

Adopting Responsible Innovation to Accelerate Your Route to Impact

Case study – Impacting policy by building a
long-term collaboration

**EPSRC Impact Acceleration
Account 2020-2022**

**WORLD
CHANGING
GLASGOW**



**Engineering and
Physical Sciences
Research Council**

IAA Strategic Aim

To increase the global impact of the University through greater levels of external engagement and entrepreneurship

- Deliver this by building on previous IAA investments, and a focus on 4 core objectives:
 - Networking & Relationship Building
 - Funding Mechanisms
 - People Support
 - Training
- Funding awarded - £1.13m

Spotlight on engaging with stakeholders

- A stakeholder is a key individual or a group who is/are impacted by the project and/or are critical to the project's success.
- Engaging externally with a wide variety of stakeholders is key to putting responsible innovation into practice.
- You may already know of and interact with stakeholders within your research networks. However, if you are looking to expand your network or to move into new areas, you will need to identify stakeholders.
- The short introductory video highlights the innovation ecosystem as a good starting point. Reaching out to individuals within this space, for example, individuals in the innovation centres may help you establish connections.
- We have also outlined three case studies of colleagues within the University who have used IAA funding to help them interact with stakeholders.
- The Impact Acceleration Account team and individuals within Research and Innovation Services at the University are also a great resource and should be at the top of your list!

Case study – Impacting policy by building a long-term collaboration



Professor **Larissa Naylor** from the School of Geographical and Earth Sciences led the project.

“Dynamic Coast Downscaling: coastal assessment of Edinburgh’s Shoreline”, an IAA project which involved collaborations with two key public sector partners: Scottish Natural Heritage and Edinburgh City Council.

Here are some highlights of our interview with Larissa.



Your proposals clearly highlight that you've developed a relationship with end users over the course of the work. How did this come about?



- Like a lot of engagement work, there are very long-standing relationships that evolve and develop through time. I think one of the things that's key in all of this public engagement is the role of a **gatekeeper** - organizations or individuals that help open up opportunities for the research base to work with the practitioner base. In this case, as part of a NERC funded knowledge exchange fellowship I had **Adaptation Scotland** as a partner. They then asked me to sit on their advisory network. Adaptation Scotland was then a partner on the **Edinburgh Adapts** plan development. They brought myself and Jim Hansom from Glasgow University into the discussions at the very end of a long broad community - public sector - industry consultation and facilitation. They had been through 95% of the consultative process and they had no coastal actions around climate change. This then helped us build the relationship.

This Responsible Innovation training that we're developing is to help researchers plan for impact. They might have an awareness that their research **could be** relevant to potential stakeholders outside academia.



Can you give *UofG* researchers one or two specific pieces of advice on how they could go about, first identifying appropriate stakeholders, and then, how they could get these stakeholders to notice them or want to engage with them?



- Identification of stakeholders will vary highly by discipline or type of research. It will also depend on whether it is government, industry, SMEs, NGOs or communities. And identifying them requires an understanding of what your research is and who the target non-academic audience of that research would be. So, they would have to go through a process, either through a web search or attending non-academic events. You're having to go outside of the normal academic conference circuit in a way.
- But actually, when it comes to an individual, absolutely, unequivocally, pick up the phone. Do not send a cold email. Also, have a short brief which you can send quite instantly afterwards. Have this prepared. You should also really give a sense of what the benefit is to them. In our case, it was improving their ability to, deliver against national policy requirements or legal requirements, so we've helped them towards their progress towards adaptation reporting, because those lunchtime seminars were things that allowed them to deliver their climate change adaptation progress targets to Scottish Government. So, we're coming in saying, well, we might be applying for funding that actually can help you deliver on things you already have to do, why don't we do it together.

Contact the IAA team



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References



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