



UK Research
and Innovation

Welcome

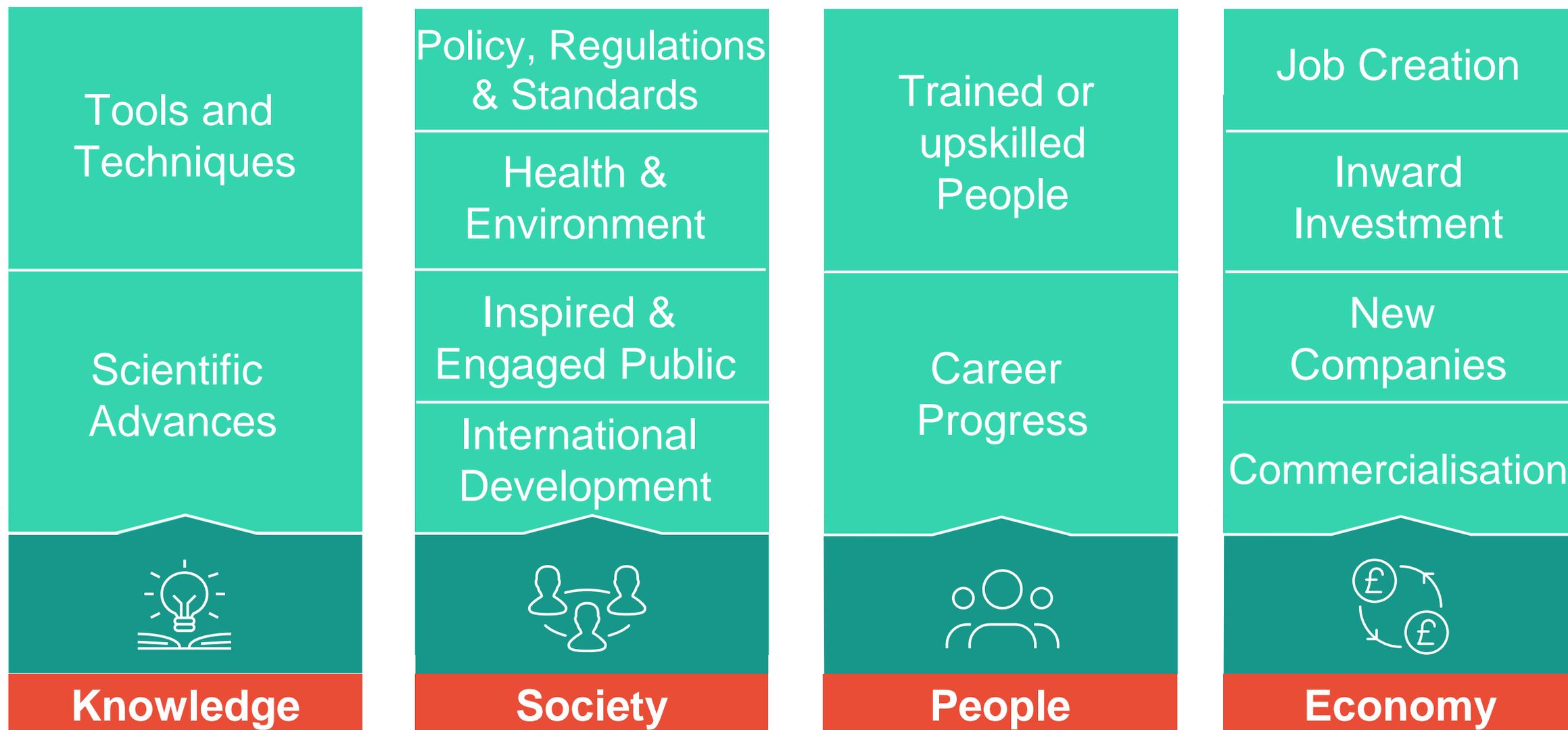
Welcome!

What we will cover today...

1. Welcome and introductions
2. Defining and maximising impact – Jo Marriott
3. Handling Impact within applications - Deepali Lodhia
4. Q&A



What is Impact?



Knowledge

Society

People

Economy

The research lifecycle

Additional funding can help respond to impact opportunities that have arisen from your research, helping progress outputs towards the next stage in the impact pipeline

Impact

Appropriate consideration of impact and involvement of stakeholders at the idea stage helps ensure you realise the potential of your research

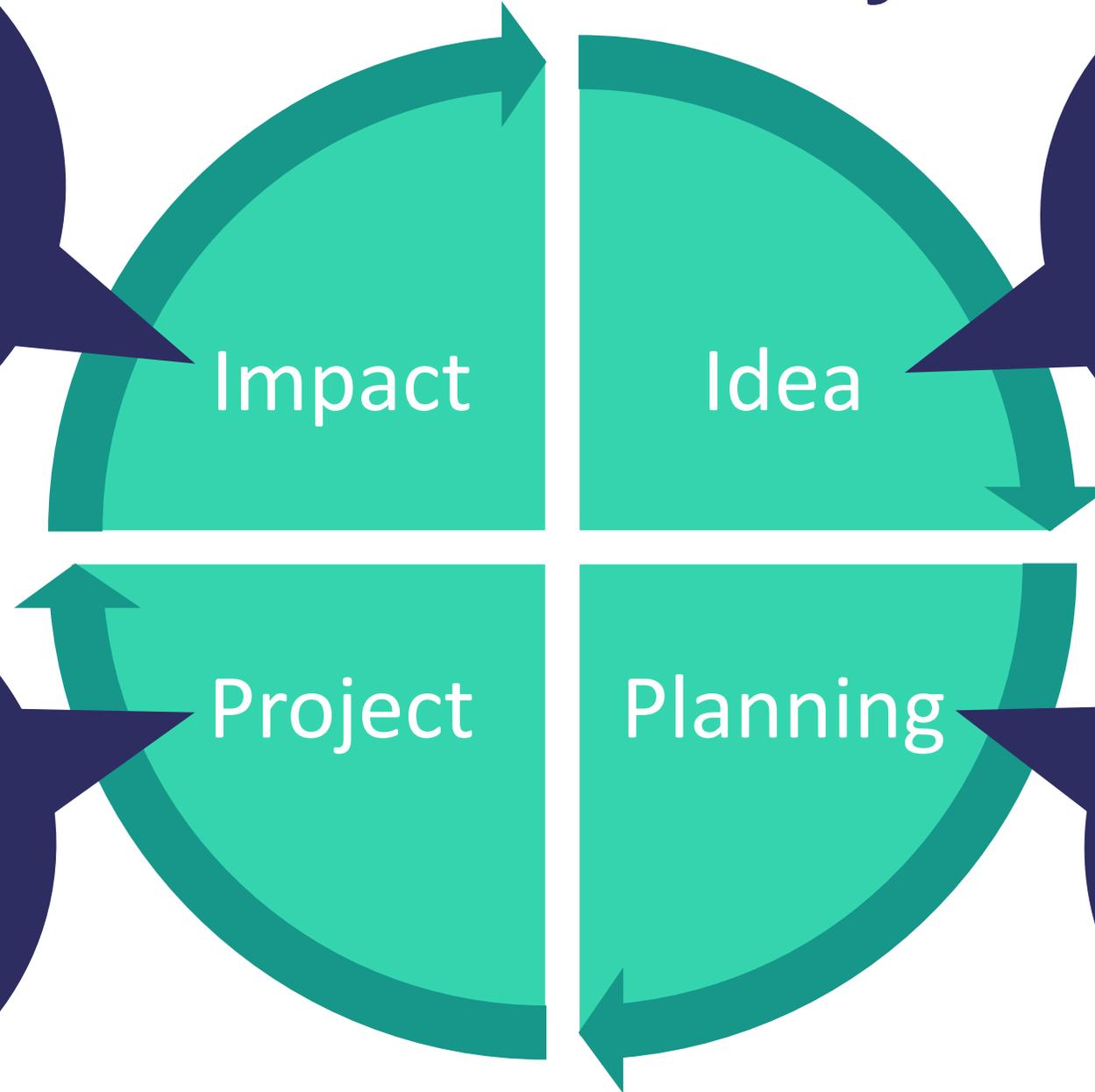
Idea

Findings gained from impact enabling activities can help to influence the direction and trajectory of the research and innovation process itself.

Project

Planning activities and requesting the appropriate, costed, resources help add to funding proposals and further the economic and societal impacts of research

Planning



The research lifecycle

We fund many impact schemes that help deliver economic and societal benefits from our research, such as IAAs, IKCs and RiR

We are helping to develop an impact culture where ambitious knowledge exchange and impact is built into the fabric of the research

Impact

Idea

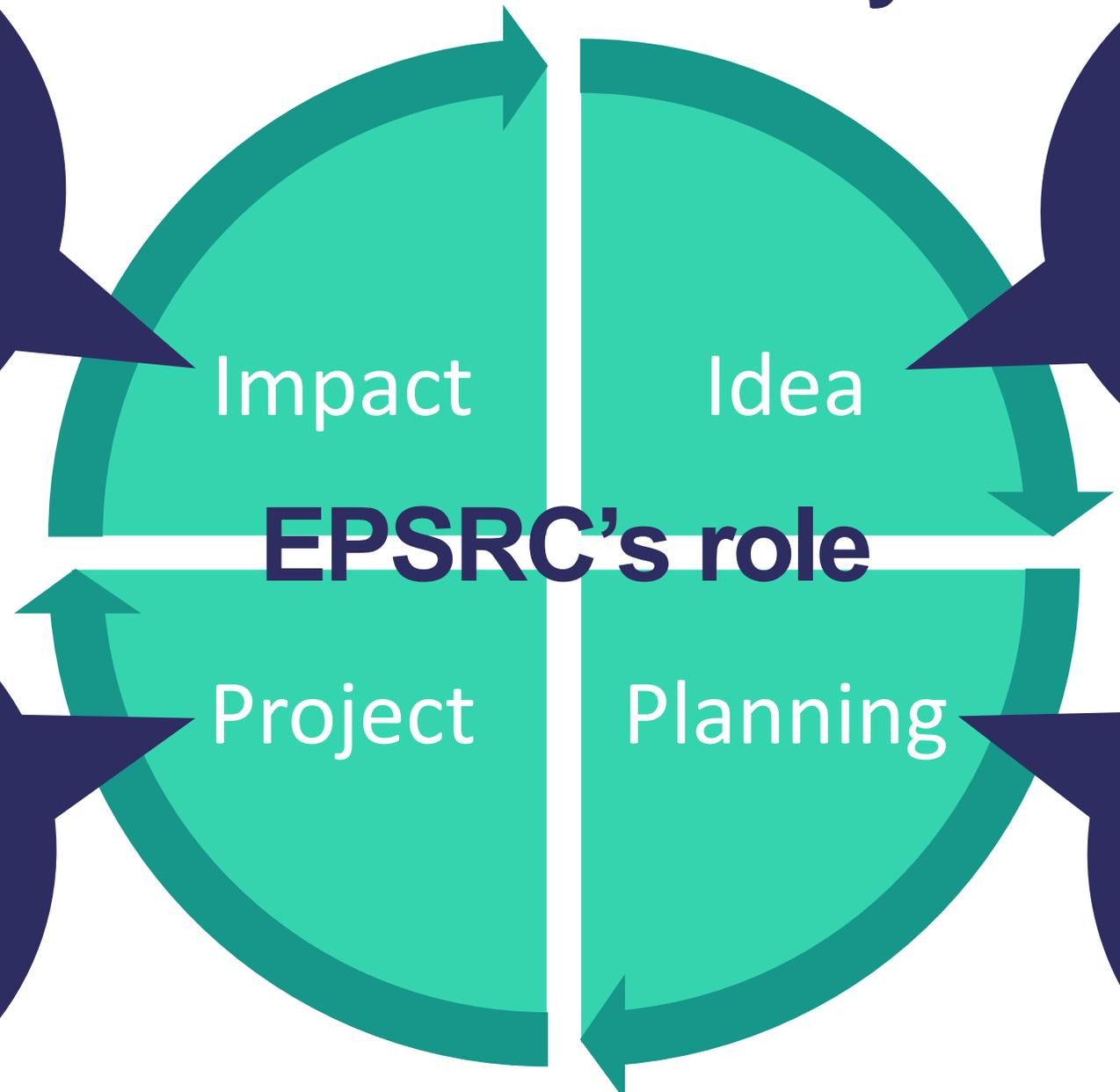
EPSRC's role

We are supporting specific impact enabling activities, such as RRI and PE that can bring in new insights to research projects

We are making it easier for applicants to articulate impact within their applications, and help them embed it throughout their proposals

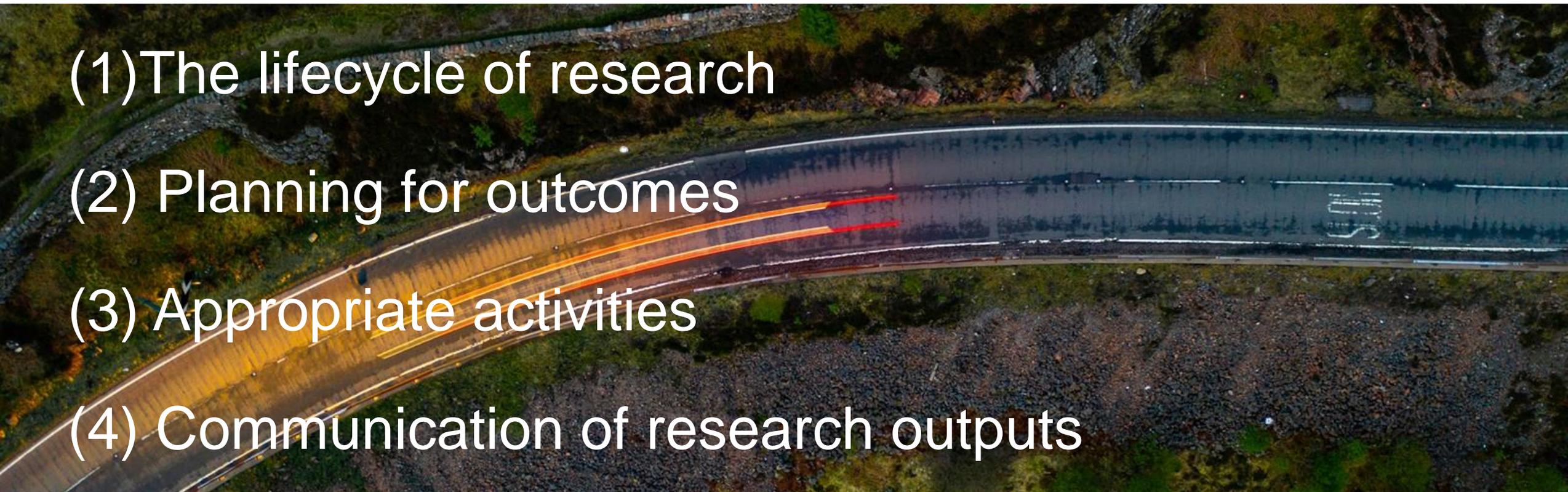
Project

Planning



EPSRC philosophy to maximise impact

Making the most of the Impact journey

- 
- (1) The lifecycle of research
 - (2) Planning for outcomes
 - (3) Appropriate activities
 - (4) Communication of research outputs

The lifecycle of research

- You should embed impact into your research from the outset
- Then evaluate your expected progress as your research develops

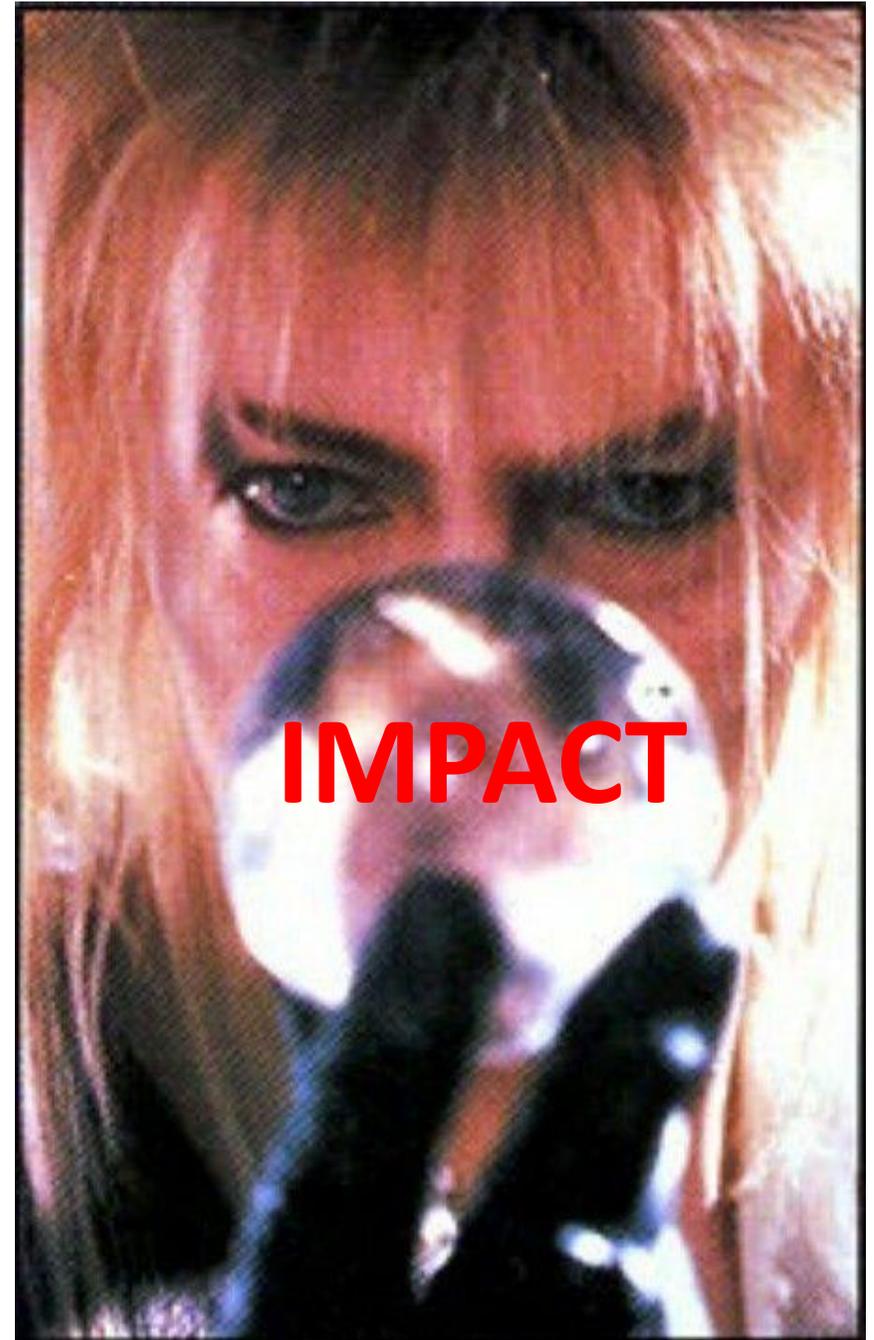
“Since research impact is the good our research does in the world, surely this is something that should be considered as we develop and conduct out research.”

REF 2021: Seven lessons learned about impact case studies - [REF 2021: Seven lessons learned about impact case studies | Plymouth Marjon University](#)



Planning for outcomes

- Don't predict the impact of your research – you cannot know the exact impacts of your research in 3 years
- You need to articulate the expected outcomes and potential future impacts of your research in the application.
- Show how you plan to maximise the impact of the proposed research



Appropriate activities

That planning will help you to think about the appropriate impact enabling activities that will propel your research outcomes.

- Travel costs
- Partnership building
- People exchange / secondments
- Training for researchers
- Engage expert staff
- Onward routes to commercialisation
- Comms
- Knowledge Exchange
- Data management
- Sharing of novel tools/techniques



Communication of research outputs

With the academic community – The most dynamic research happens when people, ideas, knowledge and talent moved across institutional, organisational and professional boundaries.

With industry – Are you engaging industry with your results. Have you identified who may benefit from your research? Use tools such as Konfer - <https://konfer.online>

With society – Aim to inspire, attract and interact

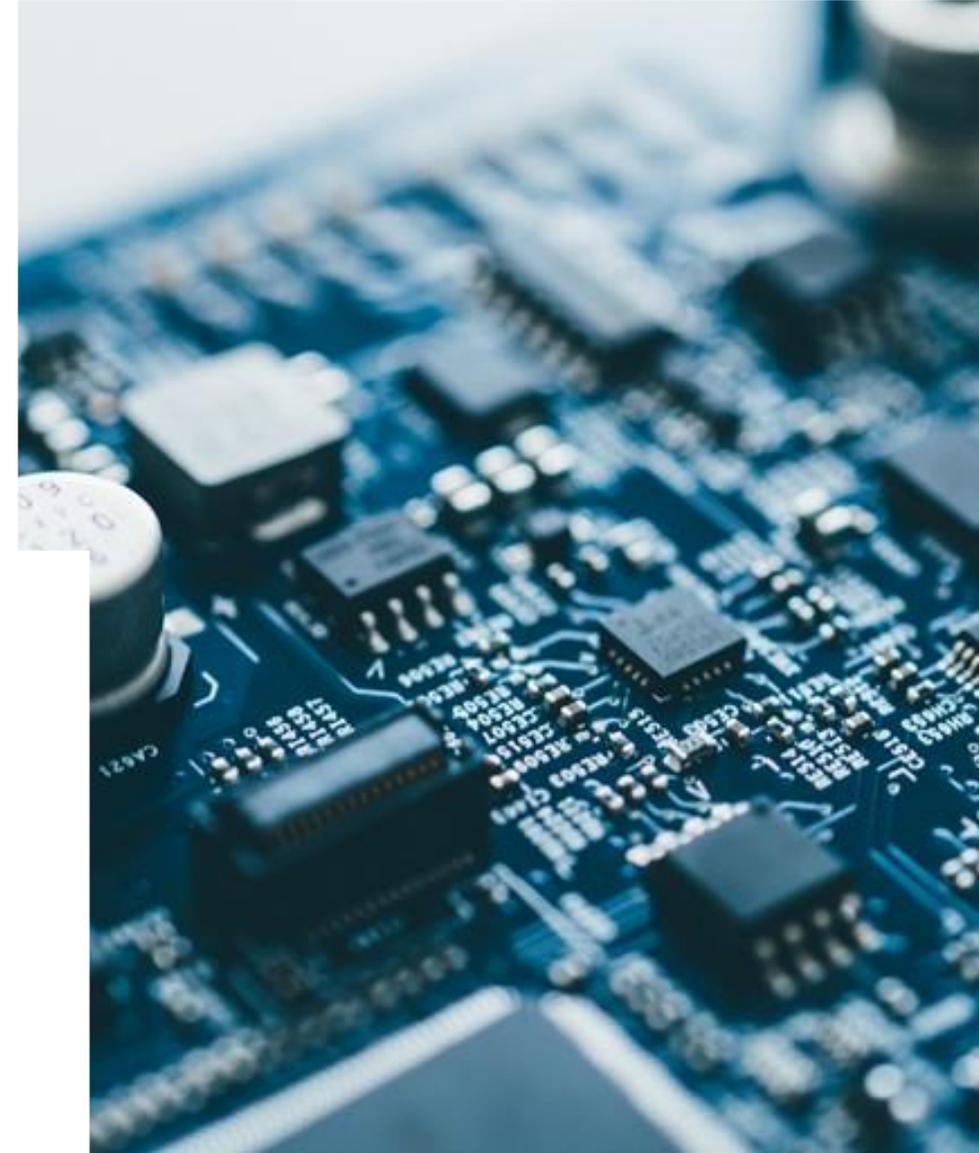
Public engagement – EPSRC – UKRI



Communication of research outputs

With the academic community

- Team Science looks to understanding how teams connect and collaborate to achieve scientific breakthroughs that would not be attainable by either individual or simply additive efforts.
- Especially important when addressing increasingly complex and multifaceted research challenges.
- This goes beyond Open Access!



Communication of research outputs

With industry

- The UK government's 2021 Plan for Growth highlights the importance of “strong partnerships between universities and businesses”.
- *“Knowledge exchange between universities and the business community involves a wide range of mechanisms. Although there is often a focus on commercialisation mechanisms, these are only a narrow part of the spectrum of knowledge exchange”* - [5334 NCUB Changing State of Business-University Interactions](#)
 - Commercialisation - using academic publications and spin-out collaborations;
 - Community-based activities - public lectures and school projects
 - Problem-solving - joint research and informal advice
 - People-based activities – Placements, conferences and other routes for knowledge exchange.



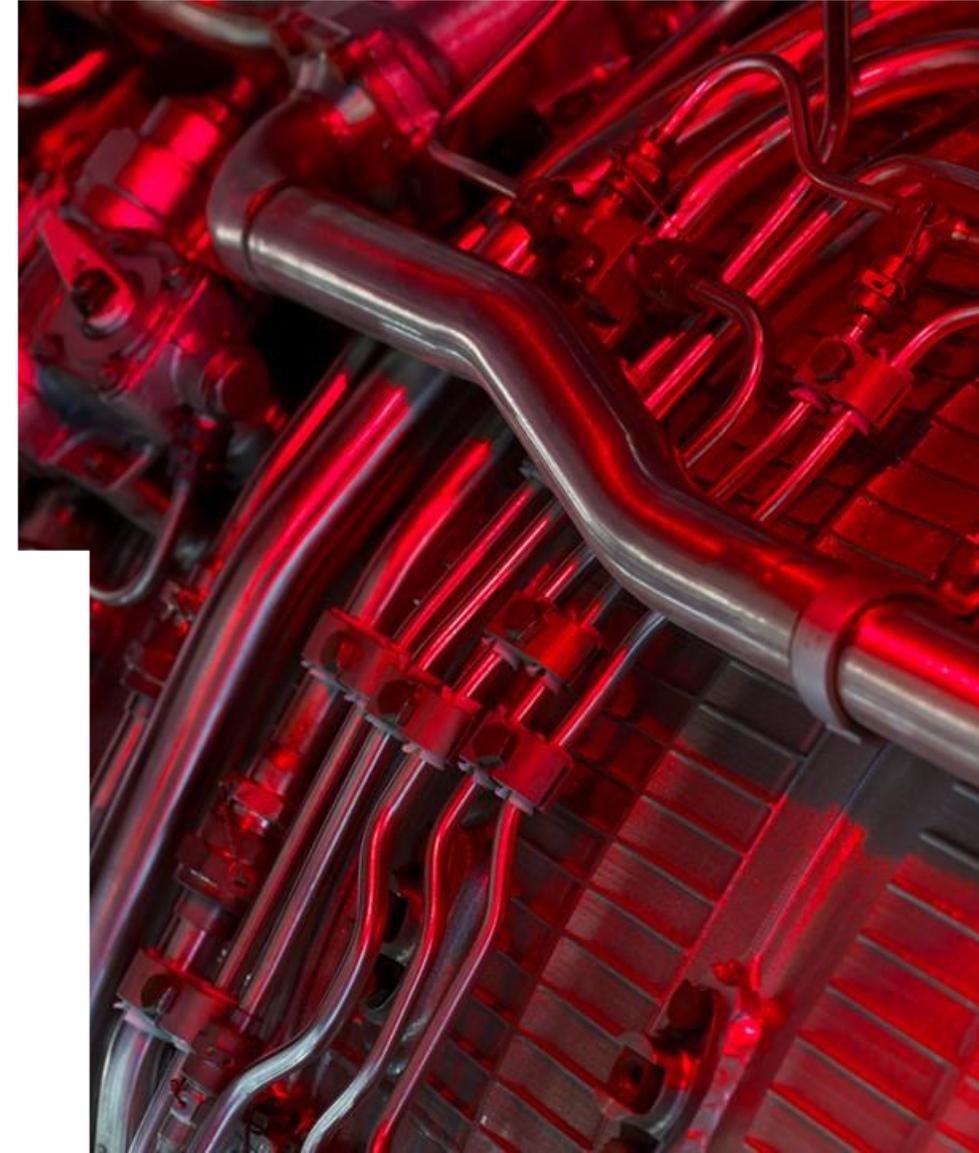
Communication of research outputs

With society

- Public engagement is a two-way process, involving interaction and listening, with the goal of generating mutual benefit. [What is public engagement? | NCCPE](#)
- This can require a new set of skills, funding can be requested for public engagement training within the grant applications.

Or through:

- Responsible innovation - a process that seeks to promote creativity and opportunities for science and innovation that are socially desirable and undertaken in the public interest.
- The AREA Framework is an approach to considering responsible innovation. (Anticipate, Reflect, Engage, Act)





Engineering and
Physical Sciences
Research Council

Handling impact within applications

Impact in EPSRC Applications

Impact is now a **core consideration throughout the grant application** process and showing how the applicant(s) will **maximise the impact** of the proposed research should therefore be **intrinsic to the proposal** itself in a way that is **appropriate** to the nature and scope of the research being proposed.

For example:

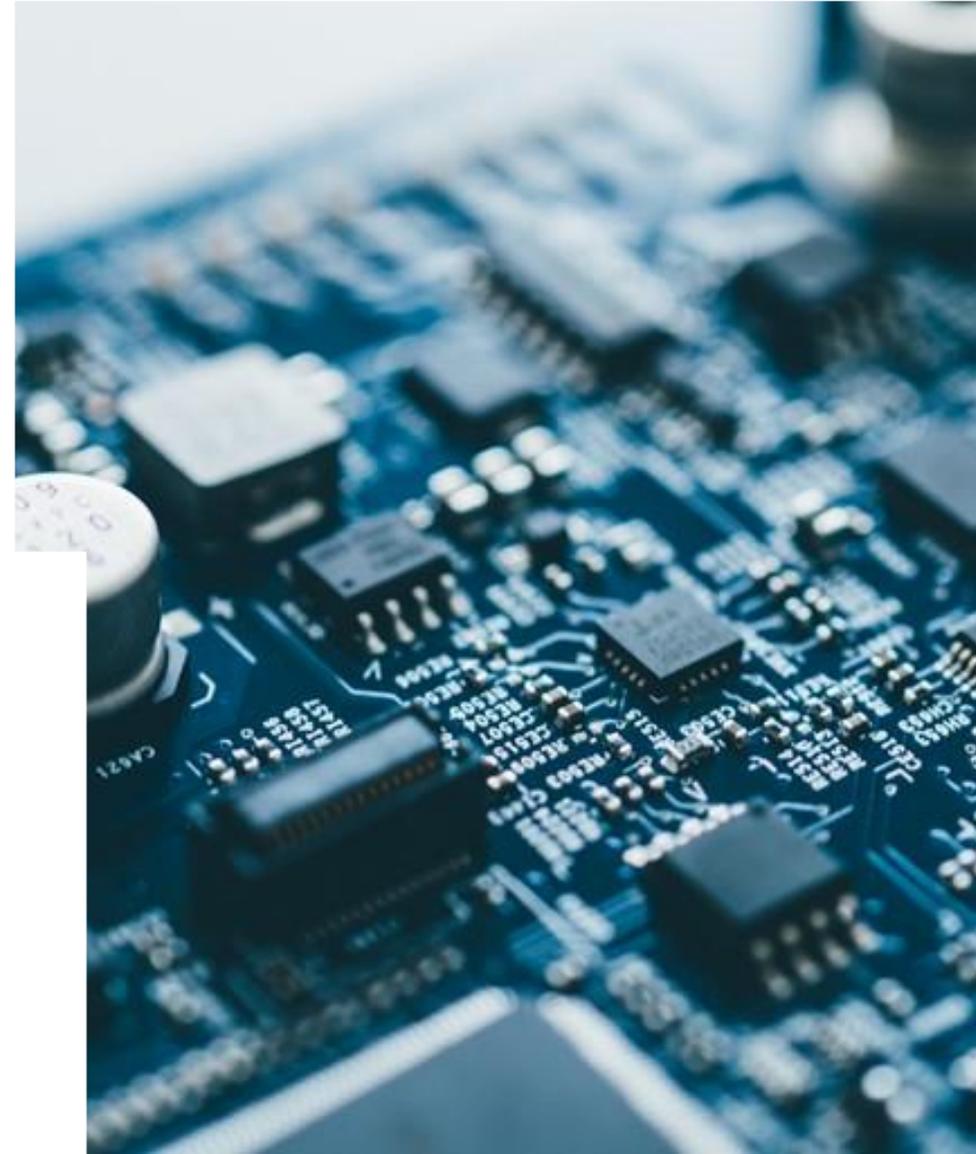
- A **discovery research** proposal may focus principally on the generation of new knowledge
- Proposals with significant elements of **applied research** may have impacts related to economic and societal benefits

Planning New Activities with Impact in mind

For each impact related activity consider:

- The objective and potential **benefits**
- Potential **stakeholders**
- Use of **engagement**
- Appropriate **timings**
- **Costs** and **resources** involved

Space is Limited – Make it **specific** and **succinct**



Impact at the Application Stage

Integrate Impact throughout the case for support

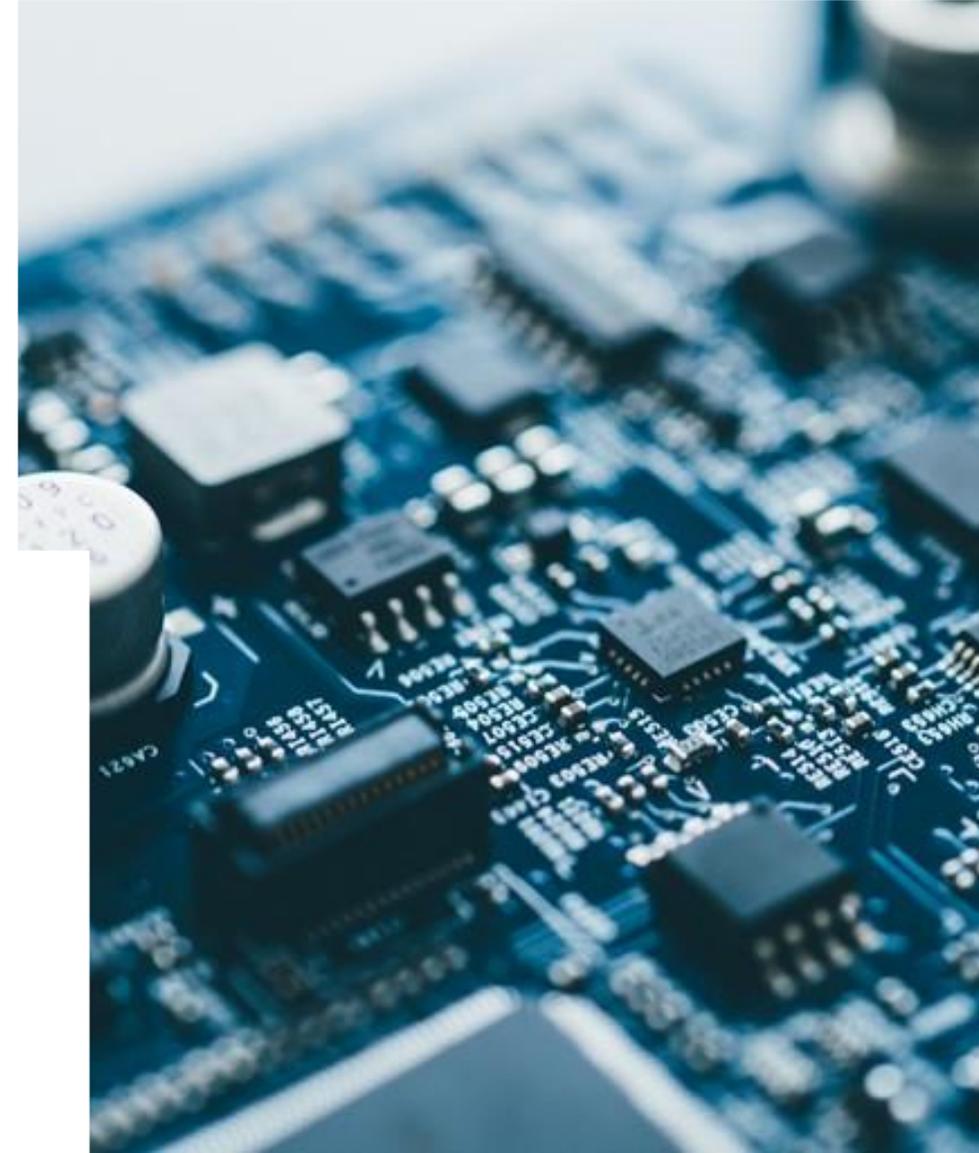
- Track record
- Background
- National Importance
- Research Hypothesis and Objectives
- Programme and Methodology



Case for support – embedding impact

Expertise and track record of the team

- Non-academic **partners or collaborators** should be considered part of the team
- For partnerships with beneficiaries, such as industry, **explain their importance** to the proposed research activities and how the partnerships could **benefit** the research or increase the likelihood of impacts.
- Summarise the results and advances of the team's recent work, including reference to the demonstrable contribution the work has made to society and the economy.



Case for support – embedding impact

Background

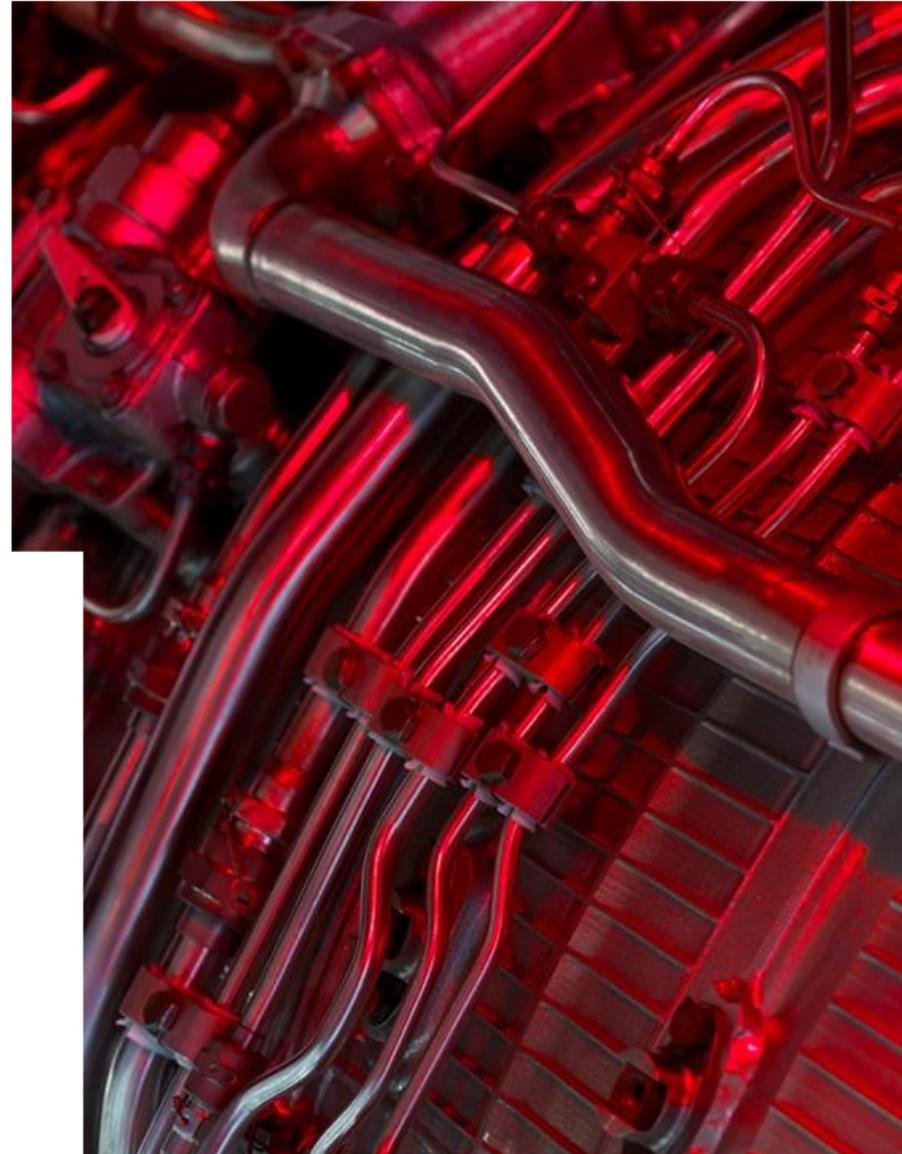
- What is the intended objective, why it is timely and important?
- Introduce the proposal topic and explain its **academic, industrial, policy, societal, or other relevant context**
- Indicate who might benefit from the research, and **how**



Case for support – embedding impact

National Importance

- Where it might meet national strategic needs
- Explain how the proposed research may contribute to current or future UK economic success; to future development of key emerging industries; or addresses key UK societal challenges
- How it may lead to advances in a different academic discipline



Case for support – embedding impact

Research hypothesis and objectives

- Cover any potential transformative outcomes
- Include measurable **objectives for the impacts** as well as the research.

Programme and methodology

- In the work programme include research **and impact related activities** to be undertaken.
- Identify the contribution of each member of the research team including any project partners and stakeholders.

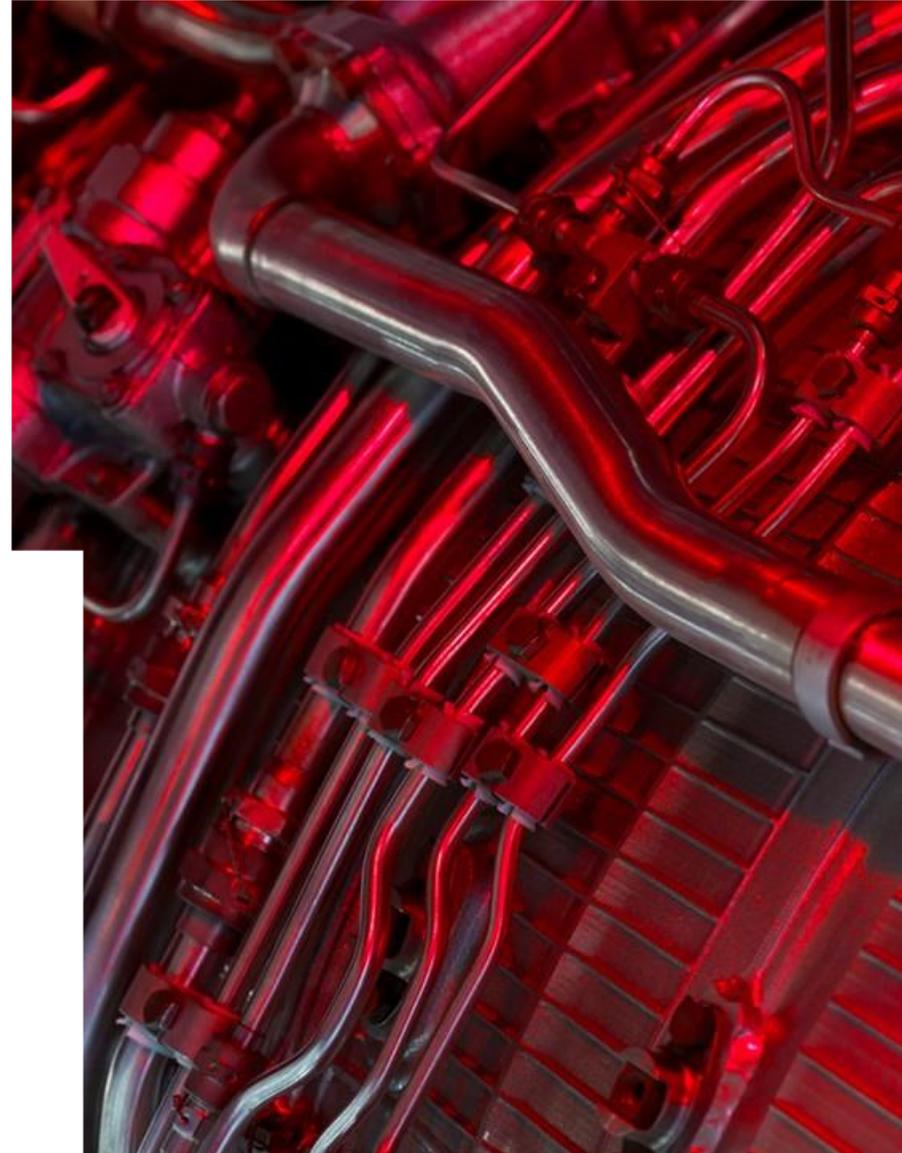


Impact at the Application Stage

Resources and Management

- Who will be **responsible** for impact activities?
- How much will it **cost**?
- How are your **partners** involved?

EPSRC **strongly encourage** the full costing and request for resources for any relevant impact activities.



Get inspired!

Delivering impact from our research

EPSRC Impact Acceleration Accounts (IAAs) are accelerating the impact of Engineering and Physical Sciences research to deliver economic and societal benefits

Please visit: <http://www.discover.ukri.org/delivering-impact-from-our-research/>

Useful resources!

- Defining impact - [Disambiguating Impact | Impact of Social Sciences \(lse.ac.uk\)](#)
- Lifecycle of research - [REF 2021: Seven lessons learned about impact case studies | Plymouth Marjon University](#)
- Responsible research and innovation - [Simplifying Responsible Research and Innovation – A tool building in societal readiness into research | Impact of Social Sciences \(lse.ac.uk\)](#)
- Evaluating impact from research - [Evaluating impact from research: A methodological framework – ScienceDirect](#)
- Understanding Business-University Interactions in the UK - [5334 NCUB Changing State of Business-University Interactions](#)
- Valuing team science - [Research's 'lone genius' image is unhelpful – UKRI](#)



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Questions?

