

sbarc | spark, Cardiff University | 18-20 October 2023

Welcome to the second day of the 7<sup>th</sup> international AESIS conference on

## Societal Impact of Social Science, Humanities, and Arts



## Words of Welcome

Conference Chair

**Claire Gorrara**

*Dean, Research & Innovation, College of Arts,  
Humanities and Social Sciences, Cardiff University,  
United Kingdom*

**Thursday, October 19**

# Plenary Opening

Jaideep Gupte

Elvira Uyarra

Rob Ashelford

**Thursday, October 19**

# Jaideep Gupte

*Director of Research, Strategy and Innovation, Arts &  
Humanities Research Council, United Kingdom*

“The 3 i’s of impact. Inclusion,  
Innovation and Infrastructure”



Arts and  
Humanities  
Research Council

# Welcome



Arts and Humanities Research Council



@JaiGupte  
@AHRCpress



AHRCpress



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Humanities  
Research Council

# inclusion, innovation & infrastructure: the three essential “I”s of impact

Dr Jaideep Gupte

Director of Research, Strategy and Innovation  
Arts and Humanities Research Council (AHRC)

Twitter: @JaiGupte



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Research Council

# 3 Myths

Myths are often described as public dreams; the following three myths entrap us in a less fair unimagined uninspired world.

## MYTH#1

The idea that arts and humanities research and our researchers do not really use 'advanced' tech.

## MYTH#2

The idea that the arts and humanities and creativity-driven research is primarily a 'user' and 'beneficiary' of science and technology, not a 'maker and driver' of tech.

## MYTH#3

The idea that the arts and humanities are added extras or nice-to-haves but not integral part of the knowledge and innovation ecosystem.

# AHRC's Theory of Change

Arts and humanities research has immense potential to shape how we think and live our lives.

Arts and humanities research is vital for government, business and society in tackling today's challenges.

AHRC is uniquely placed to convene ideas and people.



## Transforming our Organisation

We will transform our organisation by listening, learning, acting with care, and empowering people.

Leading to:

Open, two-way dialogue.  
Inclusivity and empowering people.

So that:

Our efficiency, transparency and openness drive success in research and innovation.

Our organisational model sets new standards within and beyond research and innovation.



## Discovering Ourselves

We will be open and willing to do things differently to support the best ideas.

Leading to:

Benefits for new and different people.  
New and wider funding and funders.

So that:

Research and innovation underpins health, happiness and well-being.

Our people and ideas are diverse, mobile, and thriving within and beyond the research and innovation ecosystem.



## Contemporary Challenges

We will foster ethical, socially responsible, equitable partnerships.

Leading to:

Bridges between research and civil society.  
Public policy relevance.

So that:

Culture and people are at the heart of overcoming challenges.

Our responses to contemporary challenges are creative, equitable and rooted in community.



## Cultural Assets

We will create an environment where cultural assets can be better conserved, curated and deployed.

Leading to:

Research playing a key role in collections.  
Cohesive and coherent infrastructure.

So that:

Cultural assets are preserved and enhanced.  
Cultural assets enable the pursuit of knowledge and happier, healthier lives.



## Creative Economy

We will broaden our partnerships to embed world-class research and innovation.

Leading to:

Greater sustainability and inclusivity.  
Thought leadership and advocacy.

So that:

The creative economy is thriving and inclusive.  
The UK is a hub for creative innovation and global creative talent.



## Equality, Diversity, and Inclusion

We will take positive action to address equality, diversity and inclusion (EDI).

Leading to:

The conditions for improved EDI.  
Convening knowledge and learning in EDI.

So that:

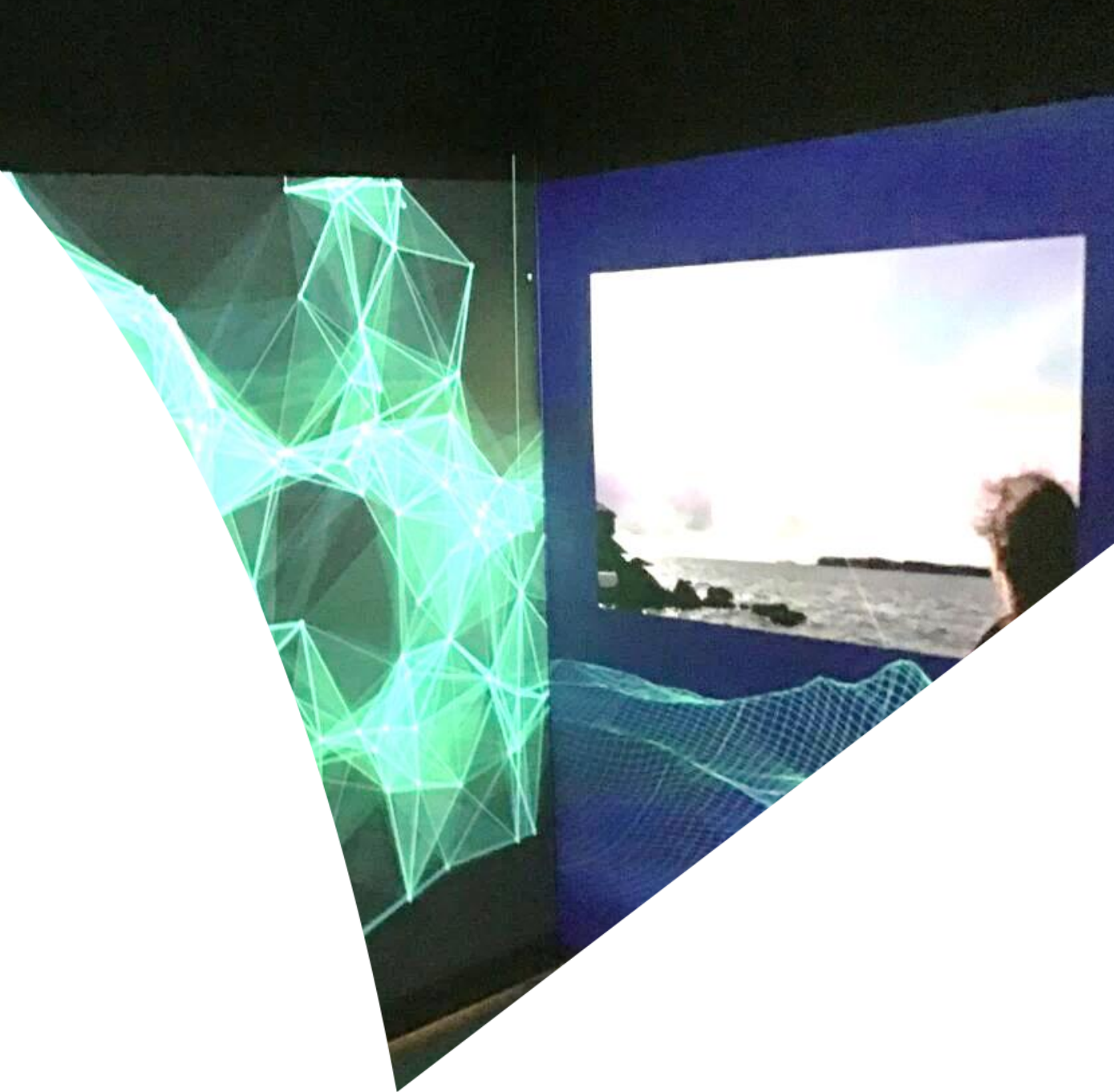
Our future is unlocked by diverse voices, including those that have previously been overlooked.  
Research and innovation is diverse and inclusive.



# Inclusion

A healthy R&I ecosystem demands:

1. access to and transfer of knowledge
2. diversity of thought
3. equitable partners



# Innovation

1. Interdisciplinarity is essential
2. Success for strong regions
3. World changing innovation is an international endeavour



# Infrastructure

“  
longitudinal study  
experimental studio  
special collection data repository  
collaboration space gallery  
large scale data collection library  
lab archive”

Tao Chang,  
AHRC, Head of Infrastructure



# Infrastructure

1. Invest small
2. Unlock our heritage assets
3. Skills

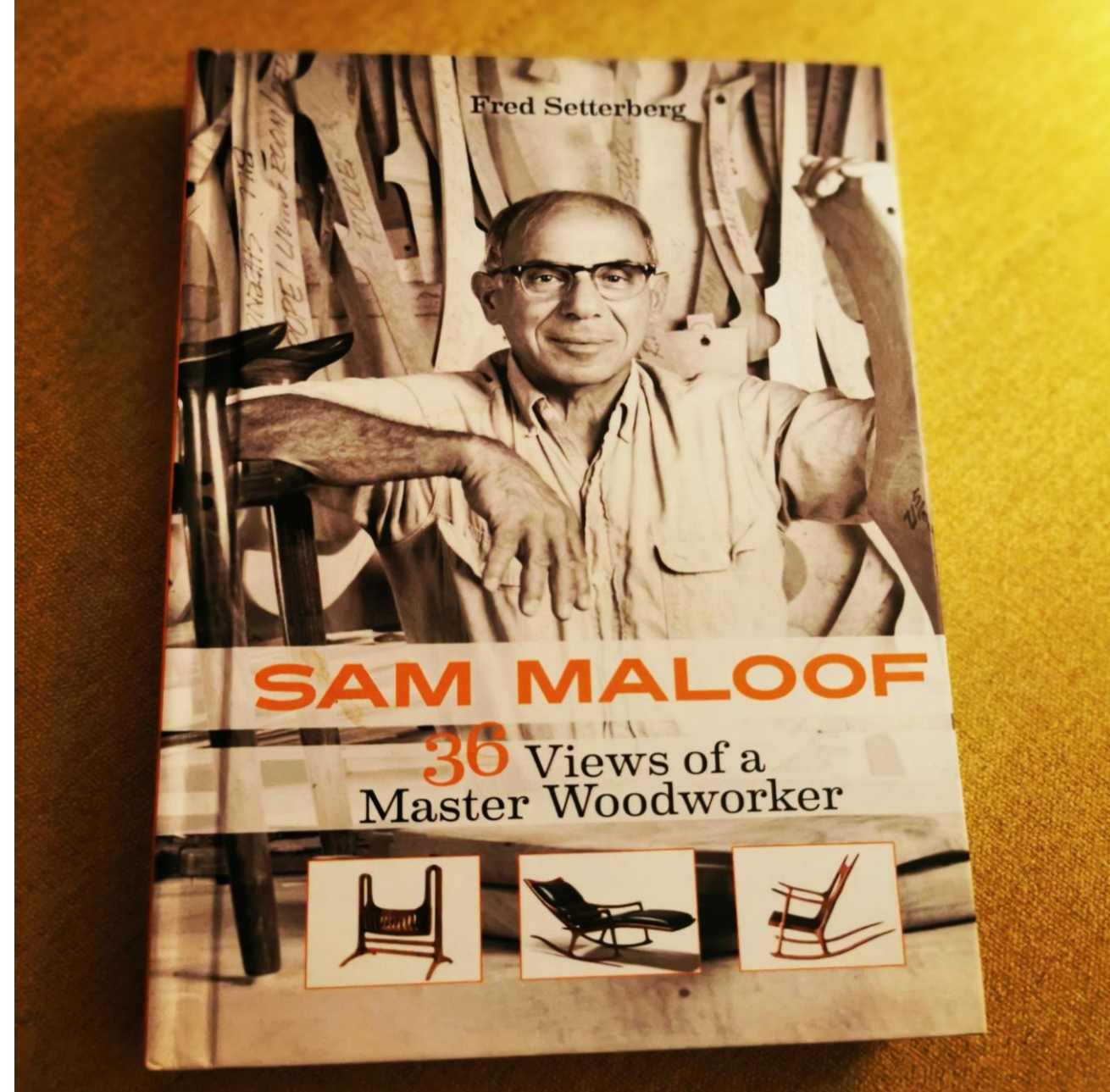


# Sam Maloof

“

There's a lot of work being done today that doesn't have any soul in it. The technique may be the utmost perfection, yet it is lifeless. It doesn't have a soul. I hope my furniture has a soul to it.

”





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# Questions?



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# Thank you



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@JaiGupte  
@AHRCPress



AHRCPress

**Thursday, October 19**

# **Elvira Uyarra**

*Professor of Innovation Studies, University of Manchester, United Kingdom,*

“Should academic engagement be pushed or pulled?”



**Thursday, October 19**

# **Rob Ashelford**

*Head of Nesta Wales & Former Head of Y Lab, United Kingdom*

“Just enough (knowledge) to move forward”



Just Enough...

## About Nesta

**We are the UK's innovation agency for social good. We design, test and scale new solutions to society's biggest problems, changing millions of lives for the better.**

For over 20 years, we have worked to support, encourage and inspire innovation that benefits society, a purpose that is more relevant now than ever.



[Read more about our history](#)

## our missions

### A fairer start



Narrow the outcome gap between children growing up in disadvantage and the national average.

### A healthy life



Increase the average number of healthy years lived in the UK, while narrowing health inequalities.

### A sustainable future



Accelerate the decarbonisation of household activities in the UK and improve levels of productivity.



We design, test and scale new solutions to society's biggest problems.

## our roles

### Innovation partner



Design, test and scale innovative solutions hand in hand with those who will use them.

### Venture builder



Create, support and invest in early-stage ventures to develop new solutions and shift key markets.

### System shaper

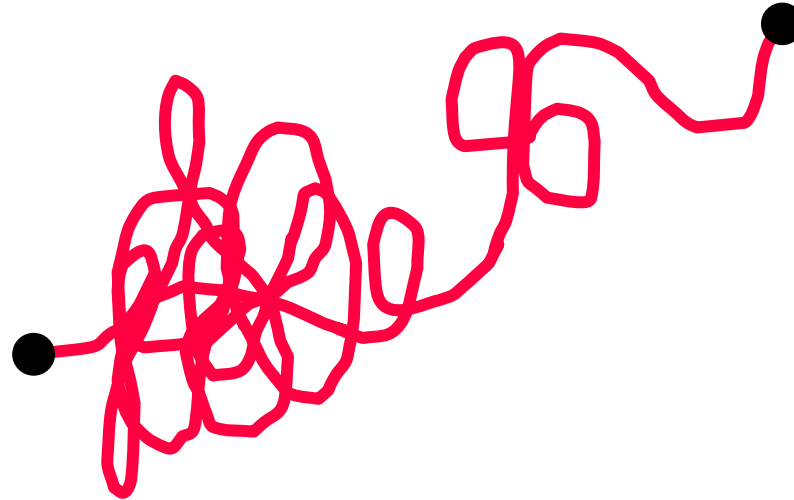


Influence wider systems of policy, practice and funding to support and promote innovation.

# The innovation process



What people think it  
looks like



What it really looks  
like

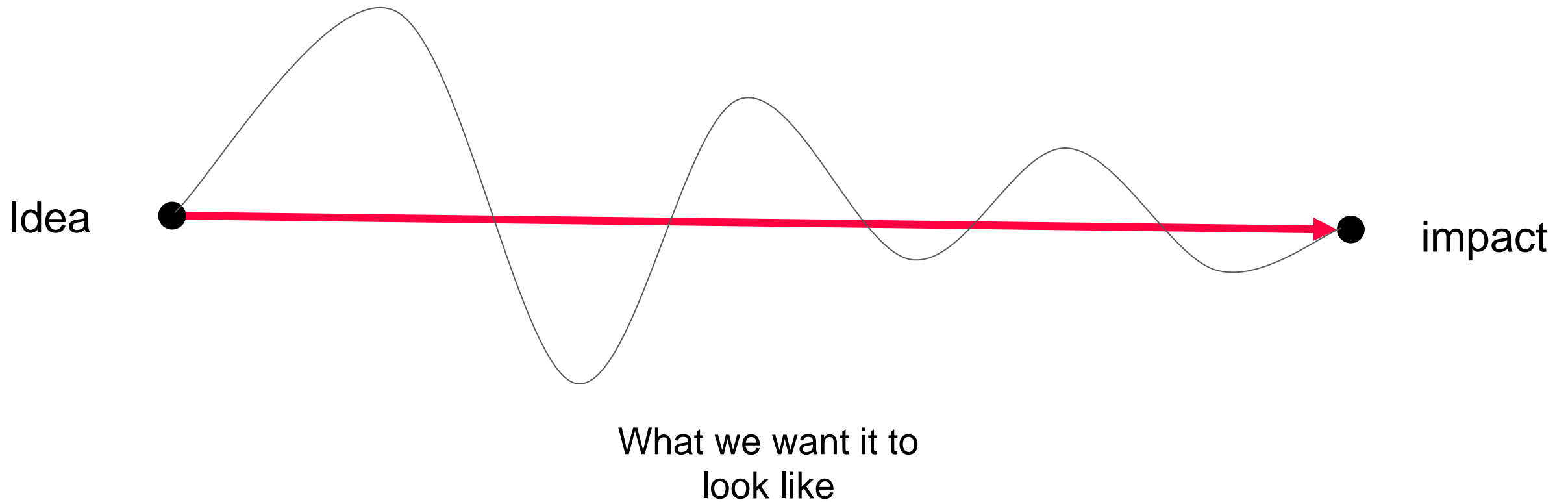
**Less certain**



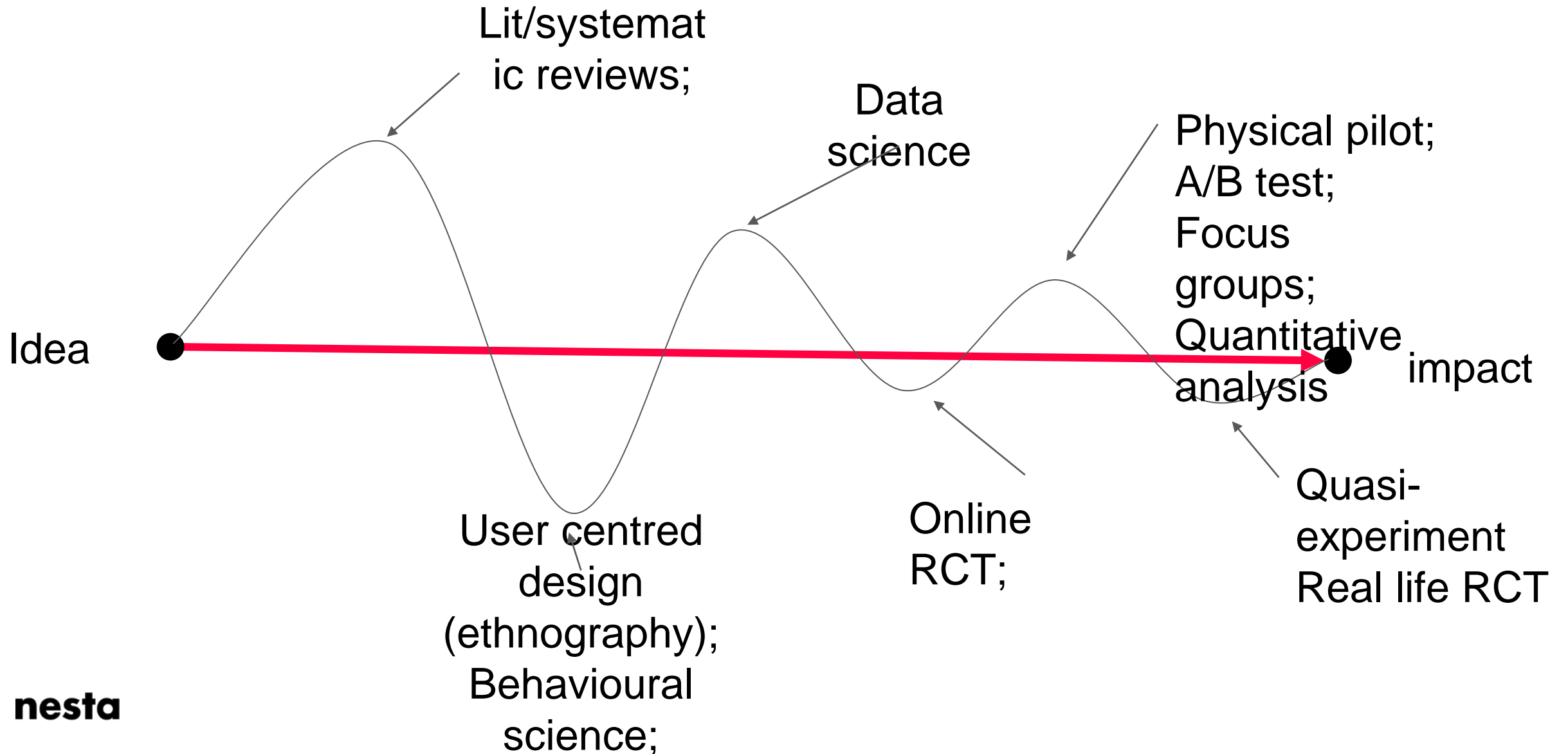
**More certain**

How can we use the right scientific tools and methods at the right time to smooth out the line?

# An iterative innovation process



# An iterative innovation process





Case Study - Development Bank Wales

Using experiments to design better  
experiments...

## HOMES FIT FOR THE FUTURE: THE RETROFIT CHALLENGE

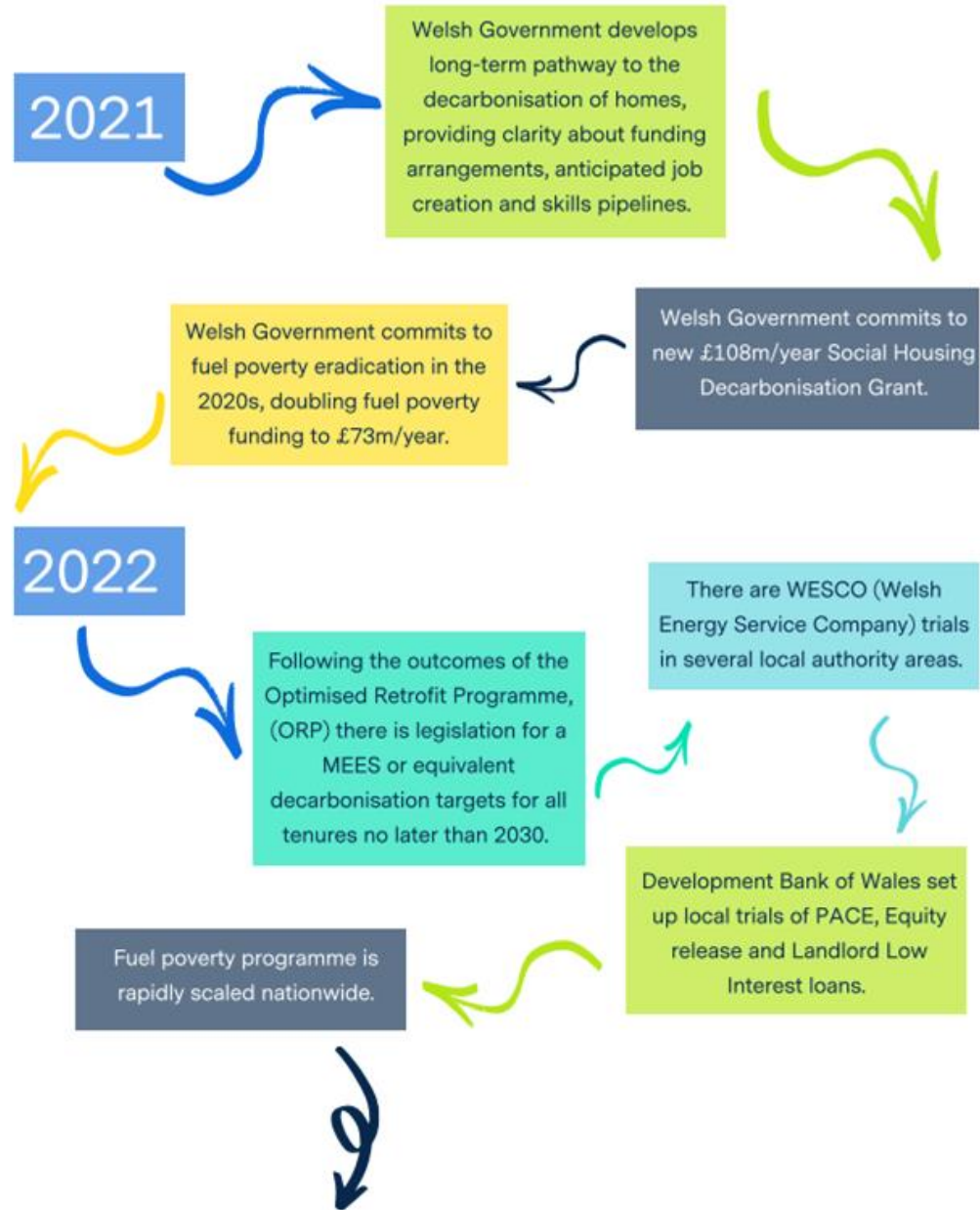
How will we finance the decarbonisation of homes  
in Wales to support our net zero ambitions?

### Executive Summary



- Work with Local Authorities to trial the Property Assessed Clean Energy (PACE) mechanism, through a levy on council tax. PACE is a means of financing retrofit measures which attaches the debt to the property rather than the individual, secured by a property tax bill.
- Work with the Development Bank of Wales to trial equity release models and low interest loans to landlords for retrofit finance.

# Roadmap to 2030



What people think it looks like

**What do people think about heat pumps/retrofit in Wales?**

**Is there a potential market? Where?**

**How will people respond to different varieties of support and finance?**

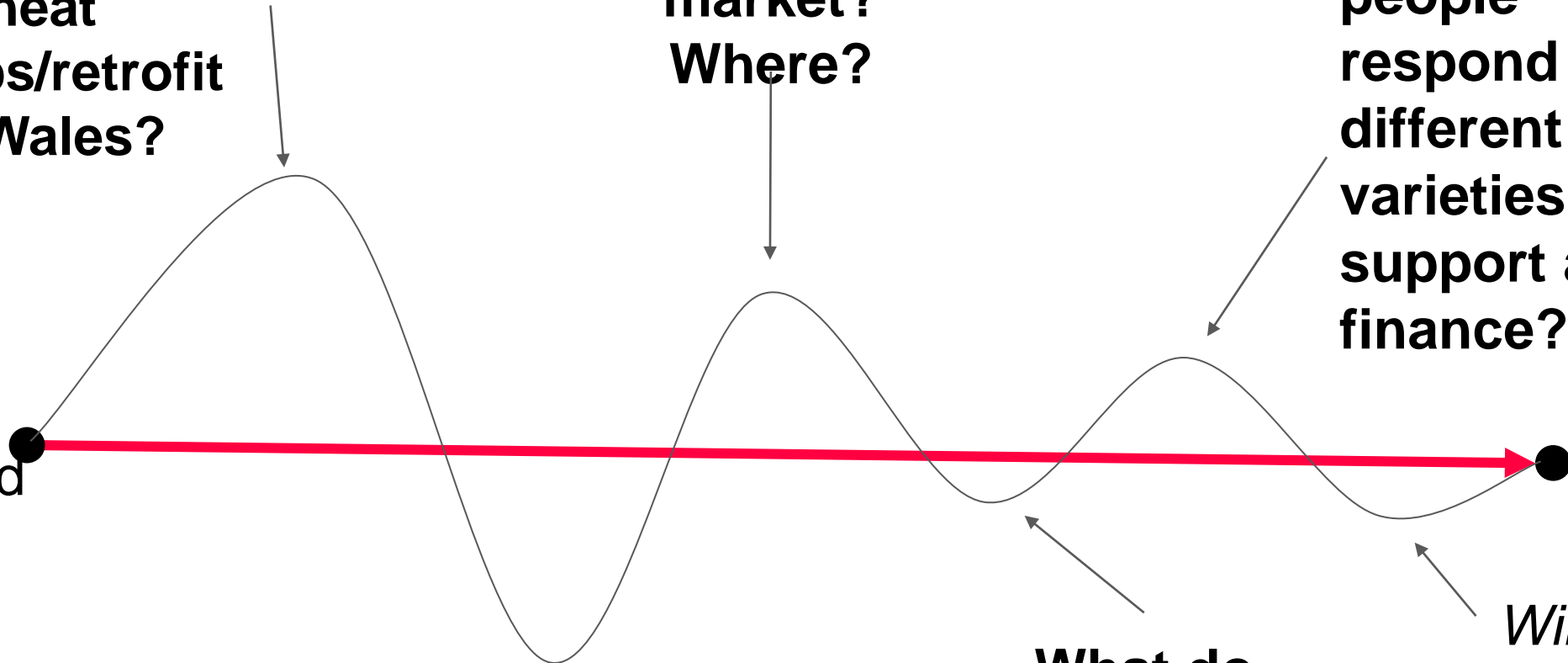
Report published

impact

**What can we learn from elsewhere?**

**What do people want?**

*Will it work in the real world...*



# What we did

**YouGov Polling  
in Wales**

March 2022

**Literature review  
of other retrofit  
loans**

March 2022

**Machine  
learning tool for  
“upgradeability”**

April - June 2022

**Service  
mapping**

April 2022

**User interviews  
and personas**

May 2022

**BIT / Predictiv  
RCT**

Aug - Oct 2022

# Polling

(YouGov - 2,000 respondents)

## General positivity about Heat Pumps

55% support a government policy to install heat pumps in 'every home in Wales'

## Patchy knowledge about them

- People don't know what heat pumps should cost (16% correctly estimated £5,000 - £10k - highest no of correct answers, but there was a wide distribution of guesses)
- People mostly understand that HPs replace a gas boiler (58% / 32% DK)
- But they aren't sure what powers them (43% DK / 32% Electricity)

## Perceptions appear easy to influence

Significant 'acquiescence effect', and the most common answer was 'don't know'

Positive statements							
Statement	True	False	N	Don't know	N		
A heat pump can heat any home comfortably, as long as it is installed correctly	217	85	302	237	539		
% w/o DK	71.96%	28.04%					
% w DK	40.32%	15.71%		43.96			
Negative statements						Impact on perception	
Statement	True	False	N	Don't know	N	Positive	Negative
Even if it is installed correctly, there are some homes that can't be heated comfortably by a heat pump	208	45	252	209	461		
% w/o DK	82.25%	17.75%				54.22%	-54.22%
% w DK	45.03%	9.72%		45.27%		30.60%	-29.32%

# Machine Learning Tool

## Data Analysis for DBW

### Goal

- Help identify where to launch DBW retrofit loan pilot

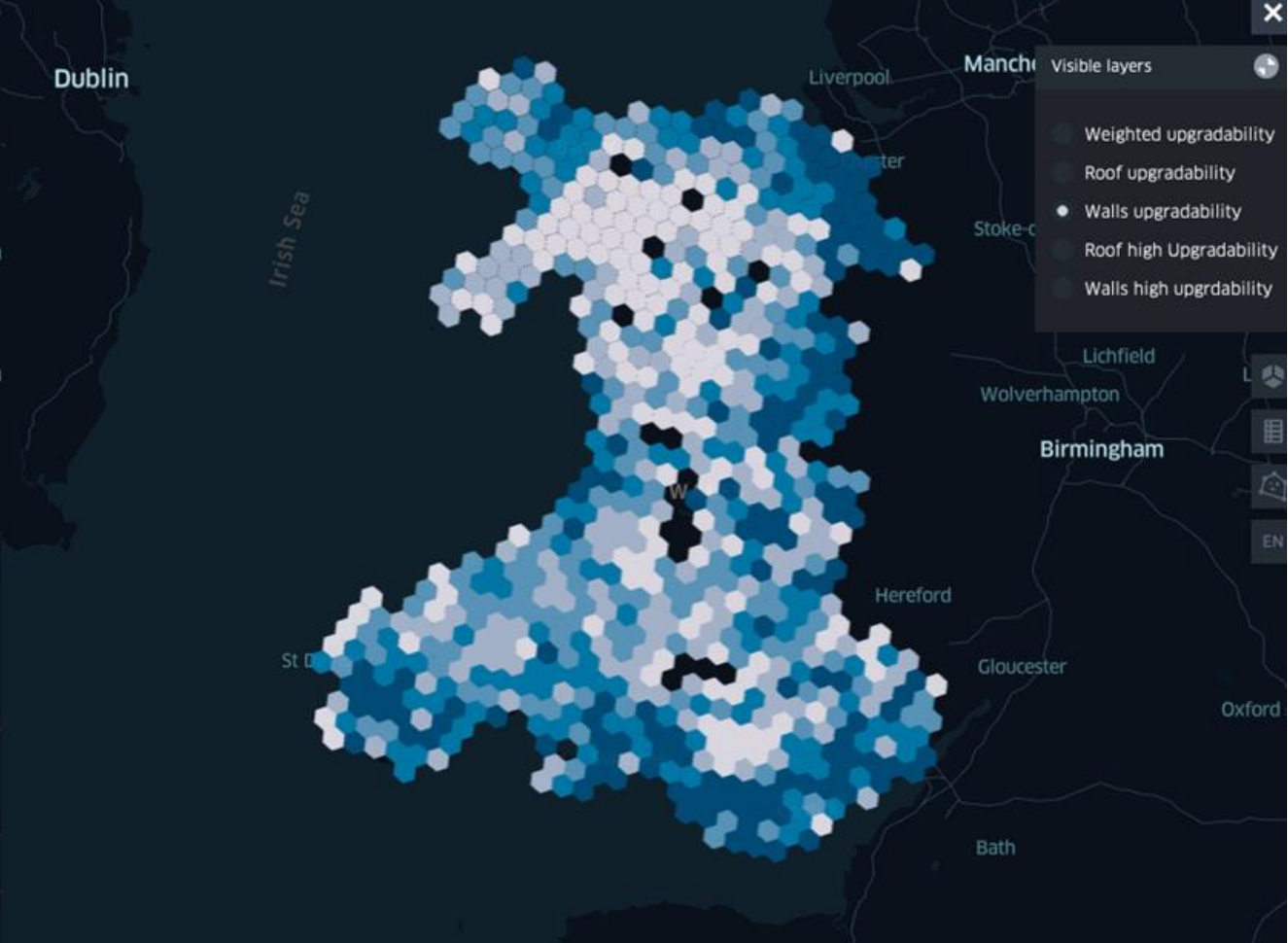
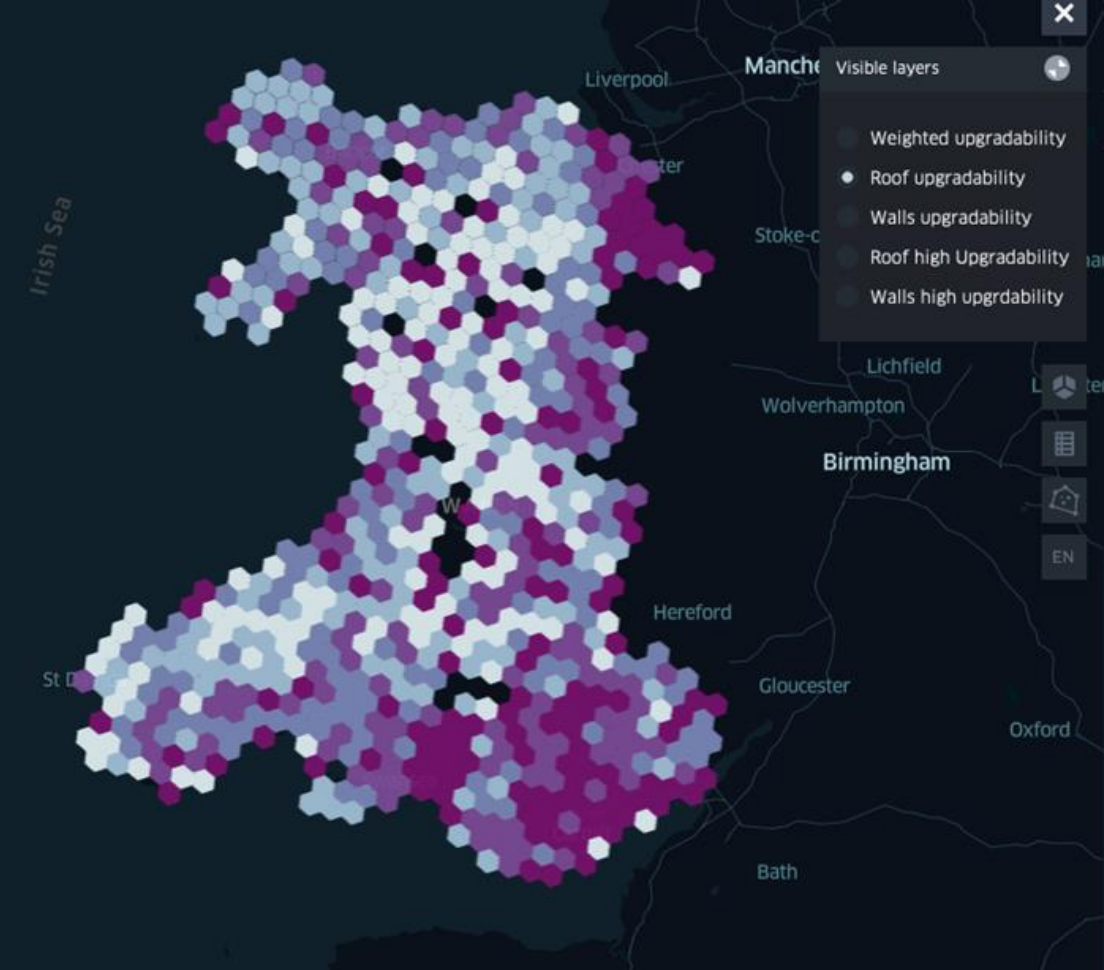
Ideally in an area where

- There are many properties that are “upgradable”
- Owners have enough money

Tool that highlights areas with high upgradability and affluence



# Upgradability maps





# Interviews / Personas

## Key insights

- More interest in measures than detail of finance
- Concern about making the right / wrong choice
- How to find competent tradespeople

## Four personas

No one product for everyone

But some shared **support** needs...

- Home assessment
- Recommended installers
- Energy saving advice

## The long-termer

50 plus  
Planning to stay  
Wants to make the home  
more comfortable  
Future-proof for retirement



30s / Middle aged  
New buyer  
House as a 'project'  
Hasn't moved in yet  
Still sorting out the purchase

The  
ready(ish) to  
act

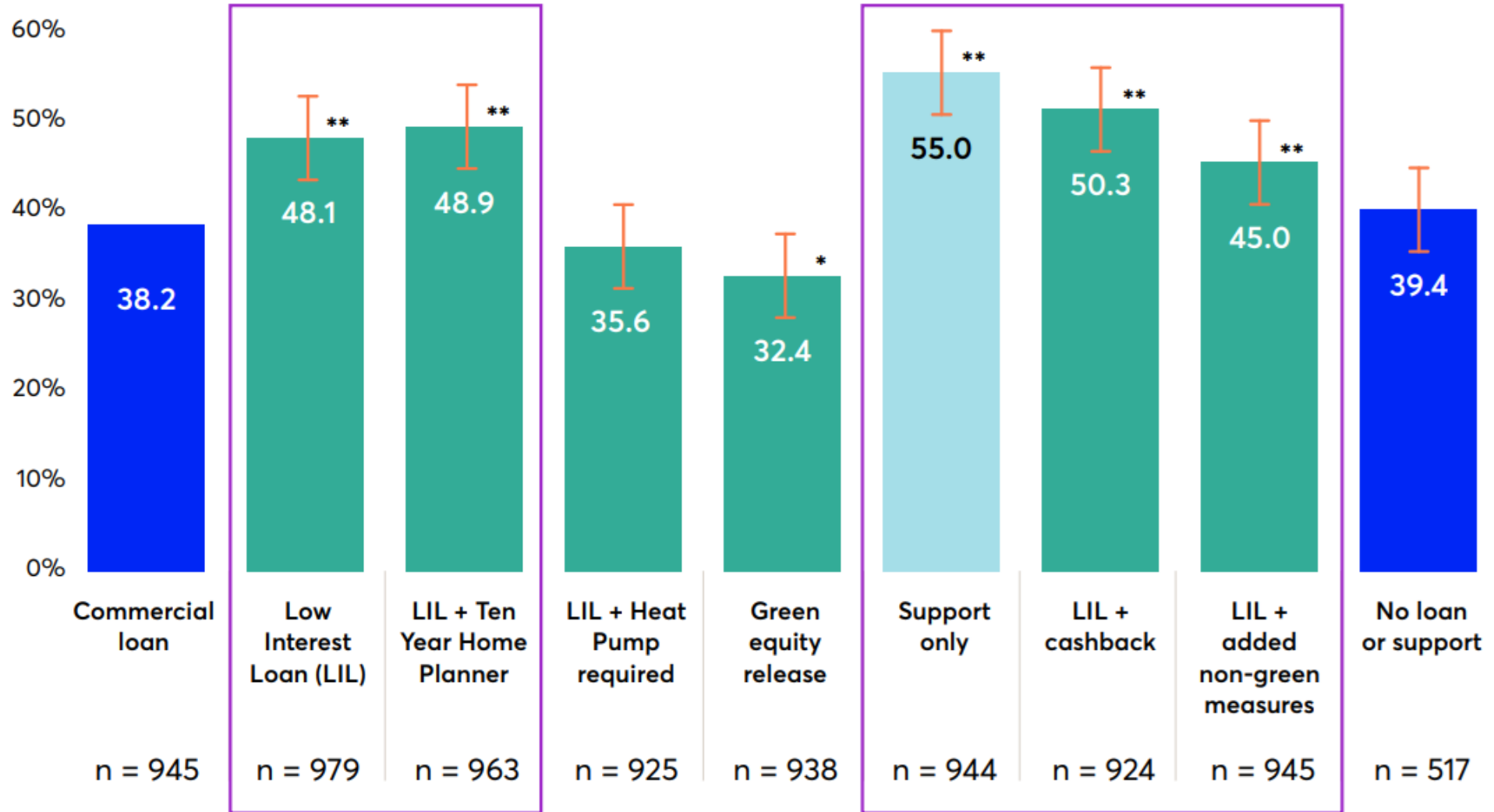
The  
conscious  
upgrader

The  
uncommitted

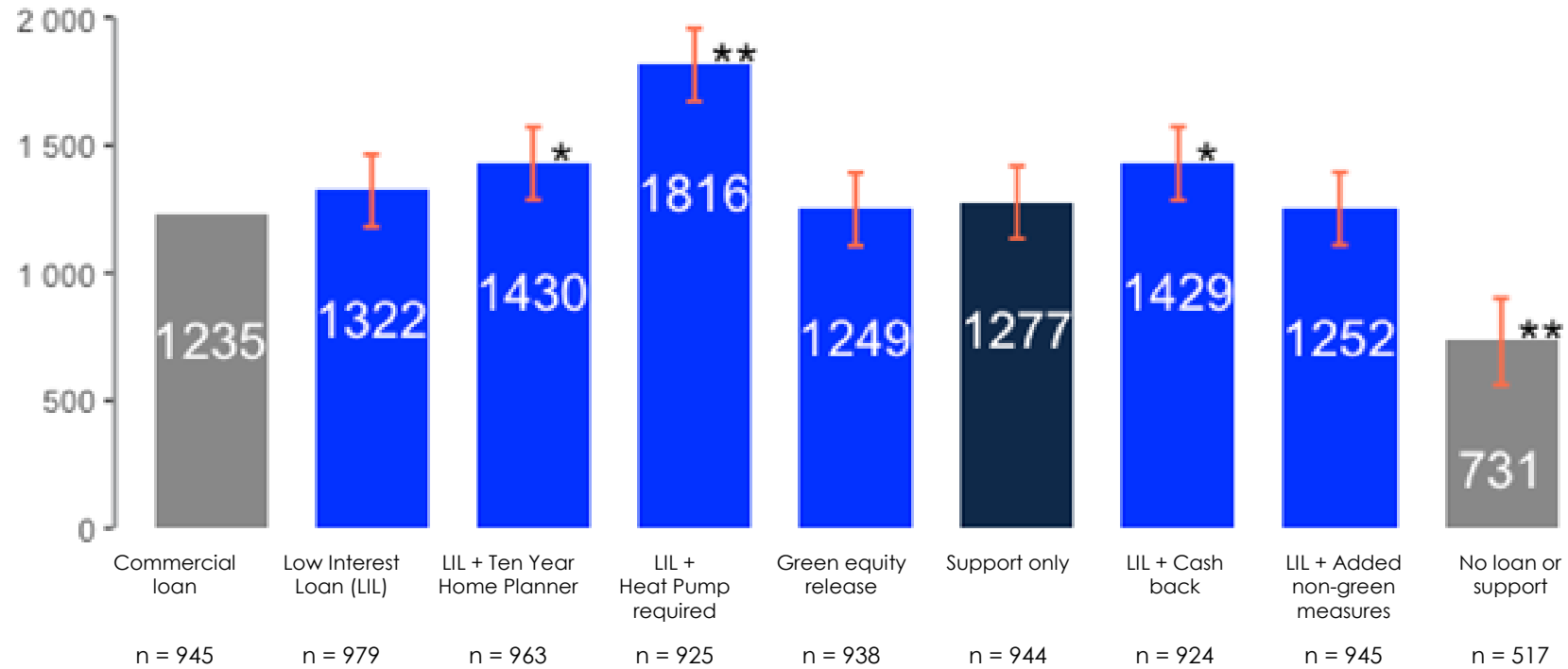
# Online randomised control trial by the Behavioural Insights Team



## Results - % who would upgrade and use the finance product in the next 3 years



## Kilograms of CO2 saved per year from the green home upgrades installed.



Secondary analysis. Linear regression including covariates.  
N = 8,080. Corrected for multiple comparisons. \*\* p < 0.01, \* p < 0.05, + p < 0.1.  
Numbers in bars equals the control mean +/- treatment effects.  
Data collected by BIT on 18 August - 12 September 2022.

What do people think about heat pumps/retrofit in Wales? **(polling)**

Where is there a potential market? **(Machine learning tool)**

How will people respond to different varieties of support and finance? **(Online RCT)**

Report published

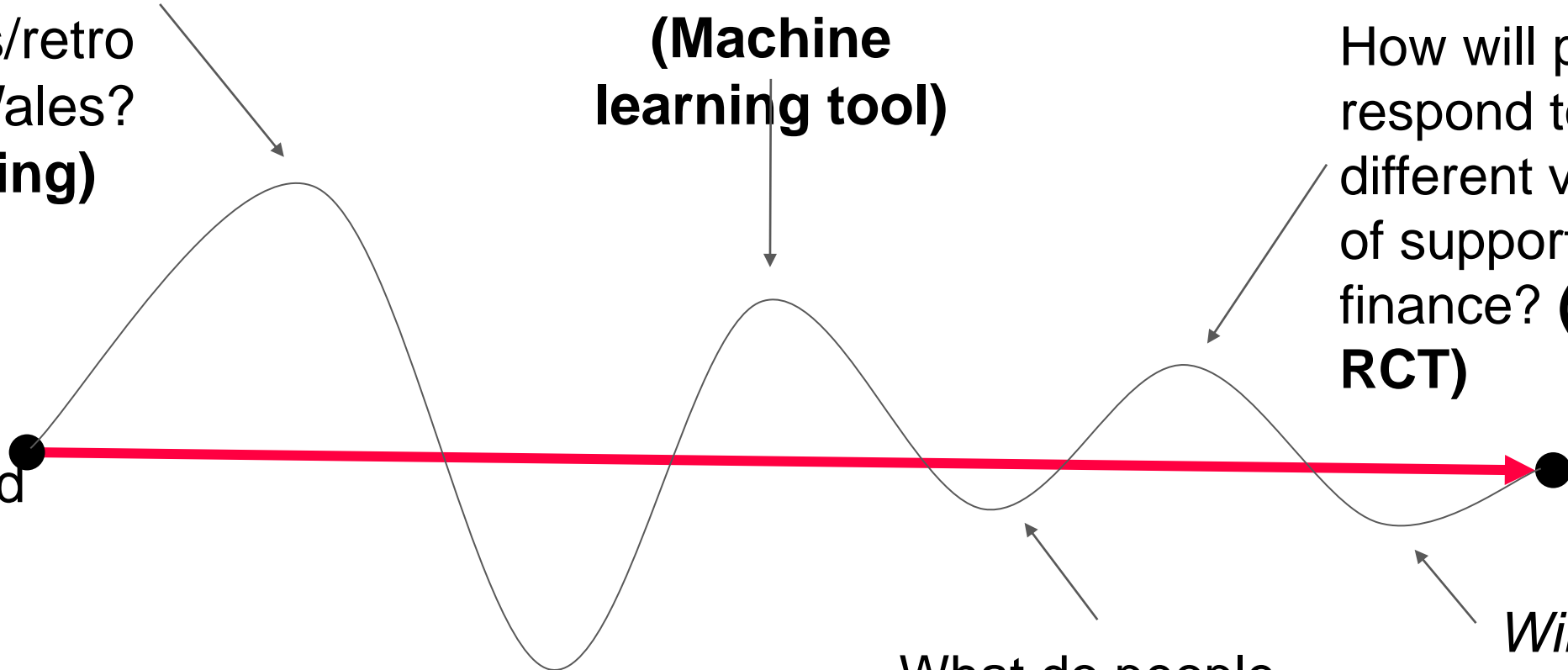
impact

What can we learn from elsewhere? **(lit review / focus groups)**

What do people want? **(user interviews and personas)**

*Will it work in the real world...*

**nesta**



Thank you!

Questions...

**Thursday, October 19**

## **Panel Discussion**

Chaired by Claire Gorrara

Jaideep Gupte

Elvira Uyarra

Rob Ashelford

Thursday, October 19

## Family Feud Questions

Please go into superevent to find  
the link or use the QR code:





**Thank you!**

**Time for a coffee & tea break!**  
**At 11.20, you will have the following parallel sessions:**

<b>Evidence Informed Policy Making</b>	<b>Science Funding Frameworks</b>
Room 6.35	Room 1.34
<b>Inclusive Engagement with Broader Community</b>	<b>Demonstrating and Amplifying Impact beyond Bibliometrics</b>
Room 1.17	Room 0.47
<b>Workshop: The Commercial Potential Audit – paving commercialisation pathways for SSHA</b>	
Room in Building TRH	