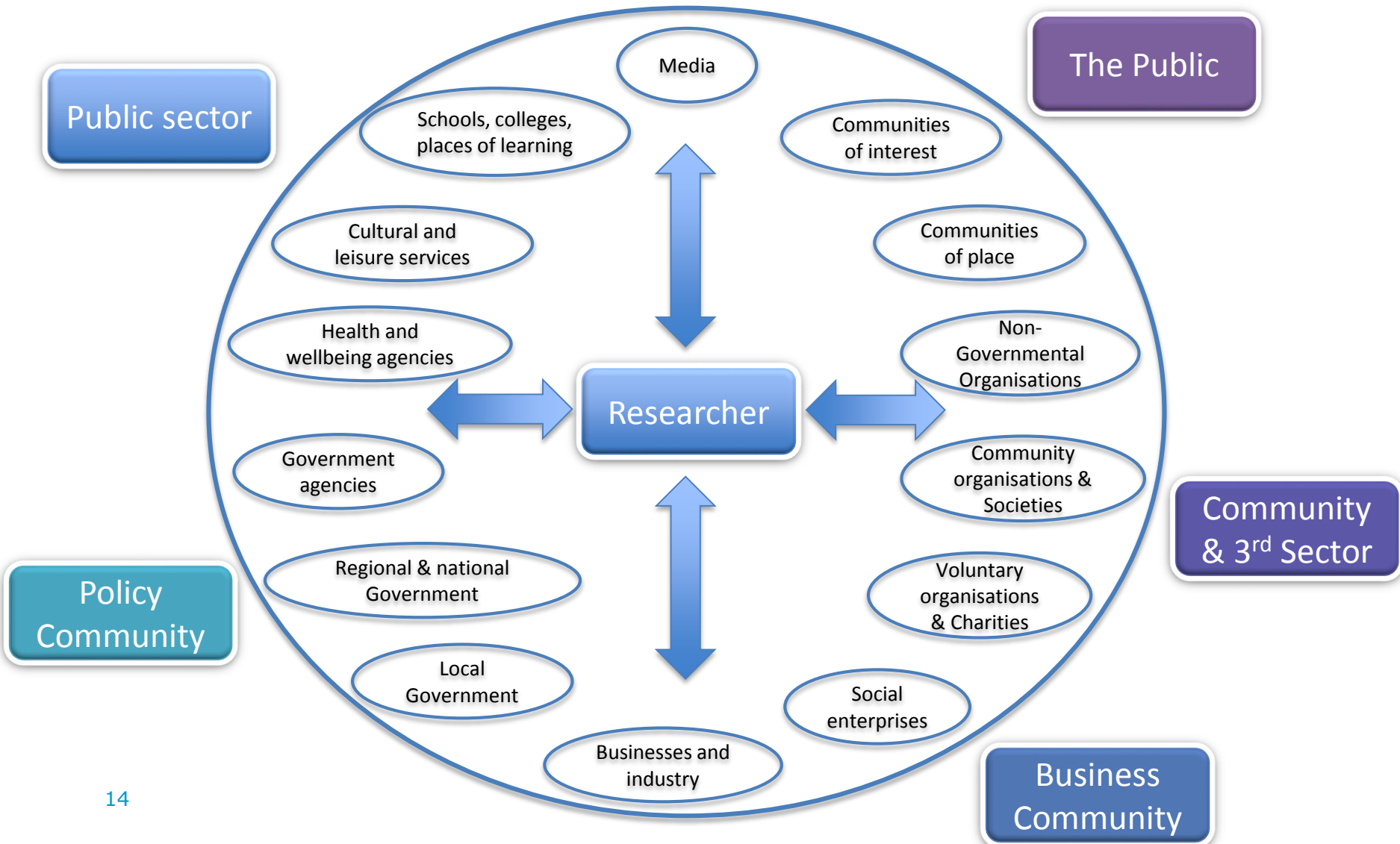- Reputation

# How do you plan for impact?

# What?

- What are your research aims? What is the problem or question you are trying to address?
- What difference do you want to make?
- What do you need for success?
- What are the barriers?

Illustration by Lorenzo Petrantoni; Accessed from http://www.nature.com/news/research-evaluation-impact-1.13949

# Who?



**Beneficiaries**
Who will be affected/benefit from your research?

**Users**
Who will use your research?

**Audience**
Who do you want to know about your research?

**Partners**
Who will help you to deliver your research impacts?

# Who?

# Why?

- Why will they benefit or be influenced by your research? Consider the different types of impact.
- Why are you engaging with them – what is the purpose of your engagement and what type of relationship do you want with each partner? E.g. co-development, focus group, consultant, sharing resources, public engagement/dialogue
- Why will your research benefit from this engagement?

# When and where?

- When & where will engagement take place?
  Timing is key - what is appropriate?
  - Before/during/after?
  - Real or virtual world?
  - At particular events?
- When do you expect impact to occur?
- When will you know impact has been realised?
- Where will your research have impact?
  (What is the reach?)

# How?

- How will you engage?
- How will you communicate with your stakeholders?
- How will your research outputs and engagement lead to impact? (What does the pathway to impact look like?)
- How will you measure success?

| | | |
|---|---|---|
| Project Advisory Board | Stakeholder Conferences | Stakeholder Workshops |
| School events | Exhibitions/ performances | Public awareness campaigns |
| Training | People Exchange | Prototyping & Testing |
| Software & Technical Documentation | IP & Commercialisation | Policy briefings |
| Advisory Roles | Websites & PR | Social Media |

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# Summary

- Create a positive impact culture
- Develop an impact strategy with shared ownership
- Impact should not be an after thought
- Brainstorm the aspirational impact and work backwards to plan the pathway to impact
- Remember: impact is a long game

# Where to go for help?

- UoA Online resources and training are coming.

- For research support staff – potential Impact SIG

- Contact me….

- …or if you want to learn more:


- UCD Impact Canvas

- FastTrackImpact

- London School of Economics 'Impact Blog'

- Times Higher Education

- Vertigo Ventures

- KT Australia

- Assessment, evaluations, and definitions of research impact: A review

- University of Bath – Impact Toolkit

# Thank you

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