



Impact

from awareness & engagement
to advocacy & action


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Impact

How the appliance of science
to communications & dissemination strategies & plans
supports the delivery of tangible impact

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Impact



- Science itself
- Scientists themselves
- The Scientific discipline
- Scientific products

.....when applied to
communications/dissemination
supports the delivery of
- Impact -



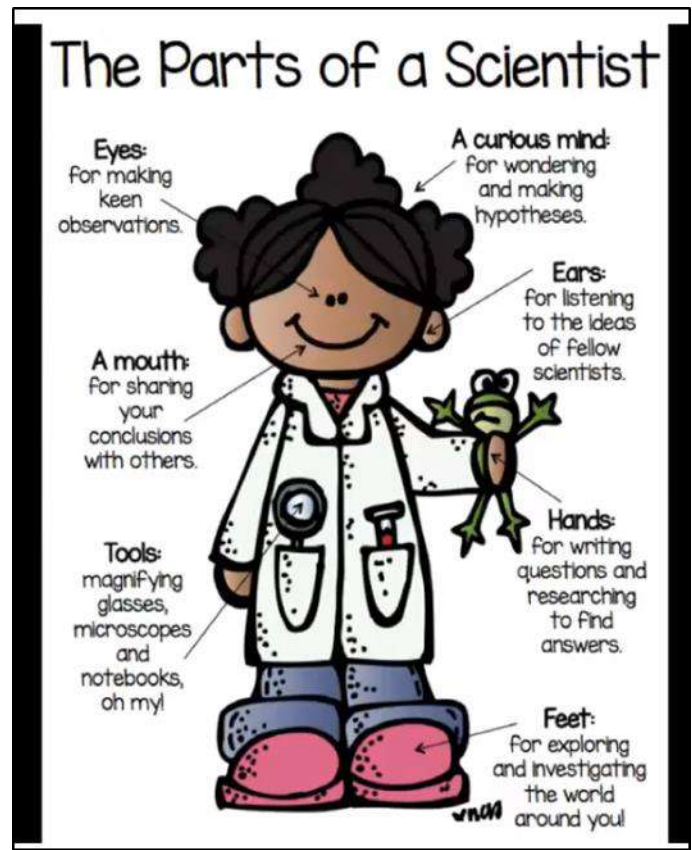
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- a body of knowledge
& a process

....when applied to
communications/dissemination
supports the delivery of
- **Impact** -


Impact



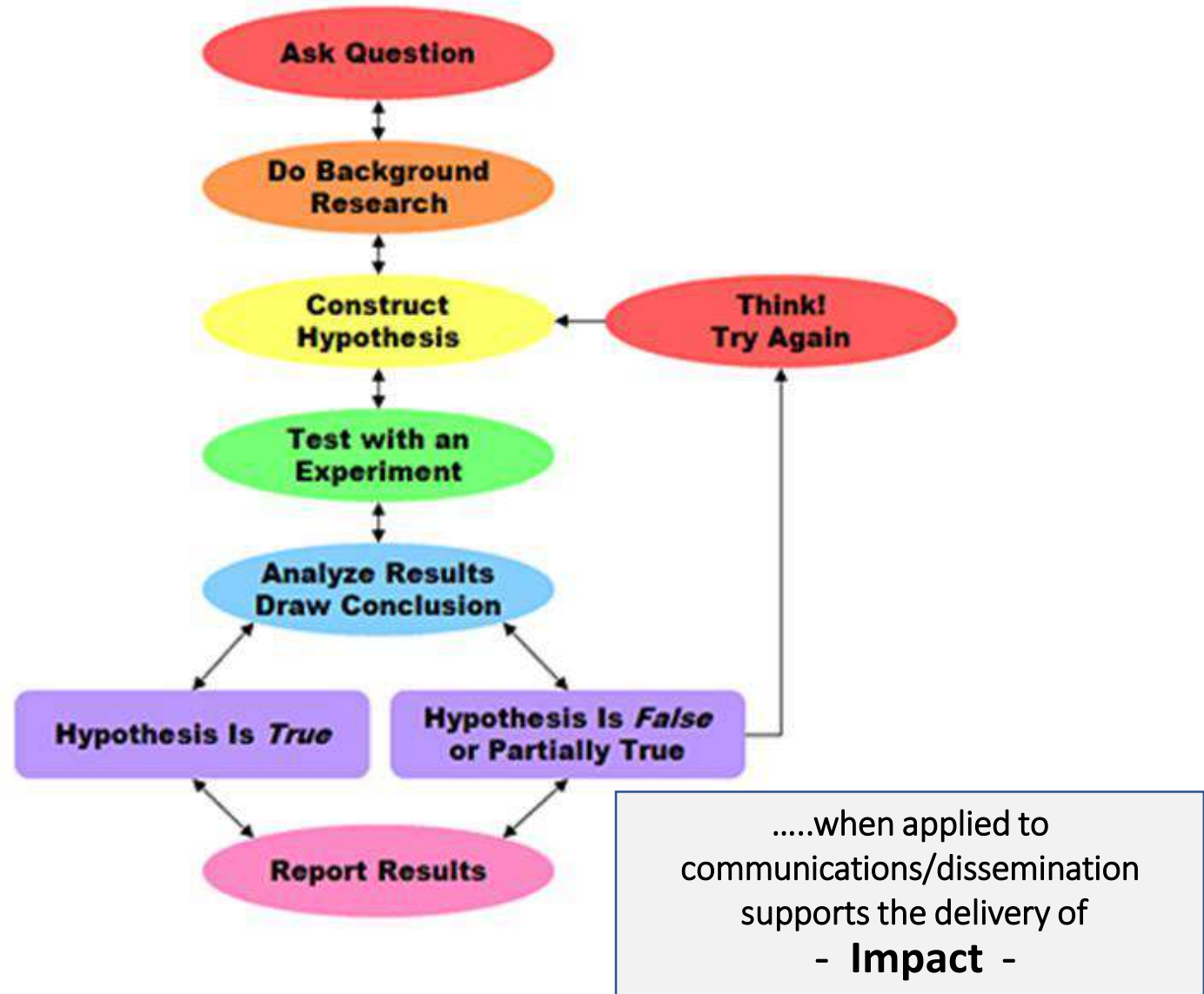
.....when applied to communications/dissemination supports the delivery of
- Impact -

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Peer reviewed paper

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Research proposal/project

PROJECT DESCRIPTION

Background
What is already known or unknown? Set the scene.

Aims*
What do you want to know, prove, demonstrate, analyse, test, investigate or examine? List your project aims in a logical sequence. For example:
The aim of this project is to:

- a) Provide an outline of a research proposal
- b) Enable a prospective student to prepare a research proposal

Methodology*
How do you anticipate you will achieve these aims?
What do you need? (specify any special equipment, software or material) Can you access necessary data or expertise?
Do you require particular resources?
Are there barriers or pitfalls?
Does the project involve human ethics, animal ethics or safety implications?
Is travel or fieldwork required? If so, where to, how long and at what intervals?

Expected outcomes, significance or rationale
Why is it important?
What do you expect it will deliver?
What are the expected outcomes?
Establish the importance of your project by highlighting its originality or why it is worth pursuing. Highlight the benefits, positive expected outcomes or innovative applications of knowledge.

Timetable*
Indicate the timeframe for each broad stage considering literature surveys, data collection, production, modelling, review, analysis, testing, reporting, chapter and thesis writing, and thesis submission date.

IMRAD

Title and Abstract - encapsulate the paper

Introduction - describes where the paper's research question fits into current science

Materials and Methods - translates the research question into a detailed recipe of operations

Results - an orderly compilation of the data observed after following the research recipe


Discussion - consolidates the data and connects it to the data of other researchers

Conclusion - gives the one or two scientific points to which the entire paper leads

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Strategy

Methods

Measure

Discussion

Outcomes

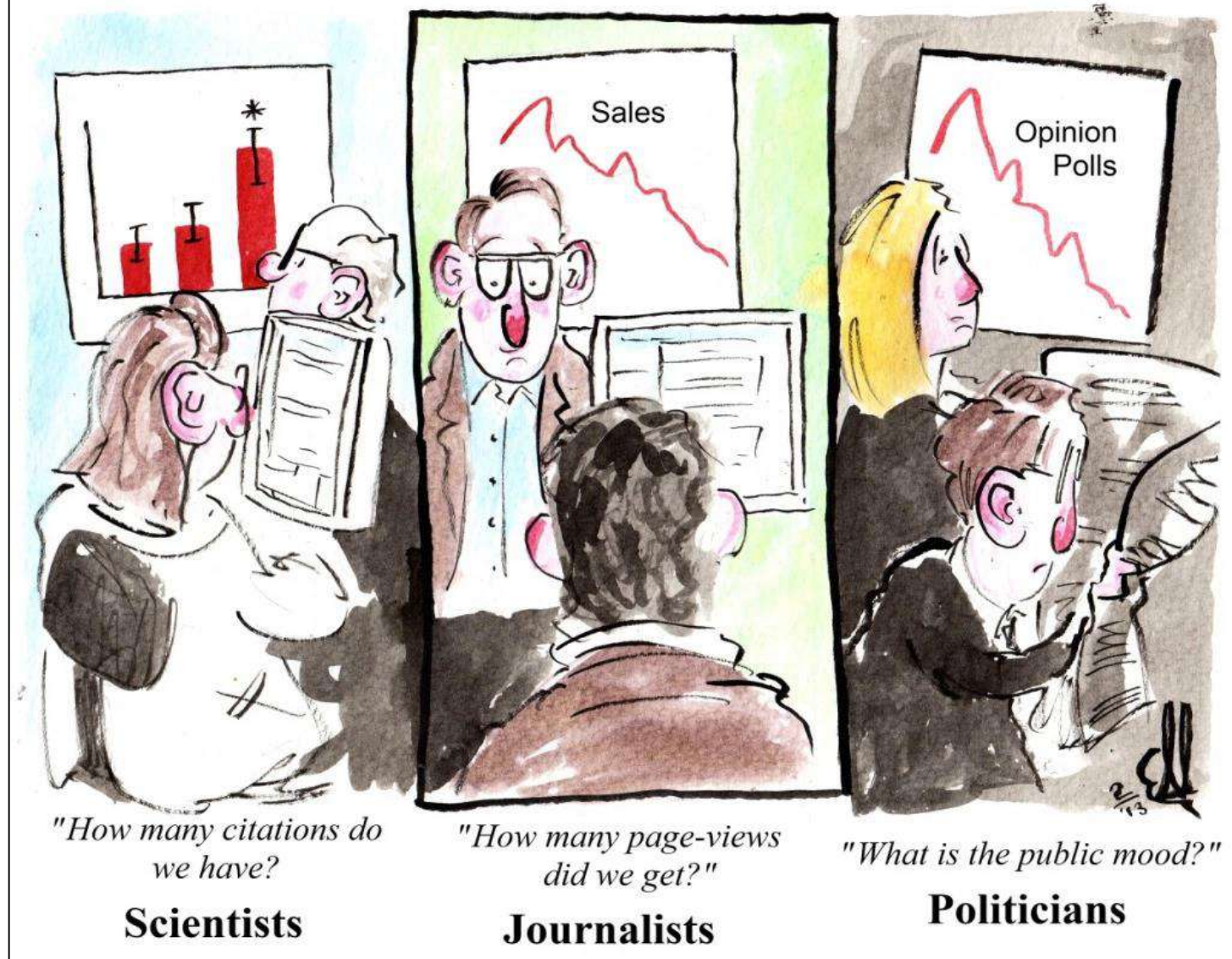


Impact – I'll know it when I see it

You have defined yours taking into account your knowledge & views of key stakeholders

You have your solid basis lined up

Assessing the impact of research:





Impact – I'll
know it when
I see it

What exactly is Impact?

'Categories' into which impact/s can be grouped

- Changing the population's perceptions &/or understanding
- Fulfilling a need in society: better or hitherto unmet
- Changing the direction/priorities of the scientific agenda for the good of us all
- Delivering 'improvements' for policy, economics, quality of life
- 'Making a difference' – alternative solutions

Expected impacts laid out in call – high level & detailed: realistic plan needed to achieve these & '+'

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I see it

What exactly is Impact?

'Categories' into which impact/s can be grouped

- **Policy** and/or standards – safety, health rules, regulations/laws
- **Scientific** knowledge base – re-focus efforts, change of direction
- **Technical** innovation and/or development
- **Societal** improvements – citizen understanding, 'tipping point'
- **Economic** – competition, creation, cost
- **Quality of Life** – built/natural environment, planet/personal health

Expected impacts laid out in call – high level & detailed: realistic plan needed to achieve these & '+'

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What exactly is Impact?

The **timeframe of delivery** of 'impact' will vary

- **Immediate** impacts – within the timeframe of the project
- **Enabling** impacts – building blocks towards measurable impact (end + 3 years)
- **Societal** impacts – 'tipping point' reached (end + 10 years)

Consideration of Impact in terms of **actual** and **potential** impacts is valid –
expressed clearly in your proposal and project plans.



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know it when
I see it

Characteristics of projects delivering measurable Impact

1. Planning

'Awareness of Impact from the **beginning** of a project is a **pre-requisite** for its **delivery.**'

2. People

'Key foundation to the **delivery** of actual and potential **impacts**'

3. Partnerships

'Effective co-working of **multi-actors** across **multiple functions.**'

Hence the focus and funding for ERA-nets!



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Characteristics of projects delivering measurable Impact



That extra element creativity



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Characteristics of projects delivering measurable Impact



That extra element creativity



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A fungus known as a Dermocybe forms part of the underground wood wide web that stitches together California's forests. KABIR GABRIEL PEAY

'Wood wide web'—the underground network of microbes that connects trees—mapped for first time

By Gabriel Popkin | May 15, 2019, 1:20 PM

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Science & Environment

Wood wide web: Trees' social networks are mapped

By Claire Marshall
BBC Environment Correspondent

15 May 2019

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Trees are connected by an underground network of fungi...

Scientists have mapped the underground network of fungi that provide trees with nutrients.

Research has shown that beneath every forest and wood there is a complex underground web of roots, fungi and bacteria helping to connect trees and plants to one another.

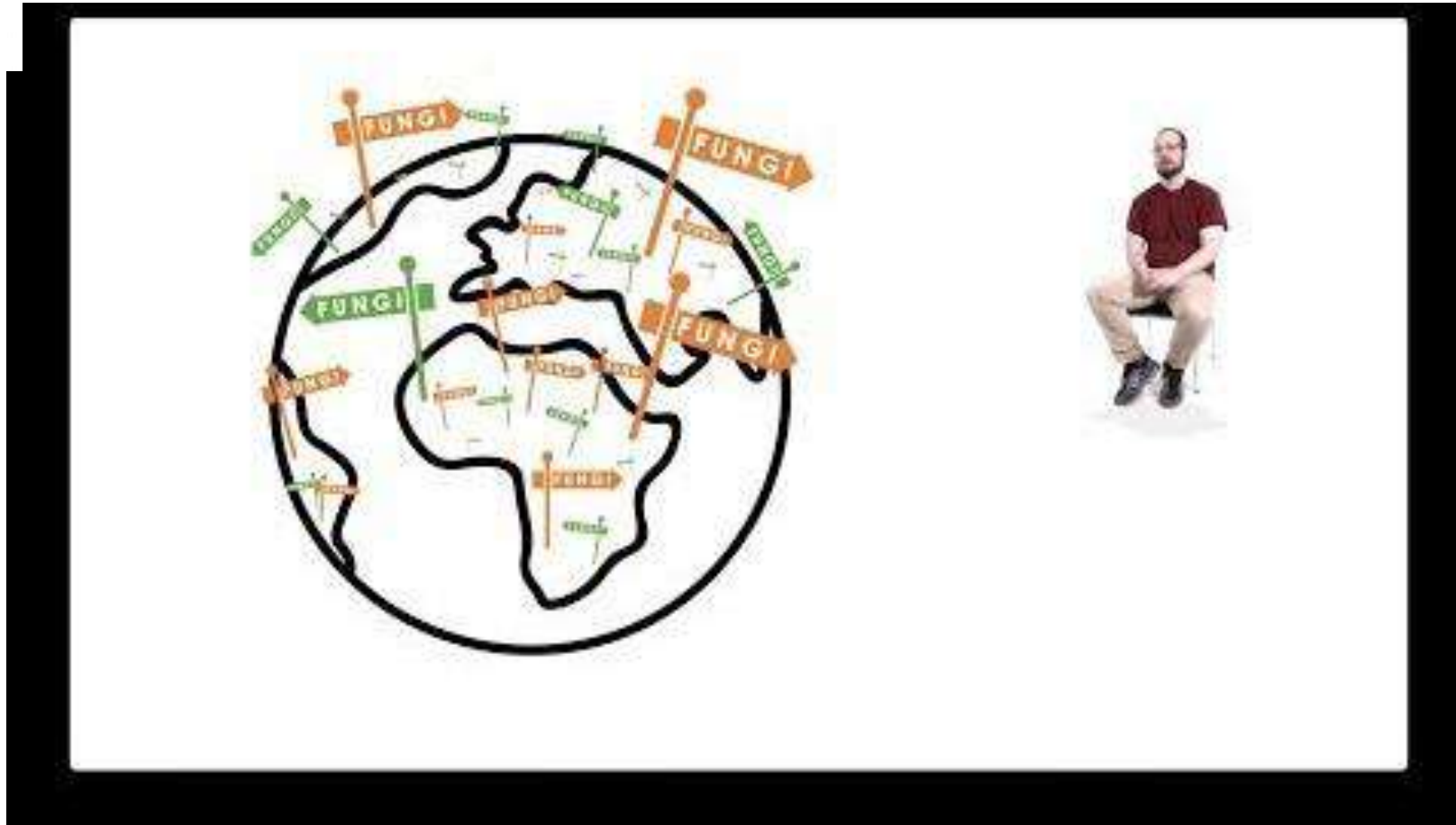
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Wood Wide Web



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<https://www.youtube.com/watch?v=w9UkMmtbn7E>

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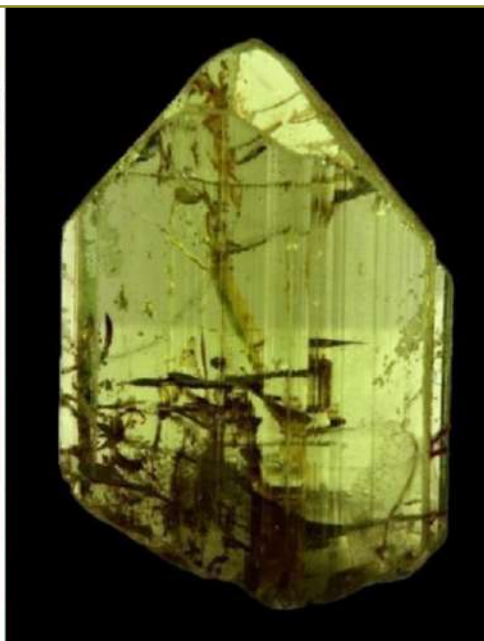
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Celeste Labeledz
[@celestelabeledz](#)

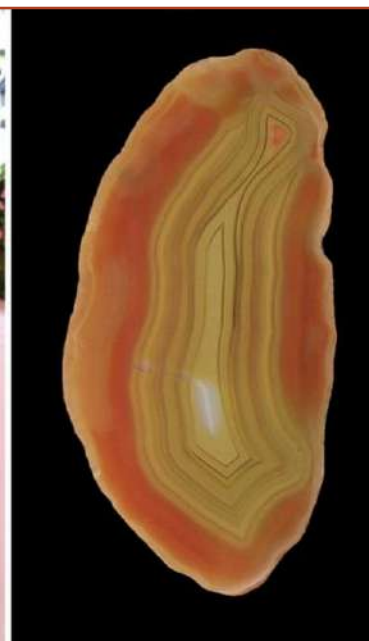
> 6.3k Retweets
> 17k Like



Julianne Moore -
Peridotite



Sofia Sanchez Barrenechea -
Agate

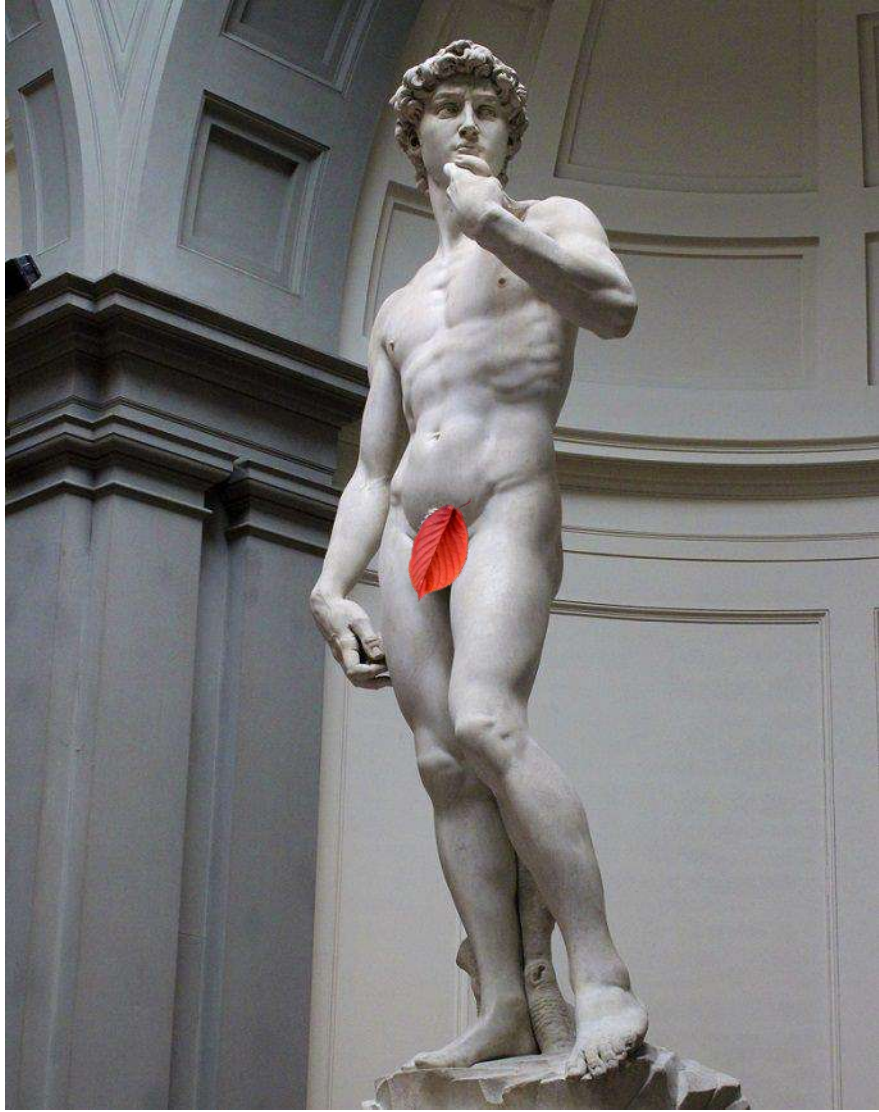


Lilly Singh -
Quartz (var. amethyst)



Charli XCX - Sulphur







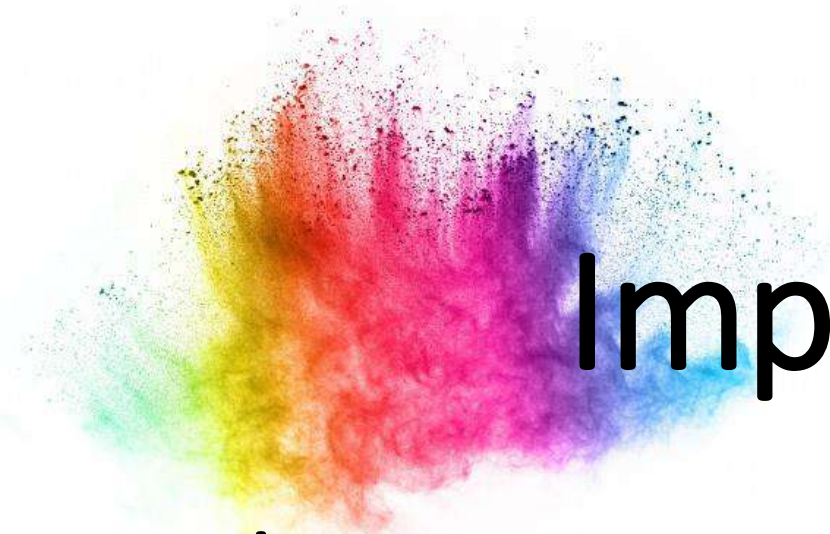
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<https://www.youtube.com/watch?v=ndMKTnSRsKM>

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Wishing you a Conference
full of Impact

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