Introduction

Your presenters today are **Louise Jones**, Senior Communications Manager and **Anna Mkhitaryan,** Research Development Manager.

By the end of this session you should be able to

- Identify your beneficiaries/audiences, outputs & activities, outcomes & impacts

- Understand how these could be incorporated into grant applications

- Understand the costs involved, and the support that exists at LSE for such activities

- Understand what some of the main funders are looking for in terms of KEI

Louise

Anna

What are we doing today?

1. **What is KEI, why does it matter?**

2. **Beneficiaries/audiences**

3. **Outputs & activities**

4. **Outcomes & impacts**

5. **KEI requirements from funders**

Knowledge Exchange

- ✓ **Public engagement**
- ✓ **Research communication**
- ✓ **Policy engagement**
- ✓ **Research commercialisation/entrepreneurship**
- ✓ **Co-produced research/collaborative research**

DEFINITION: KNOWLEDGE EXCHANGE

- Sharing knowledge, experience, ideas, evidence or expertise with non-academic communities

- In ways intended to be mutually beneficial

- Goes beyond just telling people things –how do you know they are listening?

- Can happen at any time in the research process

- Is not restricted to the UK

DEFINITION: IMPACT

- Any tangible effect, change or benefit felt in the world beyond academia, to which academic research has in some way contributed.

- May be making something good happen or stopping something bad from happening

- Is not about media mentions / meeting with politicians / video downloads etc., but the things that happen as a result of these

- Matters in contexts beyond the REF; it is the reason why much research is done – and funded – in the first place

WHO, WHY, WHEN?

Who uses my research, other than academics?
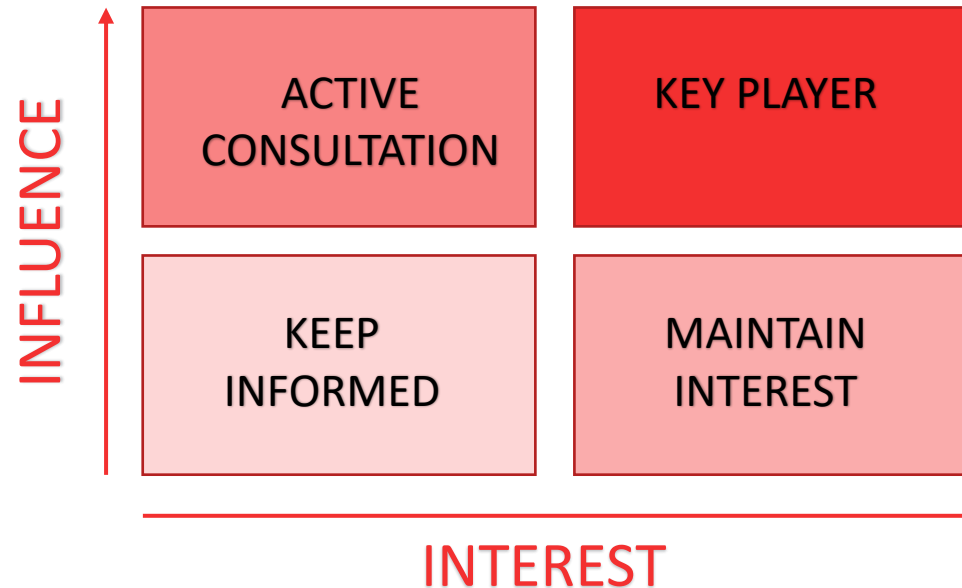*Who do I want to use it?*
Who is involved in the project as partners/collaborators/
participants? What new insights might the project reveal
and who would care about them?
What could change as a result of the project and for whom?
How can I tell if my research has actually been useful?

WHO, WHY, WHEN?

- **Think as broadly as possible, but be specific**
- **Stakeholder mapping**

- **The earlier you engage, the more invested your research users will be**

HOW?

- **Take a look at your outputs and link them back to the groups you want to engage. How will you make sure these outputs reach them?**

- **Build in flexibility**

ENGAGEMENT OUTPUTS & ACTIVITIES

- **(Online) Events** (including workshops, public lectures or discussions, hackathons, town meetings, citizens' juries)

- **Digital** (including online tools, websites, surveys/polls)

- **Blog posts** (https://blogs.lse.ac.uk/)

- **Short documentary films** (either as part of dissemination or to engage research users in the project whilst it is happening)

- **Animations**

- **Reports, executive summaries, infographics**

- **Podcasts** (e.g. appearing on a long-running series)

- Developing teaching or other information resources based on the research for use in e.g. schools, community teaching or online learning.

- Media engagement (if your research is timely and includes a news hook) including press releases, media briefings, op-eds

- **Policy engagement** (connecting with policy makers, submitting evidence to parliamentary enquiries, writing policy briefings)

- Social media campaigns (e.g. via Twitter)

- (Virtual) exhibitions

Don't cite journal publications or academic conferences in your applications as a method of achieving impact
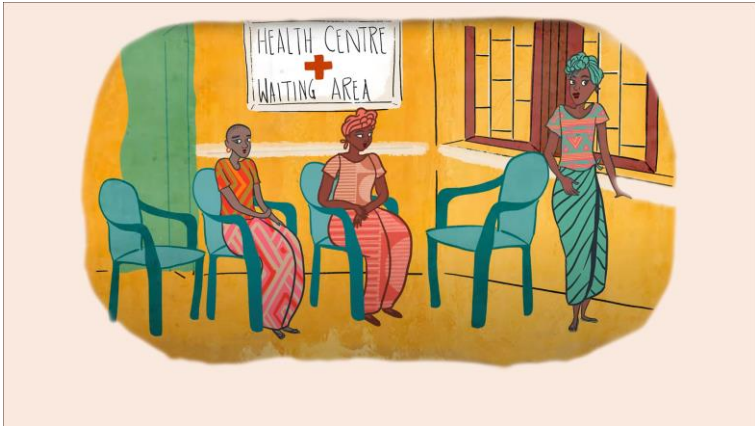
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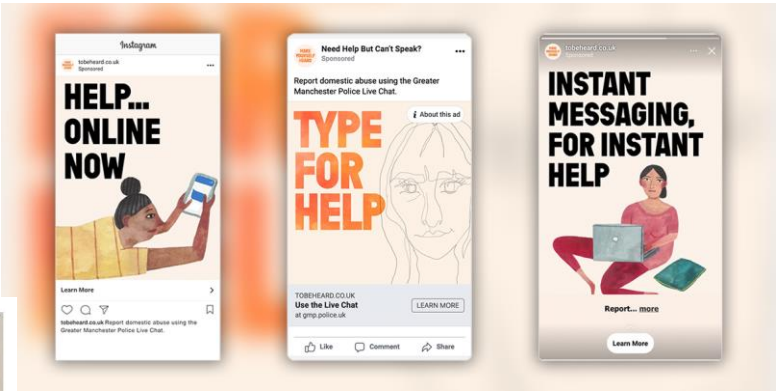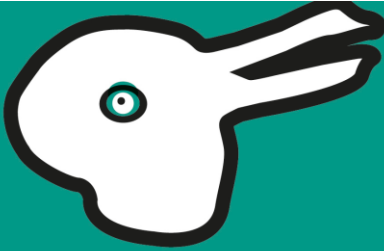
What are the costs?

- **Events £ - £££**
- **Digital £ - £££**
- **Blog posts £**
- **Films ££ - £££**
- **Animations £££**
- **Reports, executive summaries, infographics £ - £££**
- **Podcasts £ - £££**

- **Teaching resources £ - ££**
- **Media engagement £**
- **Policy engagement £ - ££**
- **Social media £ - ££**
- **(Virtual) exhibitions ££ - £££**

RISe Programme 2021/22
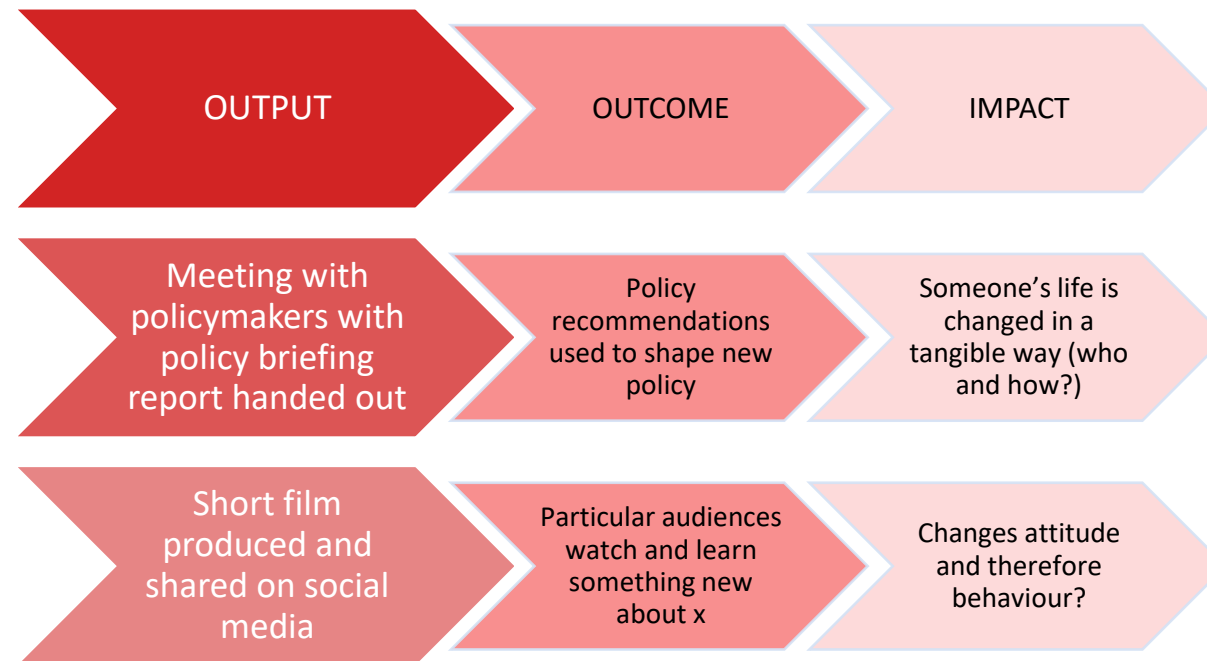
FUNDER REQUIREMENTS: UKRI
(AHRC, BBSRC, ESRC, EPSCR, Innovate UK, MRC, NERC)

- "UKRI exists to fund the researchers who generate the knowledge that society needs, and the innovators who can turn this knowledge into public benefit"

- No more pathways to impact/impact summary since March 2020, but impact is *more* important.

- Requires a creative and ambitious plan integrated in the proposal

FUNDER REQUIREMENTS: UKRI

Where does impact go?

- **Objective and aims** (list you research and impact objectives)
- **Summary** (include the problem you are solving, aims/objectives, beneficiaries in terms of research *and* impacts)
- **Case for support** (details research and impact methods, track record, project activity, delivery milestones, monitoring and evaluation, justify team members)
- **Justification of resources** (you're encouraged to cost in impact & KE resources)
- **Work plan** (include impact activity)

10-15% of resources and at least that in volume in case for support

FUNDER REQUIREMENTS: UKRI

Tips for integrating impact

- **Save space by cross-referencing between case for support & justification of resources**
- **Use formatting and headings to flag outcomes and impacts within each work package**
- **Use diagrams, tables, flow charts to show how WPs relate and how impact arises**
- **You can include both impact and research-specific WPs as well as blended**
- **Build in some flexibility to re-configure and re-assess impacts and their trajectories, or to identify unforeseen impact opportunities**

All calls will have different criteria and individual funders will have different priorities, missions & values - consider the background to the call.

Words that show it is being considered "impact" "engagement" "dissemination" "non-academic partners" "value for money" "national importance" "regional significance"

What else can you do to strengthen your application?

- ✓ **Check funding specifications**
- ✓ **Review examples of previous awards by the given funder**
- ✓ **Pay special attention to funder definitions for KEI**
- ✓ **Seek advice from colleagues and your RDM**
- ✓ **Some funders consider match-funding as a strong commitment to the project and its delivery**