From Knowledge Mobilisation to Policy Impact

CHRIS FOX (PROFESSOR OF EVALUATION AND POLICY ANALYSIS)
SAM GRAY (HEAD OF RESEARCH ENVIRONMENT AND IMPACT)
Case study: The UK Research Excellence Framework
Getting evidence practice: conceptualising knowledge mobilisation
The challenge: getting research into practice

The challenge

- “a growing realization of the failure of simple models of research-into-practice as either descriptions or prescriptions” (Nutley et al. 2003: 126)

The response

- “Policy players and service delivery managers are recognizing that devising better mechanisms for pushing research information out (dissemination) is having only limited success and are seeking more effective ways of implementing EBP.” (Nutley et al. 2003: 126)
Mapping the terrain of Research utilisation and EBP

From Nutley et al. (2003)
Models of Process

Different ways to conceptualize process of research implementation:

- **Research into practice**
  - evidence is external to the world of practice.
  - a linear approach: research -> dissemination -> utilization (Nutley et al. 2003).
  - Researchers and practitioners are 2 communities: dissemination strategies help to ‘bridge the gap’ between them (ibid.).

- **Research in practice**
  - research evidence generation and professional practice are intertwined
  - emphasis is not on the researcher-as-disseminator, but on the practitioner-as-learner (Nutley et al. 2003).

- **Research as socially constructed**
  - research evidence cannot be separated from its social context
  - we need to understand the social construction of knowledge (Nutley et al. 2003).
Research utilisation

1. **Instrumental use**
   Research feeds directly into decision-making for policy and practice.

2. **Conceptual use**
   Even if practitioners are blocked from using findings, research can change their understanding of a situation, provide new ways of thinking and offer insights into the strengths and weaknesses of particular courses of action. New conceptual understandings can then sometimes be used in instrumental ways.

3. **Mobilization of support**
   Here, research becomes an instrument of persuasion. Findings – or simply the act of research – can be used as a political tool and to legitimate particular courses of action or inaction.

4. **Wider influence**
   Research can have an influence beyond the institutions and events being studied. Evidence may be synthesized. It might come into currency through networks of practitioners and researchers, and alter policy paradigms or belief communities. This kind of influence is both rare and hard to achieve, but research adds to the accumulation of knowledge, which ultimately contributes to large-scale shifts in thinking, and sometimes action.

From Nutley et al. (2003)
What works in Knowledge Mobilisation?
Fox et al. (2016) synthesis of previous reviews

- Mapping beneficiaries
- **Research must be ‘translated’** for practice and policy contexts
- **Ownership** of research by consumers (policy-makers, etc.)
- **Supporting decision-makers** by ‘teaching’ potential users about the strengths/limits of research.
- **Intermediaries** including ‘conveyors’, ‘brokers’, ‘lobbyists’ and ‘knowledge brokers’
- **Personal contact (enthusiasm):** Individual enthusiasts can help carry the process of knowledge mobilisation
Conceptualising impact
The problem: attribution

“a major methodological problem with the assessment of the social impact of research ... is the linking of a particular impact to a specific research effort. On the one hand, there are many possible causes of social impact, research being only one; on the other hand, research is often a multi-faceted, multidisciplinary and multi-national effort. Precise attribution is therefore always problematic.” (SIAMPI Final Report)
Measuring scientific impact

- Monitoring social and political impact of research from all types of science is challenging.
- Citations are more relevant to demonstrating impact *within* academia, not *beyond* academia.

Ravenscroft et al (2017) investigate the extent to which existing citation based metrics can be indicative of comprehensive impact.

They find that *citation-based impact measurement does not correlate well with UK REF impact case study results.*

Sites such as Altmetric.com track mentions of scholarly works on social media sites, scholarly bookmarking services and in science news outlets. Ravenscroft et al argue that

- “to evaluate wider non-academic impact we need to mine information from a much wider set of resources, including social media posts, press releases, news articles and political debates stemming from academic work”
What works in generating impact?
### Langer et al. (2016) review of Evidence-Informed Policy Impact

<table>
<thead>
<tr>
<th>What works</th>
<th>What doesn’t work</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Interventions facilitating access to research evidence (eg communication strategies and evidence repositories)</td>
<td>- Interventions that take a passive approach to communicating evidence (eg simple dissemination tools)</td>
</tr>
<tr>
<td>○ But, must simultaneously enhance decision-makers’ opportunity &amp; motivation to use evidence</td>
<td>○ Unstructured interaction and collaboration between decision-makers and researchers</td>
</tr>
<tr>
<td>- Interventions building decision-makers’ skills to access / understand evidence (eg critical appraisal training programmes)</td>
<td></td>
</tr>
<tr>
<td>○ But, must simultaneously enhance both capability and motivation to use research evidence</td>
<td></td>
</tr>
</tbody>
</table>
Metrics
**Productive interactions**: “the mechanisms through which research activities lead to a socially relevant application. An interaction entails a contact between a researcher and a stakeholder. The contact is mediated through various means, as diverse as a research publication, a policy report, a prototype, a guideline, a website, a design, a protocol, a membership of a committee, shared use of facilities or financial contributions by a stakeholder.” (SIAMPI Final Report p.1)

- Three main types of interaction:
  1. Direct or personal interaction,
  2. Indirect interaction through a medium,
  3. Financial or material exchanges.
# Evaluating ’productive interactions’

<table>
<thead>
<tr>
<th>Productive Interactions</th>
<th>Social impact</th>
<th>Stakeholder</th>
<th>Assessment tool</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct, personal</td>
<td>Behavioral change</td>
<td>One-to-one, personal and professional networks</td>
<td>Interviews, focus group</td>
</tr>
<tr>
<td>Indirect, media</td>
<td>Uptake, use</td>
<td>Different audiences</td>
<td>Quantitative data collection</td>
</tr>
<tr>
<td>Financial or in kind support</td>
<td>Collaboration</td>
<td>Joint projects</td>
<td>Annual reports, other documents</td>
</tr>
</tbody>
</table>

Table from SIAMPI Final Report
Indicators

<table>
<thead>
<tr>
<th>Aspect of social impact and productive interactions</th>
<th>Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dissemination of knowledge</td>
<td>But . . .</td>
</tr>
<tr>
<td>Interest of stakeholders</td>
<td>Many of indicators grounded in academia</td>
</tr>
<tr>
<td>Impact and use of results</td>
<td></td>
</tr>
</tbody>
</table>

Table 3 from SIAMPI Final Report
Can evaluations really contribute to evidence-based policy making at government level?
Evaluated 65 French Government Modernisation Evaluations
Used ‘Process Tracing’
  - Construct hypotheses to ‘trace’ causal chain
  - Select cases to test hypotheses
  - Gather prescribed data
Tests/ Indicators

Tests:

Straw in the wind: provides evidence for or against hypothesis but by itself cannot confirm or deny it

Hoop: if passed, can affirm the relevance of a hypothesis but cannot fully confirm it, if failed, can eliminate a hypothesis

Smoking Gun: can confirm a hypothesis if passed, or weaken it if failed

Doubly Decisive: in confirming a given hypothesis eliminates any others.

1. Chronology: Changes in the realm of the evaluated policy were observed after, or in some cases in the part of the evaluation.

2. Identity: The observed changes at least partially match the evaluation recommendations.
UK Research Excellence Framework (REF): A case study in operationalising impact
Bibliography

Research Excellence Framework

Overall quality

Outputs
- Maximum of 4 outputs per researcher

Impact
- Template and case studies

Environment
- Template and data

65%
20%
15%
Research Excellence Framework

Overall quality

Outputs
Maximum of 4 outputs per researcher

Impact
Template and case studies

Environment
Template and data

65%
20%
15%

Manchester Metropolitan University
Overall quality

Outputs
Maximum of 4 outputs per researcher

Impact

Environment
Template and data

60%

25%

15%
An effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life **BEYOND ACADEMIA...**

Measured by **REACH** and **SIGNIFICANCE**

(REF definition of impact)
Some examples of impact

- Improved health or welfare outcomes
- Improved quality, accessibility or efficiency of a public service
- Changes to the design or delivery of the school curriculum
- Policy debate or decisions have been influenced or shaped by research
- Organisations have adapted to changing cultural values
- Enhanced corporate social responsibility policies
- A new product has been commercialised
- Production costs have reduced
- Improved risk management
- Public debate has been shaped or informed by research
- More effective management or workplace practices
- Improved business performance
- A new product has been commercialised
- Improved professional standards, ethics, guidelines or training
- Research has enabled stakeholders to challenge conventional wisdom
- Enhanced preservation, conservation or presentation of cultural heritage
- Improved access to justice, employment or education
- Research has informed public understanding, values, attitudes or behaviours
- Improved management or conservation of natural resources
- Improved risk management
- Improved health or welfare outcomes
- Levels of waste have reduced
- The policies or activities of NGOs or charities have been informed by research
- Changes to legislation or regulations
- Improved technical standards or protocols
- Improved management or conservation of natural resources
- Improved access to justice, employment or education
- Improved risk management
- Improved health or welfare outcomes
- Improved management or conservation of natural resources
- Improved risk management
- Improved health or welfare outcomes
## Impact case study (REF3b)

**Institution:** Manchester Metropolitan University

**Unit of Assessment:** C23 Sociology

**Title of case study:** Combating Caste Discrimination in the UK: Changing British Equality Law

### 1. Summary of the impact

Annapurna Waughray is the first legal scholar to examine the capacity of British equality law to address discrimination based on caste. In 2009, Waughray identified the limitations of existing discrimination law for capturing caste as a form of discrimination. Her work contends that existing religious discrimination and race discrimination provisions are inadequate to fully cover caste discrimination, and that if caste discrimination is to be legally regulated in Britain, an explicit statutory prohibition should be introduced. Waughray’s work has directly informed governmental, parliamentary, academic, practitioner, UN and NGO understandings of the capacity of British equality law to cover caste discrimination.

### 2. Underpinning research

Caste is a system of social organisation based on descent which is associated primarily with South Asia but which also exists in South Asian diaspora communities including those in the UK, while analogous systems of inherited status based on descent exist worldwide. In India - the world's largest caste-affected country - discrimination based on caste affects around 167 million Dalits, also known as ‘Scheduled Castes’ in Indian legal and administrative terminology, formerly known as ‘Untouchables’. It is estimated that there are between 50-80 to 80-200 million people of Dalit origin in
# Search REF Impact Case Studies

Browse the index below or search all Case Studies using keywords [e.g. “NHS”].

![Search all Case Studies...](image)

Learn about [advanced search options](#) and read our [Terms of Use](#).

## Browse the index

<table>
<thead>
<tr>
<th>Submitting Institution</th>
<th>Unit of Assessment</th>
<th>Summary Impact Type</th>
<th>Research Subject Area</th>
<th>Impact UK Location</th>
<th>Impact Global Locatio</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>East</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Anglia Ruskin University</td>
<td>(453)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of Bedfordshire</td>
<td>(24)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of Cambridge</td>
<td>(227)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cranfield University</td>
<td>(23)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of East Anglia</td>
<td>(64)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of Essex</td>
<td>(48)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of Hertfordshire</td>
<td>(30)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Norwich University of the Arts</td>
<td>(2)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>East Midlands</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bishop Grosseteste University</td>
<td>(435)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>De Montfort University</td>
<td>(15)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of Derby</td>
<td>(21)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of Leicester</td>
<td>(86)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of Lincoln</td>
<td>(35)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Loughborough University</td>
<td>(71)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of Northampton</td>
<td>(17)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of Nottingham</td>
<td>(152)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
REF2014 included almost 7000 impact case studies:

<table>
<thead>
<tr>
<th>Subject area</th>
<th>No. of case studies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare Science</td>
<td>1586</td>
</tr>
<tr>
<td>Science and Technology</td>
<td>1469</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>1965</td>
</tr>
<tr>
<td>Arts and Humanities</td>
<td>1617</td>
</tr>
</tbody>
</table>

Total case studies in SSH = 3582 vs 3055 in the Sciences!
Are we living in a computer simulation?
University of Oxford

In 2003, Professor Nick Bostrom published a ground-breaking article entitled “Are You Living in a Computer Simulation?” in which he advanced arguments to suggest that it is more than just a sceptical hypothesis that we might be living in a computer simulation. It is almost certainly the case.

This article generated considerable interest, both within the philosophical study and beyond. It inspired: a popular “wiki site” devoted to the idea; a highly acclaimed play World of Wires (winner of the 2012 Obie Award for Best Direction) which ran in New York and Paris in January and November 2012 respectively; a very successful novel Bedlam, published in early 2013; and another novel The Simulator published in July 2013.
Ding dong: impact 'chaos' lurks on the doorstep

Paul Marmers worries that rush to tell research stories turns academics into salesmen and undermines collaboration

April 18, 2013

By Paul Jupp
Twitter: @PaulJupp
Academic colleagues were ‘initially like rabbits in the headlights, absolutely panicking because they had never evaluated a case study before’

“I was quite sceptical at first but I think [the assessment of impact] was wholly transparent and fair, and I fail to see how it could have been done much better,”

The case studies confirm to me that academic research makes a vast contribution to society. It is not just about money

“No other country has so much information about what research in universities is actually delivering,” he says.

“We went into the exercise somewhat concerned about how easy it would be to make sensible assessments of impact case studies, and came out rather happy and a little surprised it had turned out to be not only relatively straightforward but also quite interesting.”
Understanding why impact is important

The order is Rapidly fadin'. And the first one now Will later be last For the times they are a-changin'.

(Bob Dylan)
# Motivation and benefits of Impact

<table>
<thead>
<tr>
<th>For our academics</th>
<th>For our partners</th>
<th>For the Economy &amp; Society</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passionate about making a difference</td>
<td>Builds trust and credibility</td>
<td>Transparency</td>
</tr>
<tr>
<td>Success in grant proposals</td>
<td>Helps build capacity</td>
<td>Return on investment</td>
</tr>
<tr>
<td>Engaged methods improve citations and H index</td>
<td>Success in grant proposals</td>
<td>Economic benefits</td>
</tr>
<tr>
<td>Increased public profile</td>
<td>Evidence base</td>
<td>Social benefits</td>
</tr>
<tr>
<td>Career Success</td>
<td>New innovation</td>
<td>Environmental benefits</td>
</tr>
<tr>
<td>Recruitment of students</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Engagement is critical for generating impact

...you can have engagement without impact...

...but you can’t have impact without engagement
Engagement is a conversation...impact is what changes as a result
IMPACT DOESN’T ALWAYS HAVE TO BE BIG...

SMALL IMPACTS ARE OKAY TOO BUT...

IF YOU THINK YOU'RE TOO SMALL TO HAVE AN IMPACT, TRY GOING TO BED WITH A MOSQUITO IN THE ROOM.

ANITA RODDICK
Collecting Research Impact Evidence

Best Practice Guidance for the Research Community
Examples of impact

- Development of new or improved materials, products or processes.
- Improved support for the development of ‘small scale’ technologies.
- Improved effectiveness of workplace practices.
- Improvements in legal frameworks, regulatory environment or governance of business entities.
- Better access to finance opportunities.
- Contribution to improved social, cultural and environmental sustainability.
- Enhanced corporate social responsibility policies.
- More effective dispute resolution.
- Understanding, developing and adopting alternative economic models (such as fair trade).

- Legislative change, development of legal principle or effect on legal practice.
- Forms of regulation, dispute resolution or access to justice have been influenced.
- Shaping or influence on policy made by government, quasi-government bodies, NGOs or private organisations.
- Changes to the delivery or form of any service for the public.
- Policy debate has been stimulated or informed by research evidence, which may have led to confirmation of policy, change in policy direction, implementation or withdrawal of policy.
- Effect on the quality, accessibility, cost-effectiveness or efficiency of services.
- Impact on democratic participation.
- Influencing the work of NGOs or commercial organisations.
- Improved public understanding of social issues.
- Enabling a challenge to conventional wisdom.

Common list of indicators

- Citation in a public discussion, consultation document or judgement.
- Citation by journalists, broadcasters or social media.
- Citation by international bodies such as the United Nations, UNESCO, IMF and so on.
- Evidence of citation in policy, regulatory, strategy, practice or other documents.
- Evidence of debate among practitioners, leading to developments in attitudes or behaviours.
- Public debate in the media.
- Parliamentary or other democratic debate.
- Visitor or audience numbers, or number of participants (for example, in the uptake of CPD).
- Media reviews.
- Measures of improved inclusion, welfare or equality.
- Independent documentary evidence of links between research and claimed impact(s).
- Documented evidence of influence on guidelines, legislation, regulation, policy or standards.
- Documented change to professional standards or behaviour.
- Satisfaction measures (for example, with services).
- Use in scrutiny or audit processes, such as Select Committees.

NB: Panel C does not provide a list of indicators linked to the examples/types. It provides a ‘common list’, and additional guidance on public engagement, included on the next slide.
<table>
<thead>
<tr>
<th>People</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Impact and Engagement Managers</td>
<td><strong>Internal</strong></td>
</tr>
<tr>
<td>• Research Development Managers</td>
<td>• Internal Funding Opportunities</td>
</tr>
<tr>
<td>• BDMs / KE Team</td>
<td>• Impact Accelerators</td>
</tr>
<tr>
<td>• Public and Community Engagement</td>
<td>• HEIF</td>
</tr>
<tr>
<td>• Alumni Engagement</td>
<td>• REF support</td>
</tr>
<tr>
<td>• Research/Impact Champions</td>
<td><strong>External</strong></td>
</tr>
<tr>
<td>• Senior Leadership Team</td>
<td>• Research projects (e.g. Pathways to Impact)</td>
</tr>
<tr>
<td>• Marketing and Press</td>
<td>• Public engagement funding (e.g. Ingenious)</td>
</tr>
<tr>
<td>• High Profile Academics</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Things</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Research Strategies &amp; Strategic Development Frameworks</td>
<td>• Regional Policy Initiatives</td>
</tr>
<tr>
<td>• Media Platforms (e.g. ‘The Conversation’)</td>
<td>• Business Relationships</td>
</tr>
<tr>
<td>• Awards &amp; Recognition</td>
<td>• Missions Groups</td>
</tr>
<tr>
<td>• Current Research Information Systems (e.g. Pure, Symplectic Impact Tracker)</td>
<td>• Partnerships</td>
</tr>
<tr>
<td>• Cultural Assets (e.g. Northwest Film Archive)</td>
<td></td>
</tr>
<tr>
<td>People</td>
<td>Funding</td>
</tr>
<tr>
<td>-----------------------------------------------------------------------</td>
<td>------------------------------</td>
</tr>
<tr>
<td>• Impact and Engagement Managers</td>
<td><strong>Internal</strong></td>
</tr>
<tr>
<td>• Research Development Managers</td>
<td>• Internal Funding Opportunities</td>
</tr>
<tr>
<td>• BDMs / KE Team</td>
<td>• Impact Accelerators</td>
</tr>
<tr>
<td>• Public and Community Engagement</td>
<td>• HEIF</td>
</tr>
<tr>
<td>• Alumni Engagement</td>
<td>• REF support</td>
</tr>
<tr>
<td>• Research/Impact Champions</td>
<td><strong>External</strong></td>
</tr>
<tr>
<td>• Senior Leadership Team</td>
<td>• Research projects (e.g. Pathways to Impact)</td>
</tr>
<tr>
<td>• Marketing and Press</td>
<td>• Public engagement funding (e.g. Ingenious)</td>
</tr>
<tr>
<td>• High Profile Academics</td>
<td><strong>Things</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Things</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Research Strategies &amp; Strategic Development Frameworks</td>
<td>• Regional Policy Initiatives</td>
</tr>
<tr>
<td>• Media Platforms (e.g. ‘The Conversation’)</td>
<td>• Business Relationships</td>
</tr>
<tr>
<td>• Awards &amp; Recognition</td>
<td>• Missions Groups</td>
</tr>
<tr>
<td>• Current Research Information Systems (e.g. Pure, Symplectic Impact Tracker)</td>
<td>• Partnerships</td>
</tr>
<tr>
<td>• Cultural Assets (e.g. Northwest Film Archive)</td>
<td></td>
</tr>
</tbody>
</table>
## “Retro Machine” – The Gothic

**Description of goal: What do you want to achieve by 2020?**

To make MMU (and Manchester) the recognised home of “The Gothic” in the UK

<table>
<thead>
<tr>
<th>ACTIVITIES</th>
<th>OUTPUTS</th>
<th>INDICATORS</th>
<th>IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ongoing research into the Gothic by Blake, Reyes, Ni Fhlainn &amp; Royle</td>
<td>Research outputs including articles, conference proceedings &amp; monographs</td>
<td><strong>Quantitative:</strong> Audience numbers, downloads, social media hits, funding, tourism data</td>
<td>MMU is catalyst helping Mcr become UK’s home of Goth</td>
</tr>
<tr>
<td>Applications for AHRC funding &amp; interdisciplinary work e.g. Jo Verran</td>
<td></td>
<td><strong>Citations:</strong> event reviews, blogs, press &amp; media, prizes &amp; awards, citation in city council marketing materials</td>
<td>Tourism &amp; economic impacts as visitors increase</td>
</tr>
<tr>
<td>Contacts with Sophie Lancaster Foundation</td>
<td>Gothic Manchester Festival and associated events</td>
<td><strong>Public engagement:</strong> Audience info, media coverage, engagement w/resources. User testimony, evaluation data, 3rd party involvement, sustainability, increased participation</td>
<td>Policy impacts as Mcr markets city to goths tourism stimuli</td>
</tr>
<tr>
<td>Ethnographic Research</td>
<td>International gothic association Conference in Manchester 2016/17</td>
<td><strong>Policy:</strong> Campaigns</td>
<td>Civil society impacts gap between goths and other “tribes”</td>
</tr>
<tr>
<td>Links to Town Hall / Manchester civic organizations strengthened</td>
<td>Funding applications.</td>
<td><strong>Expert testimony</strong></td>
<td>Cultural impacts through gothic Mcr Fest</td>
</tr>
<tr>
<td></td>
<td>Teaching packs/CPD</td>
<td><strong>Evaluations</strong></td>
<td>Public discourse</td>
</tr>
</tbody>
</table>

**INDICATORS**

- **Quantitative:** Audience numbers, downloads, social media hits, funding, tourism data
- **Citations:** event reviews, blogs, press & media, prizes & awards, citation in city council marketing materials
- **Public engagement:** Audience info, media coverage, engagement w/resources. User testimony, evaluation data, 3rd party involvement, sustainability, increased participation
- **Policy:** Campaigns
- **Expert testimony**
- **Evaluations**

**OUTPUTS**

- Research outputs including articles, conference proceedings & monographs
- Gothic Manchester Festival and associated events
- International gothic association Conference in Manchester 2016/17
- Funding applications.
- Teaching packs/CPD

**ACTIVITIES**

- Ongoing research into the Gothic by Blake, Reyes, Ni Fhlainn & Royle
- Applications for AHRC funding & interdisciplinary work e.g. Jo Verran
- Contacts with Sophie Lancaster Foundation
- Ethnographic Research
- Links to Town Hall / Manchester civic organizations strengthened
The Mission

- To amplify world-leading policy-relevant research
- To build capacity and confidence to influence policy

Resourced through the University’s Strategic Opportunities Fund
At MetroPolis we believe that world class research should shape world class policy.
Adopting new activity-based classifications of town and city centres are key to combatting decline

The UK high street - a wicked problem?

Years of academic research, high street data and reports, as well as extensive media coverage, seem to have had little impact. It is far from clear that retailers and local agencies responsible for managing change on the high street know how to respond effectively. The high retail vacancy rate in many locations reflects a complex set of causes – changes in the location of retailing (on-line and out-of-town), recession and consumers' need for convenience, to name just three.

Bringing Big Data to Small Users

New research at Manchester Metropolitan University aims to revolutionise the way we make decisions about planning our centres. Analysis of nine years' of UK hourly footfall counts identifies new classes of town and city centres based on their activity signature. These dynamic indicators of town and city centre performance can radically alter the way we manage and develop them.

Key Policy Points:
- Using the new comparison, specialty, holiday and convenience/community classes in the language of national policy and guidelines will speed the adoption of activity-based performance measures and classifications across the planning profession, urban regeneration sector and local government.
- Encouraging locations to measure footfall and establish their signature will lead to more realistic and effective place management and marketing strategies.

“How long will I love you?”
– Sex and intimacy in later life

Human sexuality is a universal part of living but stereotypes of older adults commonly ignore the importance of sexuality, and the question of how important sexual activity and fulfilment is to older people with respect to their overall health and well-being continues to be neglected.

From the perspective of successful ageing an important question is the manner in which transitions in health and sexuality intersect in later life to influence how individuals and couples flourish both physically and mentally.

Here, we consider some of the key issues surrounding sexual health and well-being in later life.

Key Policy Points:
- Conversations around sex and older people need to be normalised – countering stereotypes and misconceptions will improve public health.
- Health professionals need to proactively engage with older people to better manage problems that impact on both individuals and couples sexual health and function.
- Older people have a right to good sexual health care and should be able to easily access joined up services to help them meet that goal.
Introducing the Chancellor’s Fellowship Scheme

High-quality opportunities for outstanding researchers

- Placement opportunities for a small cohort of researchers focused on developing policy impact.
- 4 researchers per annum into policy-making environments for placements of between 6 and 9 weeks.
- Costs to cover expenses including accommodation, travel, research assistants and equipment.
Responding to ‘Spice’:
Developing an Integrated Response

Friday 14th July
Manchester Metropolitan University

MetroPolis
volte face
GMCA
1. Remember the real reason why you do research...your findings can make positive changes.
2. You don’t have to be a star academic to make an impact
3. Interdisciplinary research has lots of impact potential
4. You don’t have to do everything. Be a link in the chain.
5. Engagement with end-users from the outset improves research and its potential to lead to impact
6. Small impact is good!
7. You need to plan to collect evidence of your impact.
8. Impact can be used in various ways (press, alumni, student recruitment)
9. Impact needs resource but you already have more resources than you might think.
10. When planning impact – start with the change and work backwards
Social Sciences and Humanities for a changing Europe

SSH projects and networks at the University of Bologna

16-17 November 2017, University of Bologna
Project facts and figures

- CAST/Paolo FIGINI (PP)
- SOCLIMPACT – Downscaling climate impacts and decarbonisation pathways in EU islands, and enhancing socioeconomic and non-market evaluation of Climate Change for Europe, for 2050 and beyond.
- H2020/RIA - SC5-06- 2016-2017
- Project funding: 4.481.340€
- UNIBO funding: 153.556€
- Duration 36 months
- Starting 1° December 2017
• **Objective 1.** Develop a thorough understanding on how Climate Change will impact the EU islands located in different regions of the world, considering their specific vulnerability, thus improving the existing climate impact models for Europe

• **Objective 2.** Contribute to the improvement of the economic valuation of climate impacts and related policies for the EU’s Blue Economy sectors, by adopting revealed and stated preference methods (Discrete Choice Experiments - DCE), to measure and analyse, on one hand, the non-market costs of different Climate Change scenarios, and on the other hand, the non-market benefits of climate actions (mitigation and adaptation).

• **Objective 3.** Increase the effectiveness of the economic modelling of climate impact chains, through the implementation of an integrated methodological framework (GINFORS, GEM-E3 and non-market indicators), in the analysis of climate-induced socioeconomic impacts in 11 EU islands case studies, under different climate scenarios for 2030-2100, with a cross-sectorial perspective (EU Blue Economy sectors), providing a step further to the results of the PESETA project
Project objectives

- **Objective 4.** Facilitate climate-related policy decision making for Blue Growth, by ranking and mapping the more appropriate and viable mitigation, adaptation and risk management strategies, and building a common framework for the governance of Blue Economy sectors with a permanent regional information exchange system (REIS) for Europe and EU islands.

- **Objective 5.** Deliver, through innovative decision-making support tools, downscaled and accurate information to policy makers, practitioners and other relevant stakeholders, about the environmental and socio-economic consequences of global Climate Change in the EU Blue Economy, and formulate science-based recommendations to incentivise the EU islands’ medium to long-term low-carbon transition, thus strengthening science-policy interface, increase social awareness, and contribute to the competitiveness of the European coastal and maritime industry.
Projects ambitions

- Climate models
- Non-market valuation
- Socio economic modelling
- Design of decarbonisation and adaptation strategies; science-policy interface
Projects expected impacts

- Improvement of regional Climate Change policies
- Networking of islands working together on climate adaptation
- Raise awareness to EU policy makers about the specific issue of Climate Change in islands
- Replication of the results to other islands and coastal zones
- Exploitation of the results to reach the objectives of the EU Blue Growth strategy
Name of the Researcher
Email

www.unibo.it
Social Sciences and Humanities for a changing Europe

SSH projects and networks at the University of Bologna

ROCK project

16-17 November 2017,
University of Bologna
Project facts and figures

- **Vando Borghi – UNIBO-DA**
- **Danila Longo – UNIBO-DA**
  Role in the project: partner

**ROCK - Regeneration and Optimisation of Cultural heritage in creative and Knowledge cities – Horizon 2020, Climate action, environment, resource efficiency and raw material, SC5-21-2016 - Cultural Heritage as a driver for sustainable growth**

- 10.586.948,74€ Budget and 453.363,00€ UNIBO funding
- Duration 36 months – starting date 1st May 2017

**PROJECT CONSORTIUM**

- Project coordinator: Municipality of Bologna
- 13 European countries
- 32 International Partners (plus 5 Linked Third Parties)
- 10 Municipalities, 7 Universities, 3 City Networks (Eurocities, ICLEI and LUCI), Business Networks, PMI, Development Agencies, Foundations
ROCK aims to demonstrate how cultural historical European centers can become permanent laboratories where it is possible to test new model of urban regeneration.

CH is intended as a common good, so we investigate its potentialities for leading urban transitions.
Specific project objectives

• Supporting the transformation of Historic City centres into Creative and Sustainable Districts
• Unconventional use of public and private spaces
• Enhancement of cooperation/networking capacities
• Policies and new financial strategies definition for Cultural Heritage valorization
• Organizational, technological, social innovation
• Favouring local growth/employment through green niches innovation in heritage-led regeneration
ROCK | Knowledge sharing and mentoring model

7 ROLE MODEL CITIES
- Athens (GR)
- Cluj-Napoca (RO)
- Eindhoven (NL)
- Lyon (FR)
- Liverpool (UK)
- Turin (IT)
- Vilnius (LT)

They have already experimented successful urban regeneration models

3 REPLICATOR CITIES
- Bologna (IT)
- Lisbon (PT)
- Skopje (MK)

They will put them into practice and will experiment them during the project in selected areas of the city with the help of the industrial and technological partners

ROCK Platform (data collection and monitoring – business matching)
Projects results and/or highlights

Demonstration sites (replicator cities):

BOLOGNA Cultural District

SKOPJE Cultural Archipelago

LISBON Cultural District

HIDDEN TREASURES  CH PRODUCTION / UNCONVENTIONAL USE  THE SUSTAINABLE DISTRICT  ACCESSIBILITY
ROCK project is based on a strong interdisciplinary methodological approach. The following research fields are involved to take under control through different expertise all the aspects of the transformation expected in historic cities centres:

- Design and Service Design
- Technology for the integration of tools and technologies in the historic context
- Sustainability approach
- Architectural Conservation
- History of Architecture
- History and Culture
- Environmental Physics for outdoor and indoor condition mapping and design
- Sociology and Ethnography to promote inclusion and accessibility
- Economy and Business for the definition of new financial schemes
ROCK develops the use of diffused technologies, encouraging the participation of citizens, associations, creative communities and private bodies for the protection and management of local heritage.
Main ROCK results and/or highlights

• Mentoring model between Role Model cities (Turin, Liverpool, Lyon, Athens, Cluj-Napoca, Vilnius, Eindhoven) and Replicator cities (Bologna, Lisbon and Skopje)
• ROCK circular urban model for historic cities
• Atlas and ROCK Platform
• Living Lab and Training Activities
• Creation of a European Ecosystem of stakeholders and locals ecosystems to define:
  - New Business Models
  - New forms of private/public partnership
  - New governance tools promoting multiple dimensions of Cultural Heritage
• Integrated Management Plans for historic cities
• Integration between RIS 3 and CH valorization/innovation
• ROCK Platform
Projects expected impacts

ORGANIZATIONAL IMPACT
- Collective management & production of CH
- Reduced regulative barriers, innovative governance
- New governance model for Creative and Sustainable Districts in historic city
- New approach to enhance external relationship

TECHNOLOGICAL IMPACT
- New approach to green-oriented city growth
- New technologies development (increase of TRL)
- New insight and data on CH use and knowledge

SOCIAL IMPACT
- Collective management & production of CH
- Improvement of accessibility and social cohesion support
- Increased awareness and participation in local
decision making and wider civic engagement in historic city
- Increasing in the attractiveness of the areas
New calls in Horizon 2020

- CE-SC5-03-2018: Demonstrating systemic urban development for circular and regenerative cities
  Coordinator: UNIBO

- TempoRary citizens(hips) and the public spaces. A Cosmopolitan approach to Empower acts of citizenship (Call Public spaces: culture and integration in EU – Humanities in the EU Area)
  Coordinator: UNIBO
Vando Borghi
vando.borghi@unibo.it

Danila Longo
danila.longo@unibo.it

www.unibo.it
www.rockproject.eu
info@rockproject.eu
Social Sciences and Humanities for a changing Europe
SSH projects and networks at the University of Bologna

16-17 November 2017, University of Bologna
AICCON – Italian Association for the Promotion of the Culture of Co-operation and of Nonprofit is an association formed in 1997 among the University of Bologna, Faculty of Economics, Forlì Campus, within the academic course on Social Economy.

The aim of the Association is to encourage, support, and organise initiatives to promote the culture of solidarity with particular attention to idealities, perspectives, activities, and problems connected to Nonprofit Organizations and Co-operative Enterprises.
Main activities

The research area proposes strategic partnerships with civil society organisations, public entities and for profit enterprises to carry out basic and applied research, as well as project design and evaluation activities, in close cooperation with academics.

AICCON Alta Formazione wants to educate and spread Social Economy, co-operation and non-profit culture through high level courses, the organisation of discussions, seminars, conferences and educational activities aimed at supporting the training programme offered within the academic course on “Social Economy” offered by the School of Economics, Management and Statistics of the University of Bologna (Forlì Campus).

AICCON fosters and develops a proactive thinking able to innovate the Social Economy issues through its scientific production. Its main event is “Le Giornate di Bertinoro per l’Economia Civile”. This annual event, launched in 2001, is an opportunity to deepen the dialogue on the role and activities of social economy organisations.
Project facts and figures

- AICCON - Partner
- FIT4SE – Financial Tools for Social Enterprises
- EaSI – Progress Axis
- Project funding: € 122,709.23 (AICCON 19%)
- 16 months from December 2016 to April 2018

http://www.fit4se.eu/
Project objectives

FIT4SE – Financial Tools for Social Enterprises aims at identifying the **financial needs** of local social enterprises (Romagna area) and developing their *investment readiness*

**Specific objectives:**
- develop finance service for social cooperatives (main form of social enterprise in the territory) in the Romagna area;
- improve capacities and knowledge of social cooperatives in order to give them the tools and being prepared in accessing social financing.
Projects results

- Realisation of a desk analysis of the **economic and financial context of SEs** at local and national level with some evidence on European best practices.
- Realisation of an **empirical research of financial gap of social cooperatives in Romagna area**. The research was based on: analysis of 59 balance sheets of social cooperatives, questionnaire to 50 social cooperatives, a focus group with 15 social cooperatives. The research highlighted the **problems related to the classification of SEs by the banks**, the **high level of bureaucratisation** and the **low level of innovation in SEs investments**. The focus group evidenced the need to **re-build links with SE’s communities** in order to support investment projects that generate a large impact and the importance of using instruments to **access new markets**.
- **Training course dedicated to finance for social enterprises**: 17 participants (board members, administrative offices). Main contents: research findings, management of social innovation, new business models for social enterprises, financial strategies and cooperative instruments, investment readiness, measurement of social impact, fundraising and communication strategies.
- **Development of a counseling service for social enterprises operating in the Romagna area**.
New calls in Horizon 2020

- TRANSFORMATIONS-01-2018: Research for inclusive growth: addressing the socioeconomic effects of technological transformations
- TRANSFORMATIONS-08-2019: The societal value of culture and the impact of cultural policies in Europe
Giorgia Perra

giorgia.perra3@unibo.it

www.aiccon.it
Social Sciences and Humanities for a changing Europe

SSH projects and networks at the University of Bologna

16-17 November 2017,
University of Bologna
Project facts and figures

- Francesca Rizzo (partner)
- Social Innovation Community–SIC
- FHorizon 2020,
- 394.000 (EU funding)
- 36 M
- 1/02/2016 and final 31/01/2019

<table>
<thead>
<tr>
<th>Participant organisation name</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEIDL (L'Association Européenne pour l'Information sur le Développement Local)</td>
<td>BE</td>
</tr>
<tr>
<td>TUDO</td>
<td>DE</td>
</tr>
<tr>
<td>UNIBO</td>
<td>IT</td>
</tr>
<tr>
<td>YF (The Young Foundation)</td>
<td>UK</td>
</tr>
<tr>
<td>Nesta</td>
<td>UK</td>
</tr>
<tr>
<td>SIL (Social Innovation Lab)</td>
<td>HR</td>
</tr>
<tr>
<td>DRIFT</td>
<td>NL</td>
</tr>
<tr>
<td>UPV/EHU</td>
<td>ES</td>
</tr>
<tr>
<td>ZSI (Zentrum für Soziale Innovation)</td>
<td>AT</td>
</tr>
<tr>
<td>DTI</td>
<td>DK</td>
</tr>
<tr>
<td>REVES</td>
<td>BE</td>
</tr>
<tr>
<td>SIX</td>
<td>UK</td>
</tr>
</tbody>
</table>
Project objectives

✔ Engaging and connecting with a diverse range of social innovation stakeholders and networks to create a truly inclusive social innovation community.

✔ Creating a framework for a common understanding of social innovation, including past trends, the latest evidence and emerging methodologies in order to identify future priority areas.

✔ Promoting social innovation learning among practitioners, policymakers and researchers by using participatory learning processes, enabling reflection on practice, and developing and sharing models, tools and other resources of best practice.

✔ Supporting policymakers at European and other levels to design policies and other measures to support social innovation by making evidence-based recommendations and linking policymakers to practitioners, citizens and the latest research.

✔ Disseminating a new SI innovation culture
Project objectives
Projects results and/or highlights

- Summer schools
- Policy master classes
- Experimentations in 5 host centers
Experimentations

Objectives
The workshops will overturn traditional approach to problem-solving and policy making.

From
- ANALYTICAL APPROACH
- TOP-DOWN PROCESS
- CLOSED SOLUTIONS

To
- GENERATIVE APPROACH
- BOTTOM-UP PROCESS
- OPEN SOLUTIONS

Not only understanding the challenges, but also giving shape to innovative solutions.

Putting the users and the involved stakeholders at the centre of the solutions.

Introducing co-creation and co-production logics.

Presentation of the workshops’ programme
Experimentations

The design cycle

Abstract

REFRAME PROBLEMS

ENVISION ALTERNATIVES

EXPERIMENTATION LOOP

Analyse

ANALYSE CONTEXT

DEVELOP AND PROTOTYPE

Act

Presentation of the workshops’ programme
Projects results and/or highlights

- Disclose SI hot topics to a larger audience
- Interact with networks to satisfy transversal learning needs
- Understand learning in different SI contexts
- Identify learning needs

Learning material repository

Learning principles

Social learning workshops

Summer schools

www.silearning.eu
The SIC learning repository is an online, open resource available for innovators, researchers and policy makers to improve their skills in design for Social Innovation.
New calls in Horizon 2020

• SC 6
  • MIGRATION-05-2020: Inclusive and innovative practices for the integration of migrants in urban areas
  • TRANSFORMATIONS-03-2018-2019: Innovative solutions for inclusive and sustainable urban environments
  • DT-TRANSFORMATIONS-11-2019: Collaborative approaches to cultural heritage for social cohesion
Francesca Rizzo
f.rizzo@unibo.it

www.unibo.it
Social Sciences and Humanities for a changing Europe
SSH projects and networks at the University of Bologna

16-17 November 2017, 
University of Bologna
• Impronta Etica is a non-profit organisation born in 2001 to promote sustainability and Corporate Social Responsibility (CSR).

• Its mission is to promote processes towards sustainability at Italian and European levels, encouraging its members to transform their efforts towards innovation into leadership experiences of sustainable competitiveness.

• Its objective is to create a network among members companies and with similar organizations, and to promote their active participation in international institutions dealing with sustainability and CSR.
OUR MEMBER COMPANIES
WHAT WE DO

RESEARCH

SERVICES TO MEMBER COMPANIES

EUROPEAN PROJECTS

INFORMATION AND DISSEMINATION ACTIVITIES
NETWORKING

National level

European level
Project facts and figures

EU Talent: Business in Europe hosting Apprenticeships for Youth
Elisa Petrini and Laura Baiesi: project managers
Erasmus +
Project funding: 815,000 euro
Duration: 24 months (1/09/2016 - 31/08/2018)

12 countries
- 5 High engagement
- 7 Soft engagement

2 networks

PROJECT CONSORTIUM
- CSR Europe (Beneficiary)
- Fondazione Sodalitas
- Impronta Etica
- Business Leaders Forum
- Forum Odpowiedzialnego Biznesu
- Foretica
- Fondation Agir Contre l'Exclusion
- Green Network
- Hellenic Network for CSR
- CORE platform
- CSR Association of Turkey
- Smart Kolektiv
- Responsible Business Forum Estonia
- Latvijas Korporatīvas socialas atbildibas plataforma
- EVTA
EUTalent is a project run by CSR Europe and its national partners which engages Small and Medium Enterprises (SMEs) in quality apprenticeships. Implemented in 12 European countries, the project involves a variety of companies and stakeholders with the aim to support SMEs to:

• Increase the quantity of their apprentices
• Improve the quality of their apprenticeships
• Build their brand image as talent breeders
• Contribute to policy dialogue

In doing so, the project aims to reach:

• 50,000 SMEs through online communication campaign
• 1,200 SMEs through events and best practice exchange
• 100 SMEs through pilot programmes
The EUTalent project is a direct contribution to the European Pact for Youth, which aims to create a fair and equitable culture of partnership between business, education and youth in Europe, to prepare young people for quality jobs and responsible citizenship.

- 2500 SMEs reached (online campaign)
- 56 SMEs involved in webinars and stakeholder meetings
- 24 assessments done
- 3 Best practice collected
Elisa Petrini & Laura Baiesi

info@improntaetica.org

www.improntaetica.org