

# Maximising Impact Through Engaged Research



**Sarah Bowman**  
**Trinity College Dublin**  
**Campus Engage Convenor**

# ➤ Who we are...

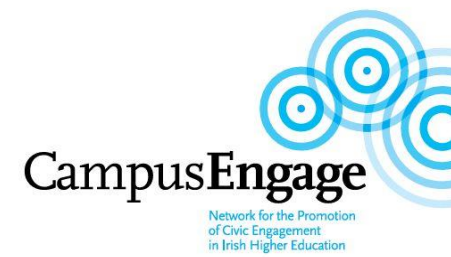
## Project Drivers & Partners:

- Campus Engage Steering Committee (7 Universities & DIT)
- Engaged Research Working Group members
- Irish Research Council (strategic partner)
- IUA Research Officers Working Group

## Other Consulted Organisations:

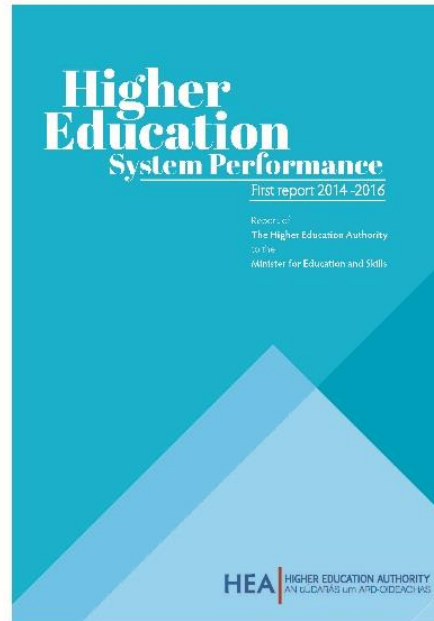
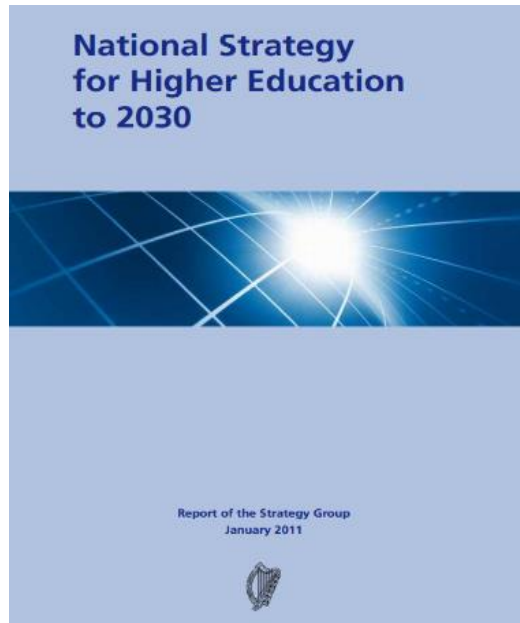
## Working Group Members:

- Campus Engage, IUA\*
- University of Limerick\*
- Trinity College Dublin\*
- University College Dublin
- Maynooth University
- University College Cork
- Dublin City University
- National University of Ireland Galway
- Dublin Institute of Technology



# ➤ Context and drivers for change

CampusEngage



ENGAGED RESEARCH WORKING TOGETHER TO ADDRESS GRAND SOCIETAL CHALLENGES

**IRISH UNIVERSITIES ASSOCIATION**

**IRISH RESEARCH COUNCIL**  
An Chomhairle um Thaighde in Éirinn

# ➤ What we did

- International **literature review** on best practice Engaged Research;
- Collated 85 engaged research **case studies** from Irish HEIs;
- **Consulted** with Irish, UK, EU partners, funding agencies, relevant policy officials, civic & civil society reps;
- Facilitated a **series of consultation workshops** with Irish researchers & civic and civil society orgs to gather tacit information, feedback and endorsement;
- Developed a nationally **agreed definition Engaged Research; Engaged Research Framework; and Impact Classification Categories;**
- Drafted a set of high level **recommendations** for **higher education institutions, policy-makers and funders.**





## ➤ One-to-one consultations

CEO, Health Research Board	October, 2016
CEO, Knowledge Transfer Ireland	September, 2016
Director, EU Living Knowledge Network	April, 2016
Director, The Wheel	October, 2016
Science Foundation Ireland	December, 2016
Irish Humanities Alliance	November, 2016
CSOs	2016-2017

	
DIT – 2nd October 2016	Registered participants: 10
UCC, 4 <sup>th</sup> October, 2016	Registered participants 42
DCU, 5 <sup>th</sup> October, 2016	Registered participants: 22
UCD, 10 <sup>th</sup> October, 2016	Registered participants: 56
NUI Galway, 13 <sup>th</sup> October, 2016	Registered participants: 22
Trinity, 13 <sup>th</sup> October, 2016	Registered participants: 41
DIT, 18 <sup>th</sup> October, 2016	Registered participants:37
UL, 20 <sup>th</sup> October, 2016	Registered participants: 34
MU, 20 <sup>th</sup> October, 2016	Registered participants: 40
CSOs, 26 <sup>th</sup> October, 2016	Registered participants: 30
<b>Total:</b>	<b>Registered participants: 334</b>





➤ **Launched 13 January 2017**





## ➤ Our results

- Consultations yielded **300+ comments and responses**;
- Analysis of these responses underpins:
  - **New National Engaged Research Framework**
  - **Engaged Research Impact Classification Categories**
  - **Engaged Research methods, challenges and enablers**
  - **Series of high-level policy recommendations**
- Delivered an authoritative product with agreed consensus on the position of, and potential for, Engaged Research
- Truly collaborative approach that has built capacity for Engaged Research & Impact Planning

# ➤ An agreed definition of Engaged Research

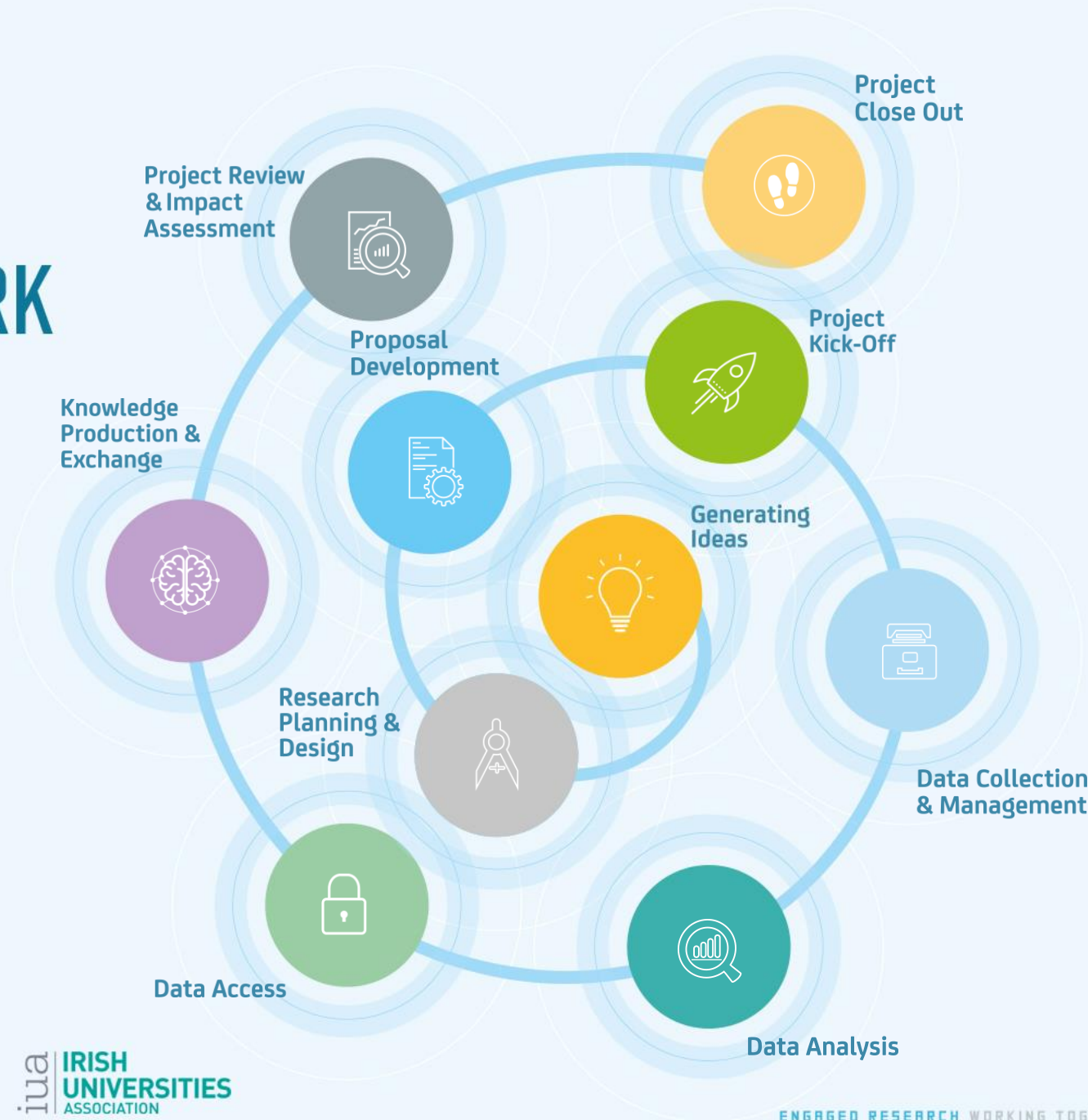
CampusEngage

**Engaged Research** describes a wide range of rigorous research approaches and methodologies that share a common interest in collaborative engagement with the community and aim to improve, understand or investigate an issue of public interest or concern, including societal challenges.

Engaged research is advanced with community partners rather than for them.

**‘Community’ identifies all public research stakeholders**, including public or professional service and product users, policy makers, civil and civic society organisations (CSOs) and members of the public.

# ENGAGED RESEARCH FRAMEWORK





## Engaged Research Framework



### GENERATING IDEAS

1

Who has the team engaged with and why?

Has the research question/hypothesis been advanced in dialogue with key stakeholders and community partners?

2

#### RESEARCH ACTIVITIES

- Identify the issues of public concern and/or the societal challenge that is most relevant to the research team and community partners.
- Undertake literature, data and policy reviews.
- Identify key stakeholders and collaborators for whom the research is relevant.
- Draft the research question/hypothesis.
- Confirm the relevancy of the draft research question/hypothesis with key stakeholders and community partners.

3

#### ENGAGEMENT ACTIVITIES

Public involvement in research is based on the idea that people who are affected by research have a right to inform that research. Engaged research is advanced *with* community partners rather than *for* them. When ideas are generated and a research plan is taking shape, there are opportunities for engagement. Meeting with key stakeholders including technical experts, researchers, community partners, policymakers, industry liaisons and funders (as applicable) allows for maximum input as the research question takes shape. This engagement not only builds capacity for the project, but ensures its relevancy.

## ➤ What is impact?

- **“Consequences of an action that affects people’s lives in areas that matter to them” (ESF, 2012).**
- **“An effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia” (REF, 2014).**
- **“Influence of research or its effect on an individual, a community, the development of a policy, or the creation of a new product or service” (Pathways to Impact, AHRC).**
- Your **demonstrable** contributions

# ➤ How is 'impact' typically measured?

- **Academic Impact**

- Research Income & Expenditure
- Publications & Citations (h-index)
- Networks & Consortia
- Honours & Awards
- # of Graduates
- Post-Graduate Successes
- Other Research-Related Activities

- **Reputational Impact**

- Peer Esteem: Editorial Boards, External PhD Examiners, Funding Agency Grant Panel
- Global Rankings
- QS Subject Area Rankings
- Diversity of Funding Types & Partners
- Internationalisation Activities
- Industry Partnerships
- Media Engagement
- Researcher Profiles & Case Studies

- **Societal Impact**

- Knowledge Uptake: Behavioural Changes
- New & Revised Policies
- New Products & Services
- Commercialisation Activities: IP, Patents, Inventions, Licenses & Agreements
- Economic Benefits: HEI, Job Creation, Cost Reduction, Improved Efficiencies, Leveraged Funding



# ➤ Impact planning model

## Inputs

*The available resources to deliver the research.*

- Funding
- Institutional Supports
- Research Community
- Existing Knowledge

## Activities

*The planned activities based on the allocation of resources.*

- Research
- Engagement
- New Learning
- New Protocols, Processes & Systems, etc.

## Outputs

*The planned deliverables based on the scope.*

- Data
- Publications
- Translational Activities
- Graduates & Fellows
- Curriculum
- Exhibitions, etc.

## Outcomes

*The anticipated short-term results of the research and its outputs.*

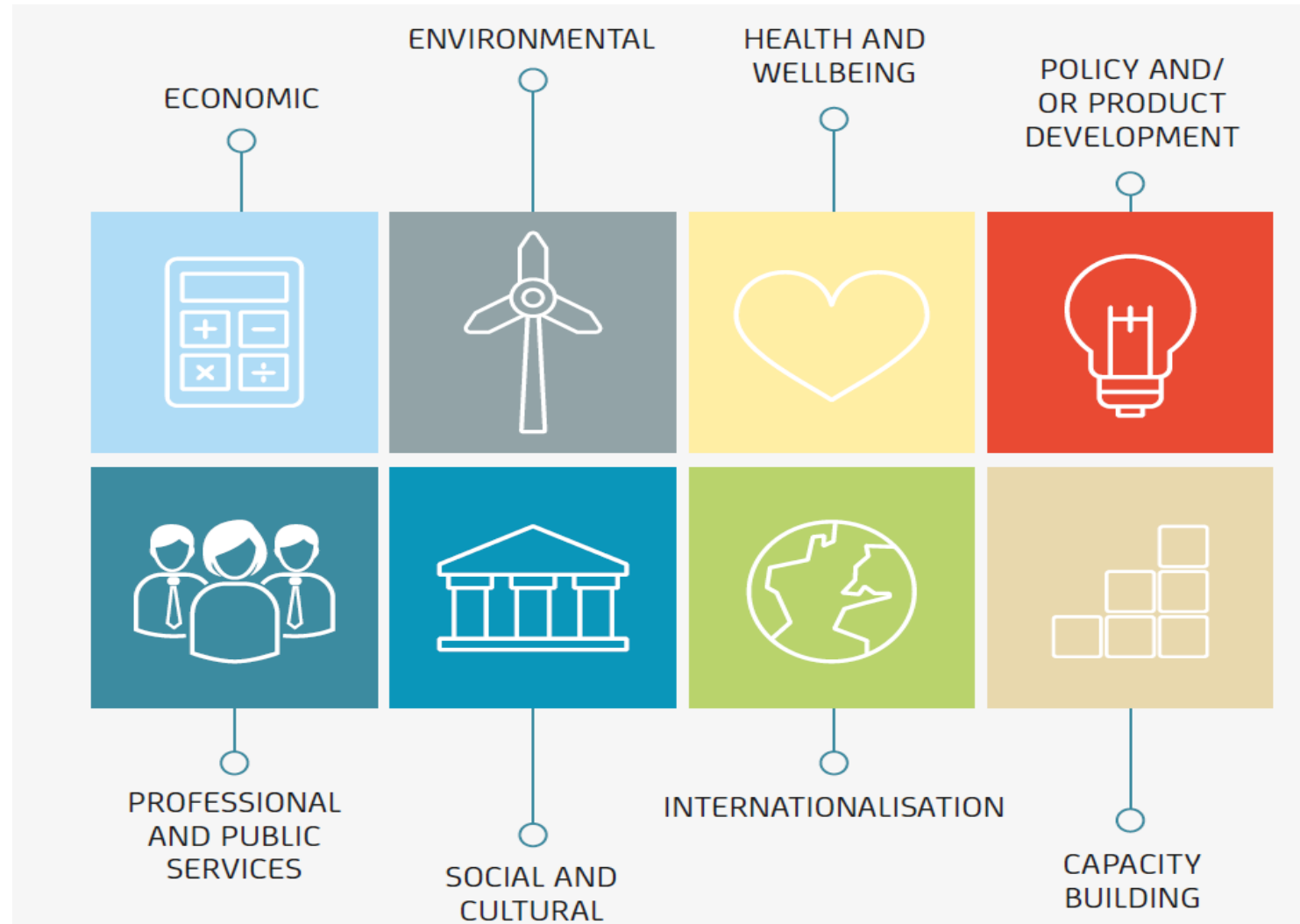
- Citations
- Media Engagement
- Demonstrated Uptake Across Sectors
- Spin Out Activities
- Revised Policies, Products & Services
- Leveraged Funding

## Impact

*The longer-term effect aligned to aims and objectives.*

- Social & Cultural
- Economic
- Environmental
- Professional & Public Service
- Internationalisation
- Health & Wellbeing
- Policy & Product Development
- Capacity-Building
- Knowledge Production

# ➤ Impact categories



# Knowledge Production

- New peer reviewed publications and citations
- Presentations to national and international conferences
- New 'grey literature' including research reports, interviews, policy briefings, editorials, newsletters, web articles, social media, presentations with/to stakeholders
- New systematic reviews or findings
- Increased availability of evidence including open access data
- Establishment of new datasets, databases or research data



# Economic Impacts



- New or expanded products, licenses, or services created
- Spinout or start-up businesses registered
- Improved performance or processes adopted
- Employment created or increased
- Improved international reputation for investment in Ireland
- More efficient use of public resources
- Leveraging of national and international funding
- Increased income generated
- Reduced redundancies and costs

# Environmental Impacts



- Improving awareness and understanding of climate change and its consequences
- Stimulation of public debate and awareness on the environment
- Provision of information to civil and civic societies
- Environmental policy or planning decisions are evidence-informed
- Improved management or conservation of natural resources to advance climate justice
- Improved management of environmental risks or hazards
- Improved private or public services to meet relevant environmental policies or goals
- New/improved technologies or processes to reduce pollution and/or the impact of pollutants
- Improvement in sustainable use of resources for resilient societies
- Improved understanding of health risks to livestock and disease risks to crops for better health and food security
- Improved built environment infrastructure including transportation systems and land use.

# Professional & Public Service Impacts



- New or improved professional standards, working practices, guidelines or training
- Quality, efficiency or productivity of a service
- Professional body practices are evidence-informed
- Practice or process changes in companies or other organisations through capacity building
- Increased inter-agency collaboration
- Improved services evaluation methods and technologies
- Improvements in risk management across public and private sectors
- Advancements against strategic plans.



# Internationalisation Impacts



- Success of researchers and relevant entities in attaining international research funding, for example, through EU Framework programmes
- Improved international reputation of Ireland in the research arena
- Attraction and retention of international talent
- New connections to international expertise providing access to state-of-the-art knowledge, ideas and publics
- Leveraging of international funding through industrial and collaborative research
- New national/international collaborations or strategic partnerships formed with other research teams, community and industry partners or relevant agencies.
- Increased global social responsibility, cultural awareness, and languages
- Contribution to international relations and the international profile and reputation of Ireland.

# Health & Wellbeing Impacts



- National or international health and wellbeing outcomes due to new or improved interventions, services, drug/treatments/therapies, diagnostic or medical technologies, care practices or processes.
- Improved health and wellbeing at an individual level
- Reduced inequalities in health status and health and social care utilisation through information and policies targeting vulnerable/disadvantaged groups
- Increased efficiency in the delivery of public health and social services, as well as health-related interventions and services delivered by NGOs and others in the community
- Decisions by public, private and voluntary stakeholders informed by research evidence
- Improved quality of life due to improved health and wellbeing services/interventions, products or processes
- Enhanced animal health and welfare
- Reduction in costs and delays for treatments, interventions, practices, and processes due to newly
- Developed or improved alternatives (e.g. new treatments, interventions, drugs, devices or diagnostics)
- Mitigation of risks to health or well-being through preventative or early intervention services and measures
- Increase in number of participants enrolled in clinical and community-based trials
- Increase in number of individuals engaging in healthy lifestyles

# Social & Cultural Impacts



- Enhanced opportunities for creativity, self-expression and human development
- Increased appreciation and/or design of cultural services such as museums, galleries, libraries
- Attitudinal changes, education and understanding
- Stimulation or informing of public debate or interest
- Greater awareness of the public's role and responsibility in contributing to solving social challenges
- Increased confidence of the general public to address issues affecting them
- Exchange of public tacit knowledge to inform new or improved products, services and processes
- Improved quality of life through improved access to services
- Local, regional or national development and regeneration plans
- New processes for responding to public research needs and partnerships
- Improved human performance due to new or changed technologies or processes.

# Policy & Product Development Impacts



- Implementation, revision or evaluation of policies to improve efficiency, efficacy of public services, products and processes, and government regulation
- Policy and related budget decisions, changes to legislation, regulations, guidelines, or funding are evidence-informed
- Revised educational curricula, across all levels, informed by new knowledge
- Commissioned reports or projects from government departments or agencies
- Policy briefing papers, practical handbooks and other grey material produced for / disseminated to relevant professionals, policy makers, and civic and civil society organisations
- Patents and other IP applications and award of commercialization support grants to develop products or services
- License agreements and revenues generated as a result of spin-out companies or formal collaborative
- Partnerships between researchers and relevant research stakeholders.



# Capacity-Building Impacts



- Education, training and improved skills of current and future populations and workers for public and industry services, and academia
- Improved relevancy of educational curricula at all levels
- Higher degrees and research experience obtained by research personnel
- Retention rates of research personnel in national research system
- Increased leveraged funding due to number and level of highly skilled researchers
- Increased national, EU, international social capital
- Increased research capacity in CSOs
- Increased levels of engagement of members of the public with research, and corresponding levels of confidence in public-science dialogue
- Spin-off projects developed and further research funding leveraged
- Development and use of novel research techniques
- Establishment of new datasets, databases or research data lodged in national database.

# ➤ Using the Campus Engage Impact Framework

## Policy & Professional Services:

- 57 external policy & strategy documents utilise the data as their evidence-base

## Health & Wellbeing:

- Undiagnosed disease burden
- Atrial Fibrillation clinical trial
- Hypertension Training: 300+

## Public Awareness:

- 8,504 Participants (1:156)
- Irish Heart Foundation Campaign
- 17,000 online learners (MOOC)
- Demonstrated behavioural change

## Economics:

- 140 field workers trained
- 25 research nurses trained
- €29M in programme funding
- €15.8M in additional funding

## Research Capacity-Building:

- 28 researchers
- 8 ICE, 3 CARDI & 1 Marie Curie
- 140 million data points
- Open access to anonymized data (Ireland & US repositories)

## Internationalisation:

- Harmonised with 13 longitudinal studies
- Cited by researchers in 38 countries & 160 institutions

## Environmental:

- Data on normative walking speeds translated to update signal timing settings (Dublin)
- RSA Education Campaign

## Collaborations:

- 45 national & 25 international collaborations
- Industry partnerships established

## Technology Transfer:

- Data processing & extraction software & algorithms
- Bio-banking system
- Hot desk access
- Data protection protocols

# Recommendations for HEIs

- **Provide training**, in partnership with civic and civil society partners, on good practice for engaged research;
- **Assign dedicated staff** within HEIs to support institution-community partnerships on all aspects of engaged research;
- Put in place **simplified payment/reimbursement systems** and processes that facilitate easier partnering and that accommodate non-university staff;
- **Develop local communication and information systems which link all HEI departments, disciplines and colleges** to capture past and ongoing engaged research projects to promote sharing data, learning and avoid duplication;
- Provide **networking opportunities for CSOs and HEI staff** interested in working together;
- Provide **institutional reward and recognition** for engaged research and reflect this in academic workloads and promotions procedures;
- **Embed commitment to engaged research in research and innovation, teaching and learning, strategic plans, undergraduate curricula and post-graduate and doctoral training**;
- Accommodate **flexible scheduling and timetabling of workloads** to facilitate engaged research.

# Recommendations for Policy-Making Bodies

- **Assign strategic leadership** to implement policy and enable infrastructure to promote engaged research for societal innovation;
- **Publish a national strategy for engaged research in Ireland** to position Ireland as a European and international leader in this area;
- **Create nationally agreed metrics** that characterise engaged research practice with societal impact;
- **Resource a national hub** to inform, fund and offer capacity building to support societal innovation through engaged research;
- Develop **a national 'clearing house of expertise' for engaged research** that could contribute to the development of engaged research networks and expertise within Ireland and attract international researchers to Ireland;
- Create an **inter-institutional/organisational national database** of engaged researcher case studies, researchers and support staff;
- Create a national engaged research **'methods toolbox'** as a resource centre for transdisciplinary and inter-institutional collaborations;
- Publish a **data management protocol** for engaged research;
- Publish an **intellectual property protocol** for societal innovation.

# Recommendations for Funding Organisations

- **Align funding calls to societal needs articulated by public or professional service and product users, policy makers, civil and civic society organisations (CSOs) and researchers;**
- **Allow longer project timelines** for engaged research projects;
- **Include funding for pre-proposal design and consultation and post-project impact assessment;**
- **Earmark funding for existing programme or service evaluation research;**
- **Fund project management** for larger-scale engaged research projects;
- **Fund support staff to sustain engagement** between HEIs and CSO partners between and during funded research projects;
- **Fund national inter-institutional collaborations** to provide leverage for smaller-scale projects to develop into impactful larger-scale projects that address issues of public concern across Ireland.



# IRC Phase Two

## Deliver on Report Recommendations 2017-2019

- Create **Engaged Research Guides**
  - Extract the Engaged Research Framework and Impact Framework Chapters
  
- Create **Series of Engaged Research Policy Briefings** for circulation to policy making bodies/funders, HEI Research Managers and administrators
  - Engaged Research for Evidence Informed Policy, Practice, Products & Services (general briefing);
  - Engaged Research Framework;
  - Challenges, Enablers for Engaged Research & Recommendations for HEIs, Policy Makers and Funders;
  - Engaged Research Impact Categories

# IRC Phase Two

## Deliver on Report Recommendations 2017-2019



- Create a **national web resource** to include:
  - database of good case studies,
  - database of engaged research experts from across the sectors
  - engaged research 'methods toolbox'
  
- Draft an **Engaged Research Training Programme**
  - in partnership with civic and civil society partners,
  - on good practice, methods for engaged research,
  - for HEI, civic and civil staff,
  - pilot in 4 locations nationwide then refine,
  - make available as an online training resource

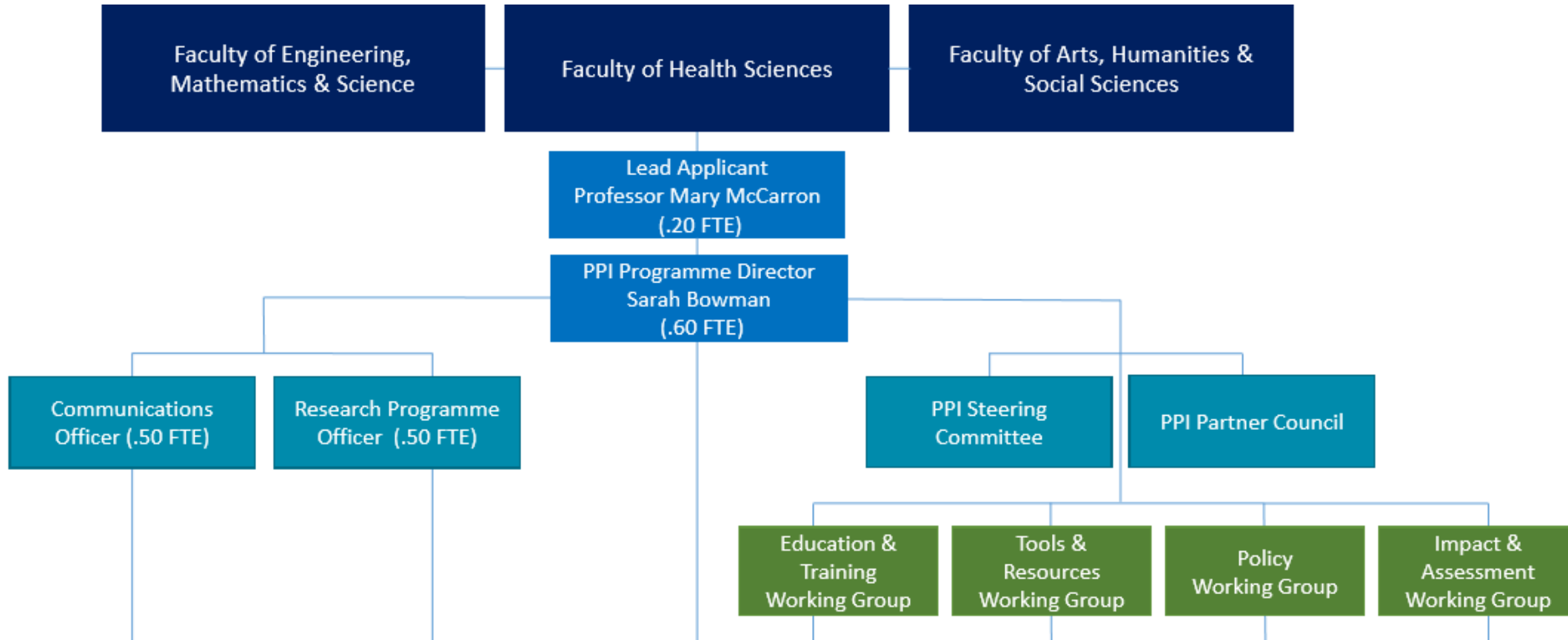
# IRC Phase Two

## Deliver on Report Recommendations 2017-2019



- Coordinate a national **seminar and brokering event**
  - for CSOs and HEI staff interested in working together on engaged research projects;
- Inform **nationally agreed metrics for engaged research**
  - that characterise engaged research practice with high societal impact;
- Inform a **data management protocol** for engaged research.

# Trinity College Dublin – Response Health Research Board Ignite Programme



# Trinity College Dublin – Response

## Health Research Board Ignite Programme

### Training & Events

- PPI Ignite training workshops: 6
- PPI Ignite networking events: 6
- PPI Ignite online module: 1
- PPI Ignite public event: 1
- PPI Ignite drop-in PPI clinics: weekly
- PPI Ignite proposal development support: 5 annually
- PPI Ignite team retreat

### Tools & Resources

- PPI Ignite annual survey
- PPI Ignite webpage with tools and resources
- PPI social media page
- PPI Ignite Case Studies
- PPI Ignite Researcher Profiles
- PPI Ignite Policy Brief: Ethics of Involvement
- PPI Ignite Methods Toolbox
- PPI Ignite Impact Framework
- PPI Ignite Newsletter: 3
- PPI Ignite presentations at conferences

### Additional Supports

- PPI Partner Council Bursary: €35,000 + supports
- PPI Working Group Bursary: €10,000 + supports
- PPI Travel Fund: €10,000
- Faculty of Health Sciences Dean's Award: €20,000 (5)



# For More Information

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