Fast Track Impact

Training by researchers for researchers

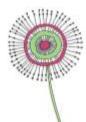
benefit

Who benefits?

The **GOOd** that researchers do in the world

Fast Track Impact

Training by researchers for researchers



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What is impact?

Adapted excerpt from the 2nd Edition of <u>The Research Impact Handbook</u> (forthcoming)

In a nutshell

Research impact is the good that researchers can do in the world. It consists of the non-academic benefits that arise, whether directly or indirectly, from research. Knowledge exchange is a precursor to impact, and this happens through learning, when the data and information from research becomes knowledge that people can benefit from or use. There are many factors that can influence the likelihood of research leading to impact, including the context you are working in, who is involved and how, your approach to knowledge exchange and how well you manage power dynamics.



Getting testimonials to corroborate the impact of your research

February 23, 2018

www.fasttrackimpact.com/what-is-impact

Type of impact	Definition				
Understanding and awareness	People understand an issue better than they did before, based on your research				
Attitudinal	A change in attitudes, typically of a group of people who share similar views, towards a new attitude that brings them or others benefits				
Economic	Monetary benefits arising from research, either in terms of money saved, costs avoided or increases in turnover, profit, funding or benefits to groups of people or the environment measured in monetary terms				
Environmental	Benefits from research to genetic diversity, species or habitat conservation, and ecosystems, including the benefits that humans derive from a healthy environment				
Health and well- being	Research that leads to better outcomes for the health of individuals, social groups or public health, including saving lives and improving people's quality of life, and wider benefits for the well-being of individuals or social groups, including both physical and social aspects such as emotional, psychological and economic well-being, and measures of life satisfaction				
Policy	The contribution that research makes to new or amended laws, regulations or other policy mechanisms that enable them to meet a defined need or objective that delivers public benefit. Crucial to this definition is the fact that you are assessing the extent to which your research made a contribution, recognising that it is likely to be one of many factors influencing policy. It also goes beyond simply influencing policy, to enabling those policies to deliver				

	public benefits. If the policy intervention would have had the same impact without the elements based on your research, can you really claim to have had impact? Arguing for the significance of your contribution is therefore an essential part of demonstrating that your research achieved policy impacts.					
Other forms of decision-making and behaviour change impacts	Whether directly or indirectly (via changes in understanding/awareness and attitudes), research can inform a wide range of individual, group and organisational behaviours and decisions leading to impacts that go beyond the economy, environment, health and well-being or policy.					
Cultural	Changes in the prevailing values, attitudes, beliefs, discourse and patterns of behaviour, whether explicit (e.g. codified in rules or law) or implicit (e.g. rules of thumb or accepted practices) in organisations, social groups or society that deliver benefits to the members of those groups or those they interact with					
Other social	Benefits to specific social groups or society not covered by other types of impact, including, for example, access to education or improvements in human rights					
Capacity or preparedness	Research that leads to new or enhanced capacity (physical, financial, natural, human resources or social capital and connectivity) that is likely to lead to future benefits, or that makes individuals, groups or organisations more prepared and better able to cope with changes that might otherwise impact negatively on them					

Capacity building

Understanding and awareness

Economic

Attitudinal

Environmental

Health and wellbeing

Policy

Other forms of decision-making and behaviour change impacts

Cultural

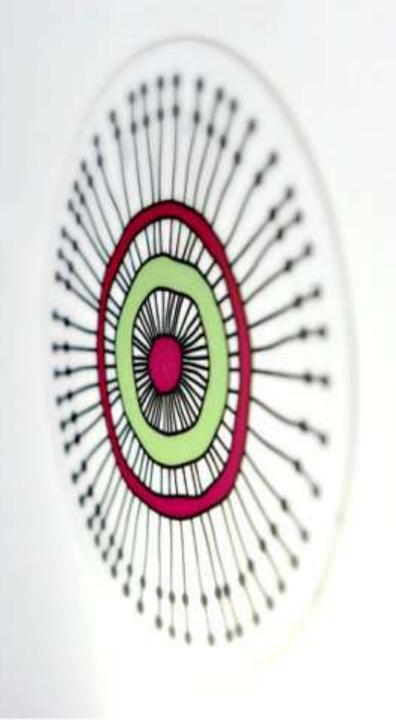
Other social

Evaluating Impact

- Significance is the degree to which the impact has enriched, influence, informed or changed policies, practices, products, opportunities or perceptions of individuals, communities or organisations
- Reach is the extent and diversity of the communities, environments, individuals, organisations or any other beneficiaries that may have been impacted by the research

5 ways

to fast track your research impact



Two pathways to impact

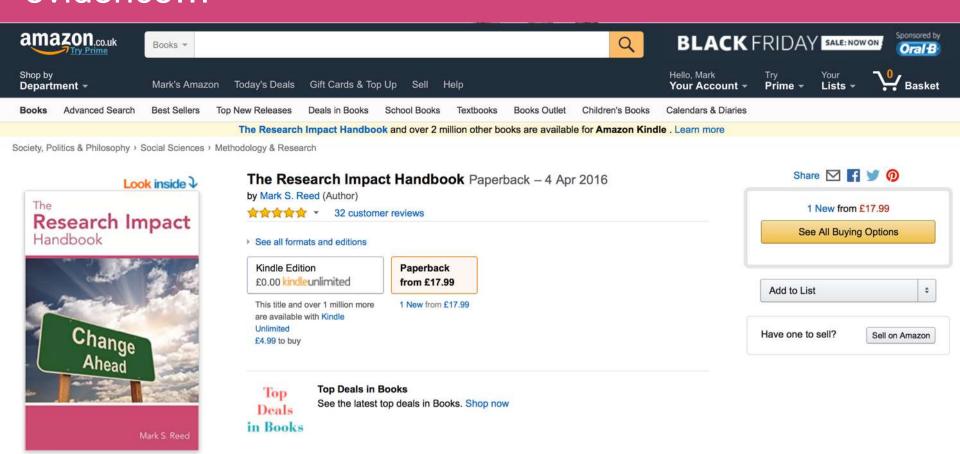
Public





Stakeholder Engagement

Based on decade of empirical research and the latest evidence...





Most Recent Customer Reviews ☆☆☆☆ Early review This book will help you focus and increase the impact of your research career. Published 6 days ago by Diego ☆☆☆☆ A must buy for researchers As a university research manager tasked with supporting the generation of real world impact from research, this handbook is invaluable. Read more



5 Principles

1.Design



2.Represent



3.Engage



4. Early Impact



5.Reflect & Sustain





1 Design

- Set impact goals
- Make a detailed impact plan
- Build in flexibility to respond to changing needs and priorities
- Find skilled people (and where possible financial resources) to support your impact





2 Represent

- Systematically identify those likely to be interested in, use or benefit from your research
- Identify other those who could help or block you, or who may be disadvantaged by your work
- Embed key stakeholders and public representatives in your research
- Consider ethical implications of engaging early





3 Engage

- Have two-way dialogue as equals
- Build long-term relationships
- Work with knowledge brokers
- Work with stakeholders and public representatives to interpret findings and co-design communication products





4 Early Impact

- Identify quick wins where tangible impacts can be delivered as early as possible in the research process, to reward and keep likely users of research engaged with the research process
 - Public engagement based on your previous work to build networks & experience
 - Early publication of literature reviews





5 Reflect & Sustain

- Find ways to easily and regularly track your impacts
- Regularly reflect on your knowledge exchange with research team & stakeholders
- Learn from peers and share good practice
- Identify what knowledge exchange needs to continue after projects end and consider how to generate long-term impacts



1.Design



2.Represent



3.Engage



4. Early Impact

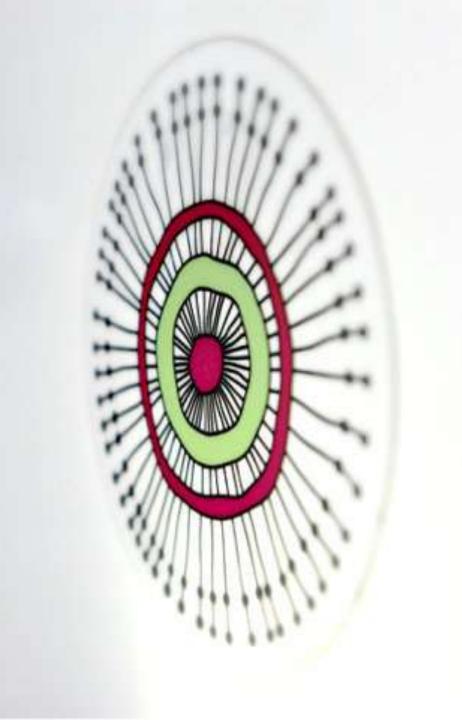


5.Reflect & Sustain



In a word...





Tools for Impact

Three Tools

- 1. Stakeholder/publics analysis template
- 2. Impact planning template
- 3. Impact tracking

Three un-asked questions

Who are my beneficiaries?

Who may be disadvantaged or harmed?

Who is able to powerfully facilitate my (research and) impact?

Who has the power to block my (research and) impact?

Which publics to engage?

High

Hard-to-reach publics who are disinterested but could benefit significantly from engagement

Find out what would motivate them to engage

Easy-to-reach target publics who benefit significantly from engagement

Reach out systematically in priority order – contact the first one on your list now

Benefit

Other publics that have little interest and are unlikely to benefit much if they were to engage

Keep a watching brief as their needs and interests may change over time Easy-to-reach non-target publics may engage more than hard-toreach publics but benefit less

Be careful not to focus on these groups at the expense of those who who have greater need

Low

Level of Interest

High

Which stakeholders to engage?

High

Hard-to-reach influential stakeholders who could block or facilitate impact but are not interested enough to prioritise engagement

Find out what would motivate them to engage

Easy-to-reach influential stakeholders who could block or facilitate impact and engage easily/regularly

Reach out systematically in priority order – contact the first one on your list now

Influence

Other stakeholders with limited interest or influence, whose interest or influence may change over time

Keep a watching brief as their needs and interests may change over time Easy-to-reach marginalised stakeholders who may want to block or facilitate impact but have limited influence or voice

Identify strategic alliances with more powerful stakeholders who share their interests so you can all work together

Low

Level of Interest

High

Stakeholder and Public Analysis Template

Name of organization, group or segment of the public	Likely interest in your research H/M/L	What aspects of your research are they likely to be interested in? Identify key messages linked directly to your research for this group	What level of influence might they have on your capacity to generate impact and/or what level of benefit might they derive from the research?	Comments on level of influence and/or likely benefit (e.g. times or contexts in which they have more/less influence over the outcomes of your research, ways they might block or facilitate your research or impact, types of benefit they might derive from the research)	If influence is high but interest is low, how might you motivate greater interest and engagement with the research?

Fast Track Impact Planning Template

Impact goal	Target stakeholders or publics	Reasons for being interested in the project	Activities to engage this target group	Indicators of successful engagement [and means of measurement]	Indicators of progress towards impact [means of measurement]	Risks to activities [and mitigation]	Risks to impact [and mitigation]	Who is responsible and what resources are needed?	Timing
								111	11
							19		

Worked example

Impact goal	Target stakeholders or publics	Reasons for being interested in the project	Activities to engage this target group	Indicators of successful engagement (and means of measurement)	Indicators of progress towards impact (means of measurement)	Risks to activities [and mitigation]	Risks to impact [and mitigation]	Who is responsible and what resources are needed?	Timing
1. Provide evidence of ecosystem service tipping points in UK blanket peatlands that can help prioritise policy measures to prevent key tipping points being reached	Policy including Defra, BEIS, the Devolved Administrations, agencies such as Natural England and Scottish Natural Heritage, Climate Change Adaptation Sub- Committee, Natural Capital Committee and Forestry Commission. The team has a strong working relationship with Defra's soils team and each of the relevant policy leads in the DAs.	Practical restoration and other management options that could be incentivised via post-Brexit agricultural subsidy systems, Peatland Action (in Scotland) and the UK Peatland Code, and spatial targeting of incentives and measures to systems and locations where tipping points are most likely to occur	Government briefings/seminars in London, Edinburgh and Cardiff: DEFRA's Rural Communities Policy Unit, Ecosystem Services & Strategic Issues team, and Strategy & Evidence Group; Scottish Government's Rural & Environment Analytical Services team and CAMERAS group, the Wales Environment Hub, uplands teams in NE, Countryside Council for Wales and SNH Policy briefs and information leaflets developed in collaboration with project partners Regular meetings with relevant units within Defra and DAs	Regular invitations to well-attended briefings [number of invitations and attendance] Policy briefs produced and well received [personal feedback from target audience during meetings]	New measures introduced in post-Brexit agricultural policy based on VNP project findings [referenced policy documents & testimonials] Implementation of new measures leading to new peatland restoration [hectares of peat new policy options]	Limited interest due to specific peatland focus (link to broader issues of uplands and wider post-Brexit agricultural policy options that may be trialled in peatlands; maintain regular contact to identify new evidence needs as they arise that the project could contribute towards]	No clear evidence emerges from the project that would support specific options to avoid tipping points [continue work on broader policy options based on spatial targeting of payments for ecosystem services in parallel with new tipping points work]	Mark Reed supported by IUCN UK Peatland Programme staff, Dylan Young and interested team members Additional support from N8 AgriFood KE Fellows via VNP policy placements with Defra and Scottish Government	Target post 2020 agricultura & rural development policy via inputs to 25-year plans, DA plans and policies in 2017

Tracking impacts

- Hands up: do you systematically track the impact of your research?
- University system...
- What are the barriers to impact tracking and how can you overcome them?



Tracking impacts

- Track indicators/milestones identified a priori
 - Formative feedback
 - Summative feedback

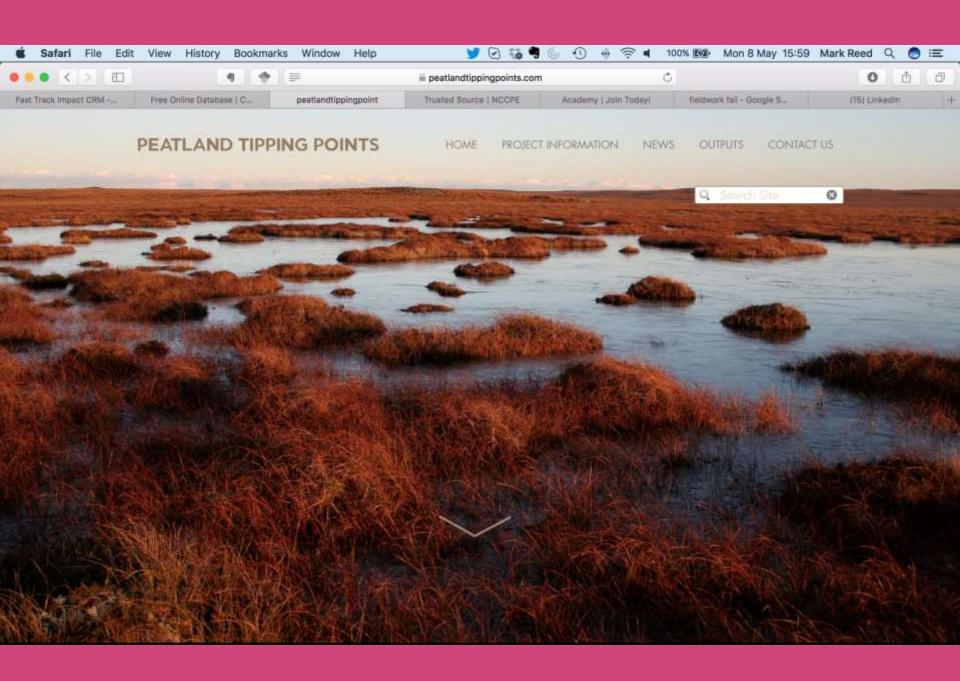
Impact outcome or objective	Delivery mechanism or activity	Activity indicator	Means of measurement	Progress	Comments	Impact indicator	Means of measurement	Progress	Comments
Restore 20 million hectares of damaged peat bog by 2025, based on published research into the methods and benefits of restoration	Develop Peatland Code to publically demonstrate progress towards policy statements on private-public partnerships for conservation Policy brief Presentations to policy analysts Briefings to Ministers via trusted NGOs and other contacts Input to development of Peatland Code	Peatland Code developed, piloted & launched with high-level support from Government	Peatland Code launch event and documentation		Launched October 2015	Number of hectares of land restored per year	Peatland Code Register		Peatland only restored in one pilot project so far
		Sponsorship funding	Peatland Code Register		Funding for pilot projects only at this stage			333	11/%
	Sponsorship catalogue Twitter to raise awareness among business stakeholders/custom ers & Linkedin to get new leads & feedback Brokered meetings with CEOs and philanthropists Event stands	Peat-free pledges	Website counter		Approaching 1000 pledges		1/1		
		Meetings via LinkedIn and event stands	Meeting minutes		Meetings held with CSR leads but did not lead to decisions, so now focussing on CEOs (see below)				
		Meetings via broker	Meeting minutes		In progress		20		THE STATE OF THE S
		Catlogue produced	Catalogue online		Done October 2015		-7	3477	TIME STATE

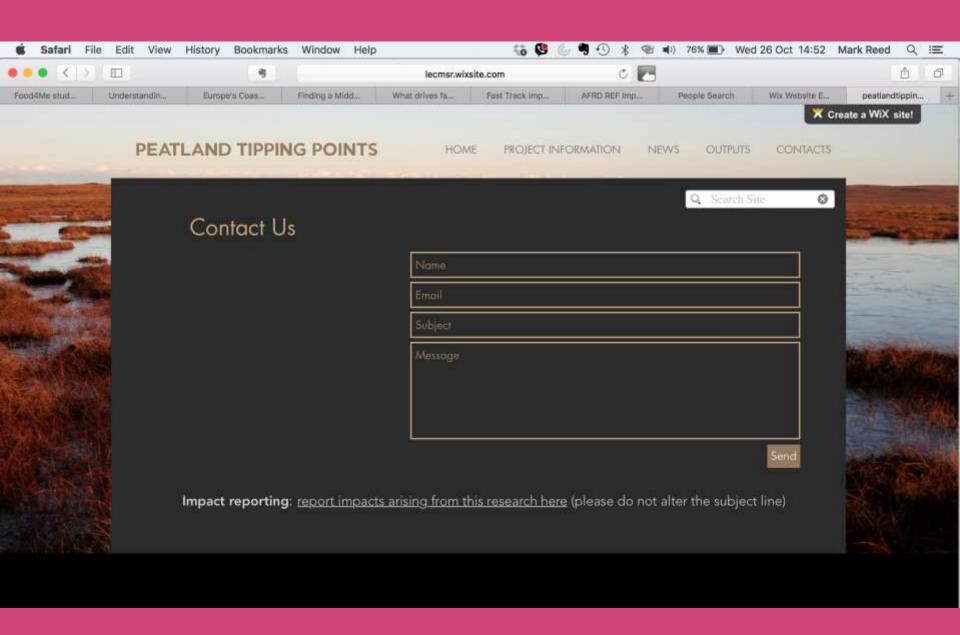
Tracking impacts

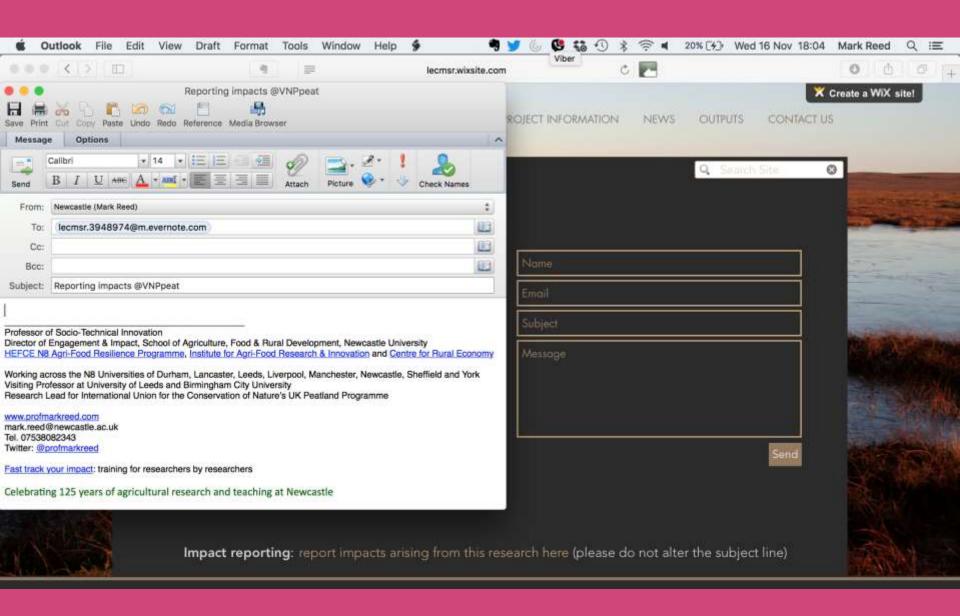
Capture other impacts as they occur opportunistically...

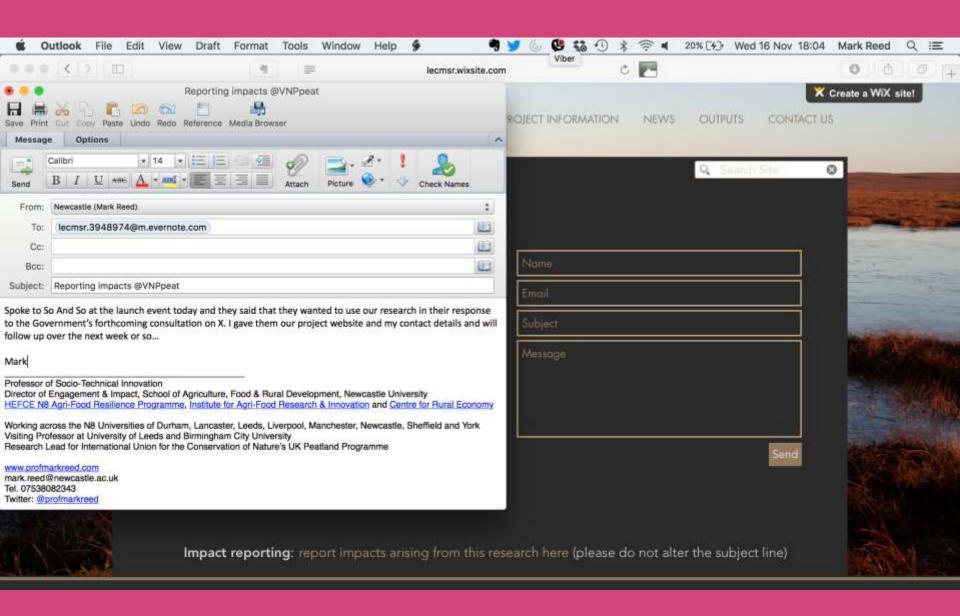
Reporting impacts

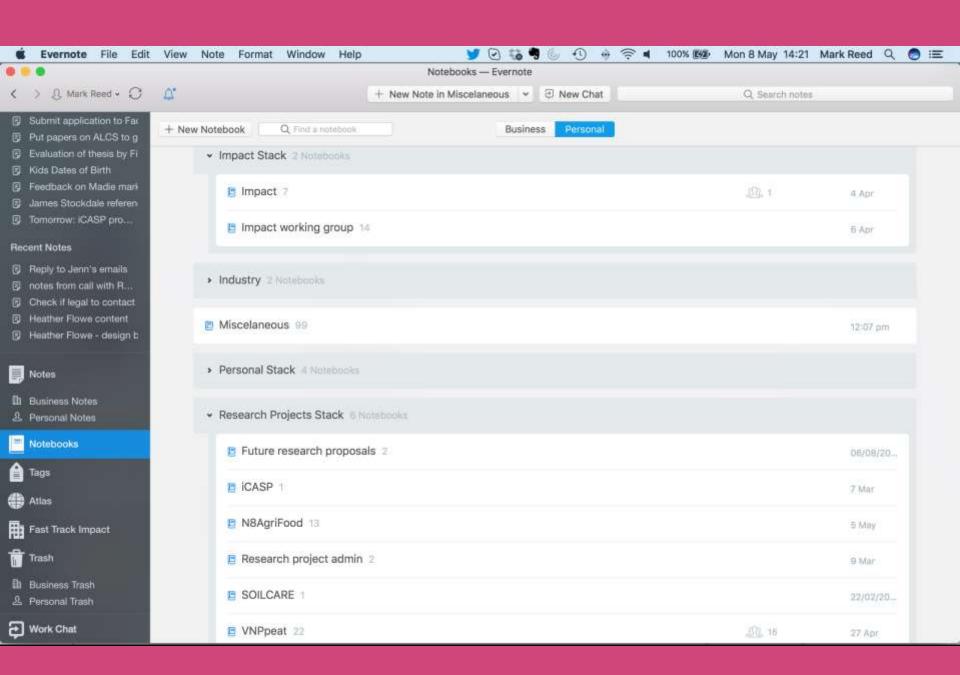
- Find a way to continually track your impacts easily to take the pain out of reporting via your University system
 - Email impacts/evidence to yourself and file
 - Ring binder/scrap book
 - Evernote: enable team members from any institution to collate impacts in a shared notebook without having to log into anything

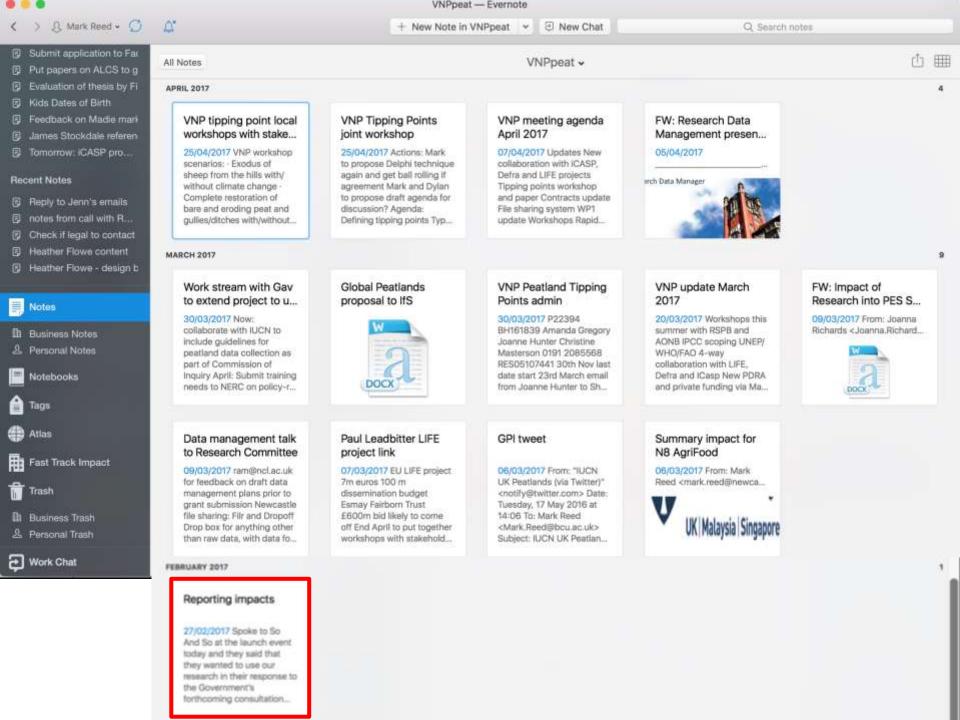


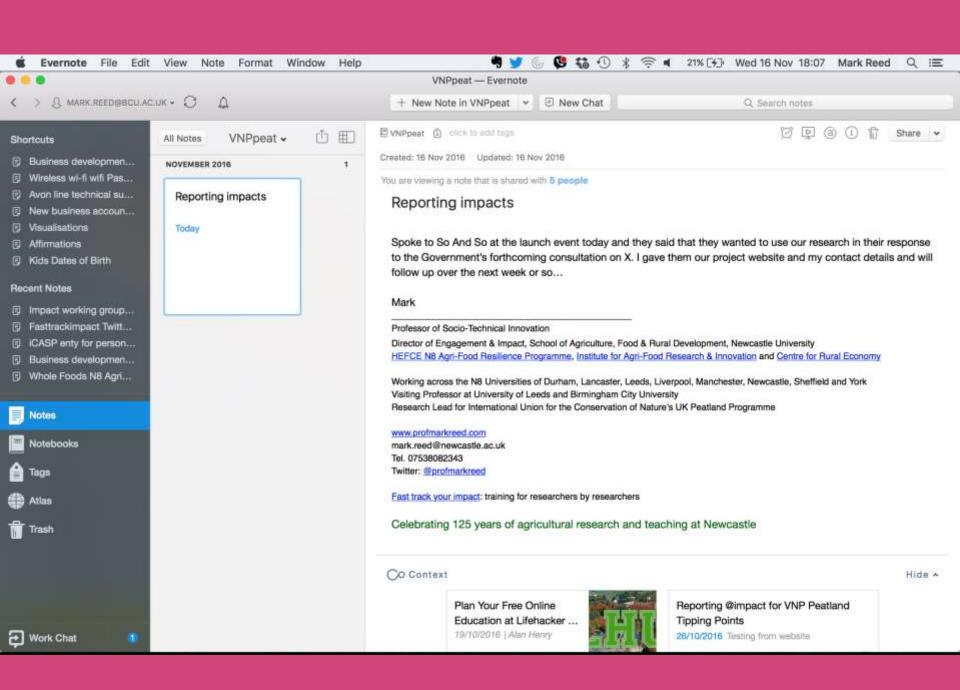


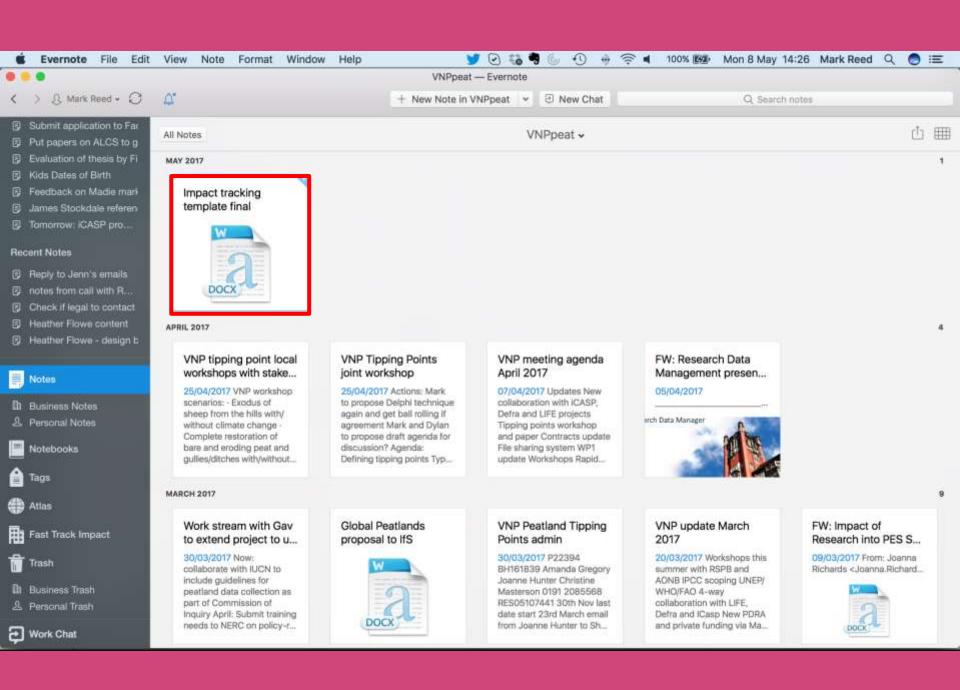


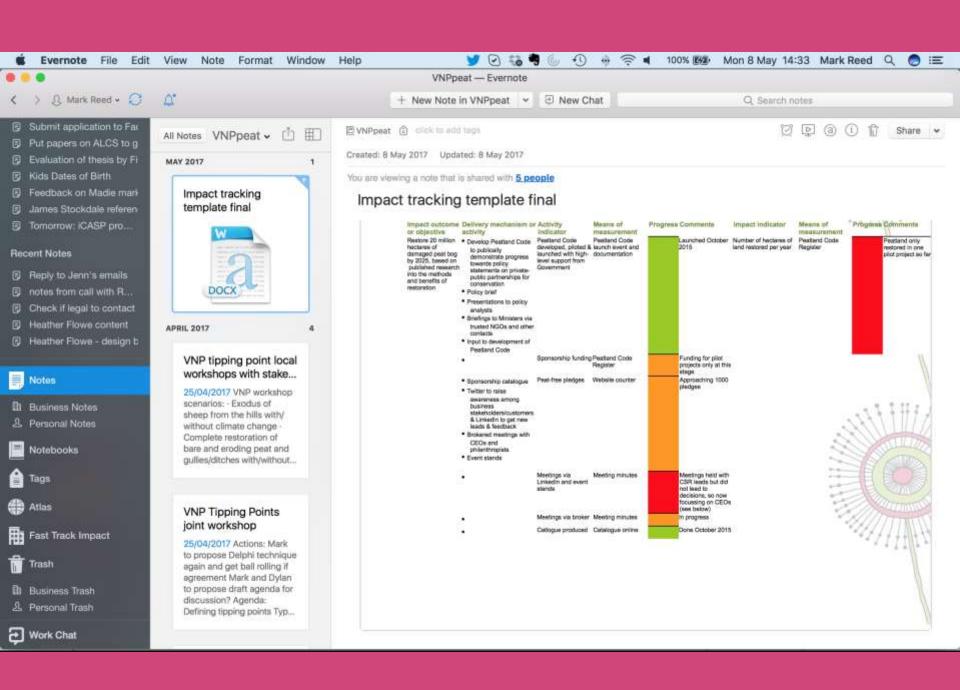












Fast Track Impact Training by researchers for researchers

Publications Training Contact More Home About Resources Design 0 Search Site **Evernote Impact Tracking** Universities and funders increasingly require researchers to record evidence of their research impact, creating an additional administrative burden on already busy people. As a result, few researchers engage regularly with impact monitoring systems and important evidence Introducing the Fast Track may be lost. Impact Tracking Template December 5, 2016 Hassle-free research impact tracking: collect evidence easily on the go Fast Track Impact have teamed up with Evernote to offer a guick and easy solution to collect evidence on the go in three simple steps:

www.fasttrackimpact.com/evernote

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