



University
of Glasgow

Research Strategy
& Innovation



Top Tips

Engaging with the 'impact agenda'

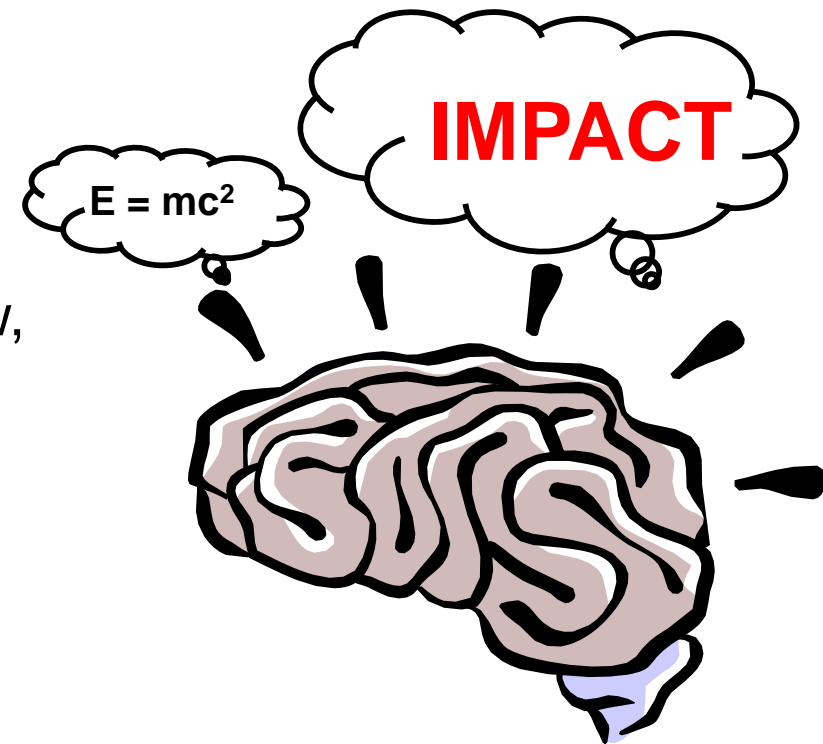
Rose-Marie Barbeau

Research Impact Manager

Key points about impact

Impact is defined as ‘**an effect on, change or benefit** to the economy, society, culture, public policy or services, health, the environment or quality of life, **beyond academia**’.

- We don’t ‘do’ impact, and we can’t guarantee that impact will happen.
- Some people think that impact can be left to the few, while the many get on with the ‘real’ business – research.
- Many people feel simply that impact = stress! (REF hangover)



Key points about impact

- Knowledge exchange (KE): the transfer of knowledge, expertise and skilled people between the research environment and user communities, including the general public.
- **It's what you are doing already.**
- **It encompasses a multitude of activities but should always be a two-way process.**
- **It doesn't cancel out the importance of traditional dissemination routes...**



**“Thinking about the impact of research is integral to an application, and not an afterthought.”
(BBSRC)**

- “We do *not* expect applicants or peer reviewers to be able to predict the economic or societal impacts that research will achieve.
- “We want to encourage applicants to consider and explore, in ways that are **appropriate given the nature of the research they are proposing to conduct**, *potential* pathways to impact, for example through engagement or collaboration with partners.”



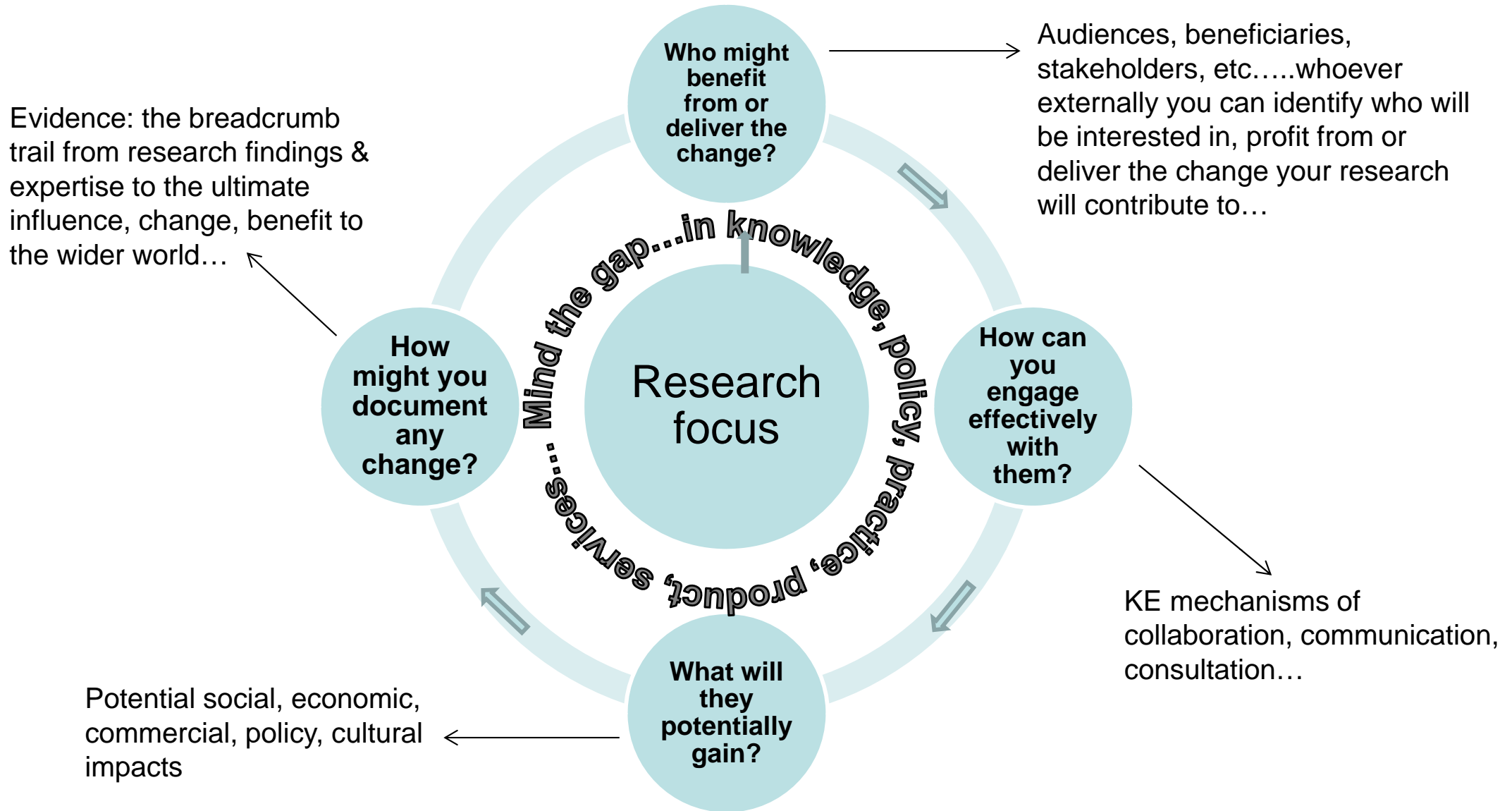
Top tip 1: Have a strategy



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Top tip 1: Have a strategy



What if I'm a 'fundamentalist'?

There's no reason why good fundamental research can't address a wider applied question. The value is in the process as much as the outputs.

DNA-based tests to determine bird gender are now used worldwide but originated to facilitate research.

Sequencing and characterisation of a virus (cytomegalovirus strain Merlin) has become WHO's diagnostic standard.

Basic research into physiology of nephrops (lobsters) led to a Knowledge Transfer Partnership with Scotprime.

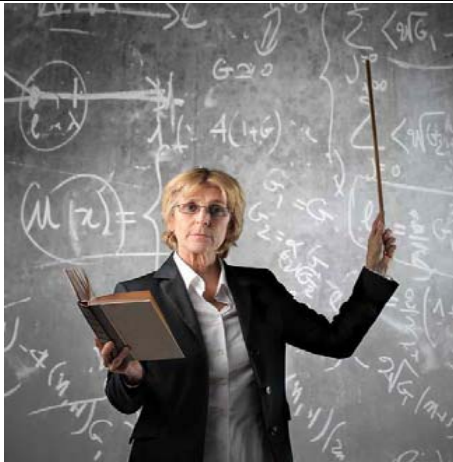
Nutritionally balanced pizza came out of a conversation with a local entrepreneur.

- Traditional dissemination and public engagement
- Secondary researchers with links to external partners
- Forward planning in industry R&D can be decades...
- Serendipity....

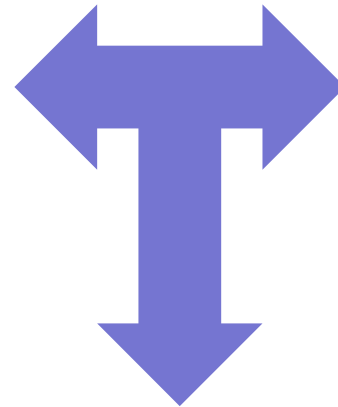


Top tip 2: Do what you're doing
(but make it work for you)

What do you want?



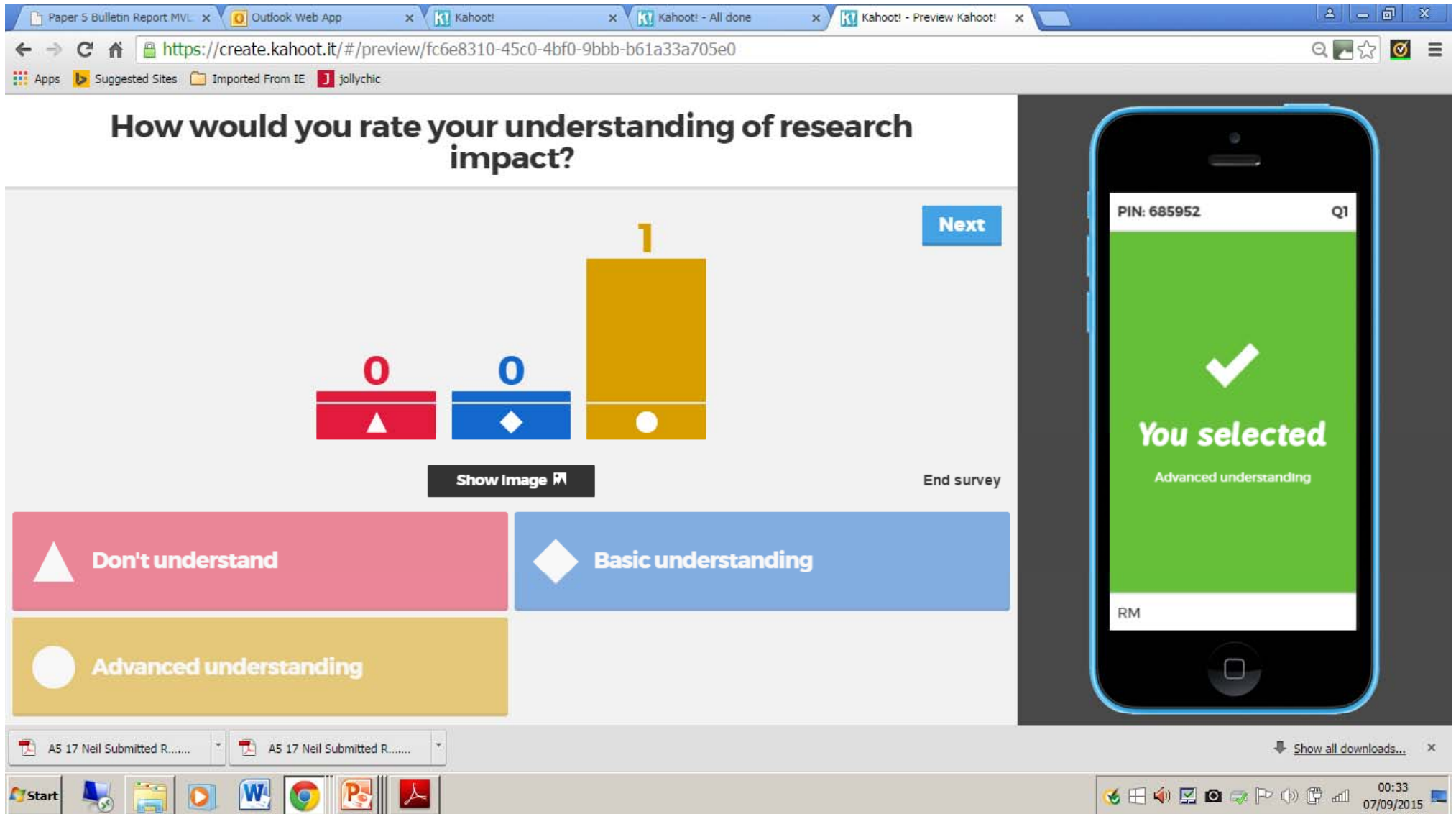
What do they want?



Find the middle ground



Top tip 2: Do what you're doing (but make it work for you)



The screenshot shows a web browser window with several tabs open, including 'Kahoot!', 'Kahoot! - All done', and 'Kahoot! - Preview Kahoot!'. The address bar shows the URL: <https://create.kahoot.it/#/preview/fc6e8310-45c0-4bf0-9bbb-b61a33a705e0>. The main content area displays a quiz question: "How would you rate your understanding of research impact?". Below the question is a bar chart with three bars: a red bar with a triangle icon and the number 0, a blue bar with a diamond icon and the number 0, and a yellow bar with a circle icon and the number 1. A "Next" button is visible to the right of the chart. Below the chart is a "Show Image" button and an "End survey" button. At the bottom, there are three large buttons: a pink button with a triangle icon labeled "Don't understand", a blue button with a diamond icon labeled "Basic understanding", and a yellow button with a circle icon labeled "Advanced understanding". To the right of the main content is a mobile phone preview showing a green screen with a white checkmark, the text "You selected", and "Advanced understanding". The phone screen also shows "PIN: 685952" at the top and "Q1" in the top right corner. The Windows taskbar at the bottom shows the Start button, several application icons (Outlook, File Explorer, Chrome, PowerPoint, Adobe Reader), and the system tray with the date and time: 00:33 07/09/2015.

Don't underestimate what you are doing because it doesn't generate immediate impact. A potential impact 'narrative' can emerge over time and could take minor action to drive it to something more substantial.

Be aware of opportunities:

Co-authorship with industry partner?

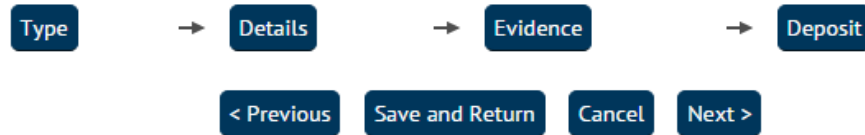
Potential for secondment (inward or outward)?

Funding!!! Impact acceleration funds (University, BBSRC, ESRC, EPSRC, etc.)

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Edit item: Knowledge Exchange & Impact #245



Item ?

Activity

Evidence

Description of Activity ?

Description of Evidence ?



Lead Glasgow Academic(s) ?

	Family Name	Given Name / Initials	Email	GUID
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> ▼
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> ▼ ▲
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Collaboration ?

Internal Collaborators:

1. ▼ ?

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External Collaborators:

1. ▼ ?

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Type					Edit item
Item Type: Knowledge Exchange & Impact					
Details					Edit item
Creators:	Creators	Email	GUID		
	Parr, H	UNSPECIFIED	UNSPECIFIED		
Official URL:	http://www.geographiesofmissingpeople.org.uk/				
Item:	Activity, Evidence				
Description of Activity:	An interview with people who had returned after going missing, which provided invaluable insight into their thoughts and motivations and what happened to them while they were absent, which powerfully convey the emotional and physical experience of being missing.				
Description of Evidence:	Media, presentation and publications, see http://www.geographiesofmissingpeople.org.uk/outputs/				
Internal Collaborators:	Department of Social Science				
External Collaborators:	Police Scotland, University of Dundee				
Engagement:	Engagement Activity	Nature of Engagement	Month	Year	
	Event with public	Concluded	Feb	2014	
	Event with practitioners	Concluded	Jun	2014	
Area of potential impact:	Health, wellbeing, welfare, Public policy, governance, services				
P&DR Link:	Yes				
Web Link:	Yes				
Unspecified fields:	Additional Information , Enter details if 'Other' selected , Enter details if 'Other' selected				
Evidence					Edit item
Unspecified fields: Documents					

Profile-raising can lead to more opportunities:

- Can you speak to a specific subject, if required by the media?
If so, have you asked to be included in the press office's media experts directory?

*(Is the Institute's externally-facing activity profiled on the website?
Links with industry, public engagement activities?)*

- Do you include your KE activities on your staff profile page?
- If you are collaborating with a company, NGO or any external agency (and are able to publicise that fact), have you included that in your LinkedIn profile? (More relevant to non-academic agencies/organisations.)
- Have you joined any interest groups relevant to your field on LinkedIn (or similar professional social media sites)?

Questions? Resources?

- Impact champions in your Institute / College (www.gla.ac.uk/colleges/mvls/researchimpact)
- Public engagement advice (www.gla.ac.uk/services/publicengagement) **Jamie Gallagher**
- Business development & impact (www.rcuk.ac.uk/innovation/impacts) **Jonathan Scott**
- Researcher Development impact-related modules (see 'Domain D: Engagement, Influence & Impact' in Staff Development Service website)
- KE & Impact conferences and themed workshops for University staff (www.gla.ac.uk/services/rsio/knowledgeexchange/knowledgeexchangeevents)
- KE funding schemes
 - BBSRC Impact Acceleration Account (upcoming call)
 - Proximity to Discovery fund
 - Glasgow KE Fund (rolling application mode)
- Research Impact Manager: rose-marie.barbeau@glasgow.ac.uk
- Enlighten repository for recording and evidencing KE activity, impact generation will be launched by mid-September...