



Societal Impact of Science

19-21 June, Halifax/Kjipuktuk

Parallel Session (2102)

Integrating Societal Impact in an Institutional Strategy



Societal Impact of Science

19-21 June, Halifax/Kjipuktuk

David Phipps (Chair)

Assistant Vice President, Research Strategy & Impact, York
University, Canada



Societal Impact of Science

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Áine Mhic Thaidhg

Research Impact Officer, University of Galway, Ireland



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UNIVERSITY OF GALWAY

Integrating Societal Impact in an Institutional Strategy



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University of Galway at a *glance*

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RESEARCH AND INNOVATION



€70 million
direct research income

8,075
indexed publications

2014-18

Over 92,000
citations



€65 million
in Horizon 2020 funding from EU



249
new technologies



5 of the World's Most Highly Cited Researchers, according to Clarivate Analytics

48
patents

11
spin-out companies, supporting and creating
256
jobs in Ireland

REPUTATION



Top 2%
of universities in the world

Ranked 259
in the QS World University Rankings

Top 300 in the Times Higher Education World University Rankings

World leading in 18
subjects ranked by QS



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UNIVERSITY OF GALWAY

University of Galway at a *glance*

The **purpose** of our research and innovation is to advance the public good.

Our **people** are creative in their thinking and collaborative in their approach.

Our **place** is a distinct and vibrant region deeply connected internationally and open to the world.



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UNIVERSITY OF GALWAY

Our Core *values*

Respect in our actions

Excellence in our work

Openness in our outlook

Sustainability in our approach



**SHARED VISION,
SHAPED BY VALUES**

Strategy 2020-2025



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UNIVERSITY OF GALWAY

We will harness our distinctive strengths and creative energy to deliver significant and sustainable societal impact.



**SHARED VISION,
SHAPED BY VALUES**

Strategy 2020-2025



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SUSTAINABLE DEVELOPMENT GOALS



SHARED VISION,
SHAPED BY VALUES

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Enhancing policy and society

Enriching creativity and culture

Improving health and wellbeing

*Realising potential through data
and enabling technologies*

Sustaining our planet and people



**SHARED VISION,
SHAPED BY VALUES**

Strategy 2020-2025



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*Embed engaged research across
the University*

*Develop a compelling content
programme to showcase the
impact of our research.*

*Focus our research on the targets
of the UN SDGs with measurable
ambitions for research impact.*



Research and
Innovation Strategy

Purpose. People. Place.

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Engaged Research and Innovation for Societal Impact: research that aims to improve, understand or investigate an issue of public interest or concern, advanced *with* community partners rather than *for* them.



Higher Education & Society Addressing Societal Challenges Together



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PPI Ignite Network promotes excellence and innovation in public and patient involvement (PPI) in health and social care research in Ireland.

Nothing about us, without us



PPI IGNITE
NETWORK

University
ofGalway.ie



OLLSCOIL NA GAILLIMHE
UNIVERSITY OF GALWAY

NATIONAL
CHALLENGE
FUND

*From Ingenuity
to Research
and Solutions*



Rialtas na hÉireann
Government of Ireland



Maoinníte ag an
Aontas Eorpach
Funded by the
European Union
NextGenerationEU

University
ofGalway.ie

Impact 2030

Ireland's Research and
Innovation Strategy



Prepared by the
Department of Further and Higher Education,
Research, Innovation and Science
www.gov.ie



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UNIVERSITY OF GALWAY

University of Galway is ranked 34th in the world in the 5th annual Times Higher Education IMPACT Rankings, published in May 2023, out of 1,591 institutions from 112 countries across the world.





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Coalition on Advancing Research Assessment



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The goal is to broaden the diversity of recognised research outputs and activities, thus maximising the quality and impact of research.

I believe in a research culture that recognises a diversity of contributions to science and society; that celebrates high quality and impactful research; and that values sharing, collaboration, integrity and engagement with society, transmitting knowledge from generation to generation.

Mariya Gabriel

Commissioner for Innovation, Research, Culture, Education and Youth



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Institutional Review of Research Performance

*Assuring the quality and impact of
research at University of Galway*





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Embedding a Culture of Research Impact

Research Impact Toolkit

Training programme



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Research Impact Toolkit



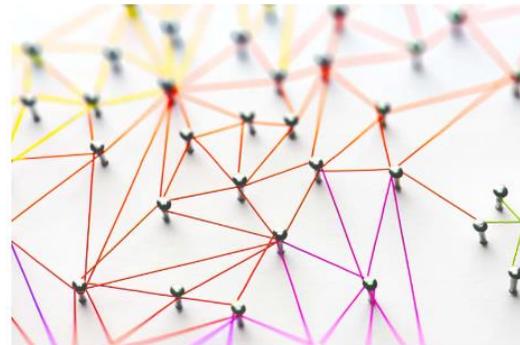
What is Research Impact?



PLAN



CAPTURE



COMMUNICATE



MONITOR



Research Impact Toolkit

TYPES OF IMPACT



ACADEMIC IMPACT

ACADEMIC

Contribution to advances across and within disciplines, including significant advances in understanding, method, theory and application.



SOCIETAL AND ECONOMIC IMPACT

CULTURAL

Contribution to people's understanding of ideas and reality, values and beliefs.



ECONOMIC

Contribution to a company's costs and revenues (micro level), and economic returns through increased productivity or economic growth (macro level).



EDUCATIONAL

Contribution to education, training and capacity-building, including through curricula, educational tools, and qualifications.



ENVIRONMENTAL

Contribution to managing the environment, such as protecting natural resources, reducing environmental pollution, improving weather forecasting, and tackling the climate crisis.



HEALTH

Contribution to public health, life expectancy, health-related quality of life, prevention of illness, and reduced health inequality.



POLITICAL

Contribution to how policymakers act, to how policies are constructed, and to political stability.



SOCIAL

Contribution to community welfare and quality of life, and to behaviours, practices, and activities of people and groups.



TECHNOLOGICAL

Contribution to the creation or improvement of products, processes and services.

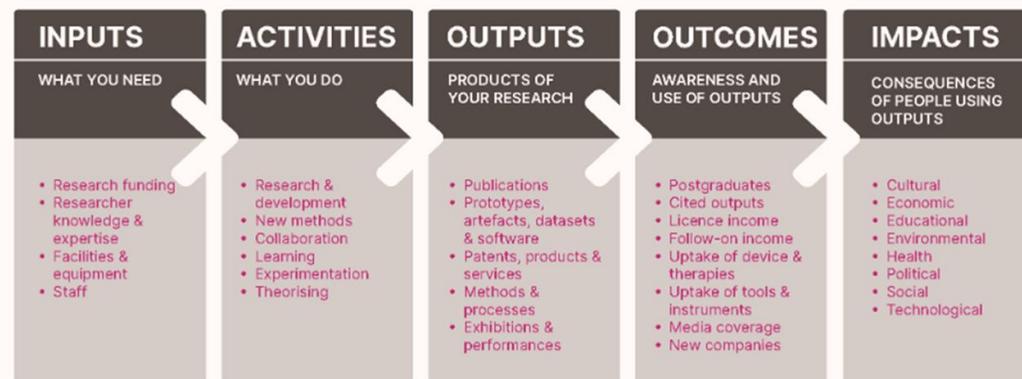


THE IMPACT JOURNEY



T I M E

C A N B E C O N T R O L L E D DIRECT INFLUENCE INDIRECT INFLUENCE





Research Impact Toolkit

IMPACT PLANNING CANVAS





Research Impact Toolkit

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How to write an effective *impact section*

Most major funding bodies around the world consider **impact** a crucial part of their research programmes. So, when you apply for funding, they expect you to articulate the potential impact of your research on society.

A lot of researchers leave this section of the grant application blank until the last minute. But with these tips you will be able to write a concise and compelling impact section, giving yourself the best chance of being funded.

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Seven tips for developing your *impact case study*

These seven tips will help you tell a compelling story that celebrates the societal impact of your work.



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Training Programme



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Fast Track Impact

Get more impact | Get your time back | Get inspired





Impact Case Studies

Impact Case Study Template



School of
<Case Study Title>
<dd/mm/yyyy>
Contents

- Types of Impact:
- Summary of the Impact (maximum 100 words):
- Research Description (maximum 250 words):
- Details of the Impact (maximum 500 words):
- Evidence of Impact (maximum 150 words):
- References to the research (maximum 10):

WHAT MAKES AN EXCELLENT IMPACT CASE STUDY?



ARTICULATION

How clearly is the impact, or potential impact, communicated?

- Write concisely, in plain English, avoiding technical jargon. Stay within the word limit.
- Detail the impacts and categorise according to type (cultural, economic, educational, environmental, health, political, social, technological). Don't confuse outcomes for impacts.
- Come up with a snappy title that captures the impact (not the research).



ENGAGEMENT & ATTRIBUTION

How have the beneficiaries been engaged with, and what evidence is there that the research contributed to the impact?

- Outline the beneficiaries (e.g. individuals, communities, government bodies, organisations, businesses, environments, animals). Be as detailed as possible.
- Describe how you helped foster impact by engaging with the beneficiaries (e.g. via public presentations, media, steering groups, stakeholder workshops, white papers, consultation responses).
- Include data, metrics and testimonials to corroborate the impact. Convince the reader that your research played a significant role. Outline how potential impacts may be captured in future.



REACH & SIGNIFICANCE

How widespread are the impacts, and how important are they to each beneficiary?

- Describe, with evidence, how many beneficiaries there are. Are the impacts at a local, regional, national or international level?
- Describe, with evidence, the intensity of the impact. How meaningful or valuable is it to each beneficiary?
- Describe the time horizons. Are your impacts short-, medium-, or long-term? If possible, give specific timeframes.



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Impact Case Studies



Protecting Lives While Harnessing
the Power of Nature



University of Galway Guides Policy
to Improve the Lives of Children



Addressing Medical Assessment
Discrepancies



Shaping policy in relation to
Domestic Violence



Transforming a Generation's
Attitude to Sexual Consent



Transforming Sustainable Water
Management



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Closing Remarks

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Thank *you*
Go Raibh Maith Agaibh



Societal Impact of Science

19-21 June, Halifax/Kjipuktuk

Cameron Stockdale

President & CEO, Work Wellness Institute, Canada



**Transforming research
into Workplace
performance and
Health**



Work Wellness Institute
L'institut de bien-être au travail

- How do you provide credible, reliable information to employees and employers when they need it most?



The Continuum

Problem
Identification

Research



National Advisory Committee

- Manufacturing
- Unions
- Health Authorities
- Insurance Companies
- Worker Compensation Boards
- Universities
- Non-Profits
- Those with lived experience



Optimizing Advisory Committee Performance: Strategies for Success:

Leveraging Resources, Engagement,
synergy, Initiation, Orientation, Process and
Education

NAC strategies

ENGAGEMENT

COMMUNICATION

LEVERAGE RESOURCES

INITIATE

PROCESS

SYNERGIES

EDUCATION

- More relevant research findings
- Empowered stakeholders
- Stakeholder gain research knowledge & skills
- Create recruitment & enrollment capacity
- Adds to the credibility of data
- Increases funding opportunities



Internal

- Research Director
- Project Management
- Research Assistants
- Librarians

Partner

- Relevant Faculty or Research Offices
- Seek Funding Opportunities
- Memorandum of Understanding (MOU)

Our Strategies to Optimizing research

- Clearly Define Research Goals
- Clear Research Plan
- Efficient Data Collection
- Technology and Tools
- Templates and Standardized Procedures
- Write as you go



Knowledge mobilization



Research Portal



We



Conferences

38



Conference Series

\$130 1.5 hr

November 3, 2022

Supporting Disclosure and Addressing Burnout – Work Wellness Institute Conference Series

Human Resources, Leadership, Mental Health, Occupational Health & Safety, Psychosocial Factors

Join us in this presentation where discussion, tips and actionable steps will be shared for...



Accreditation



Webinar

\$130 1hr

November 17, 2022

The Interrelation Between Psychological Safety and Building Productive, Inclusive and Healthy Workplaces

Diversity and Inclusion, Human Resources, Leadership, Mental Health, Psychosocial Factors, Future of Work



Accreditation



E-Course

\$225 1.5hr

Supporting Disclosure of Mental Health Conditions in Evolving Work Environments

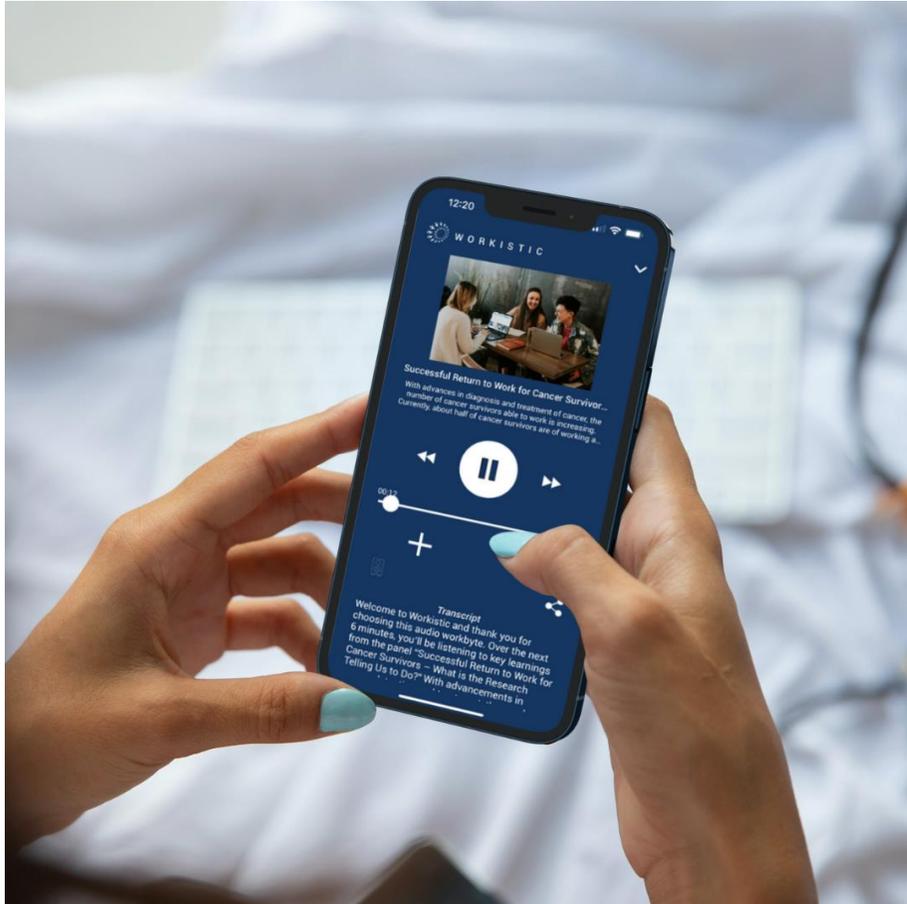
Diversity and Inclusion, Disability Management, Mental Health

This course explores the concept of disclosure and how organizations can create environments that support...



Accreditation

Mobilization strategies



- Identify your target audience
- Tailor your language and format
- Utilize digital platforms
- Multimedia content
- Measure and evaluate impact



96%: Participants rated our content as excellent

92%: Immediately applicable to professional life

24: Canadian academics providing peer review.

776: Organizations that have signed up to be members

2785: Newsletter subscribers



THANK YOU!



Work Wellness Institute
L'institut de bien-être au travail

WAYS TO REACH OUT TO US



103-3991 Henning Drive
Burnaby, BC, V5C 6N5



admin@workwellnessinstitute.org



workwellnessinstitute.org



1-604-684-4148 | 1-800-872-3105





Recommendation

Integrating Societal Impact in an
Institutional Strategy

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