

# Capturing and Communicating the Evidence of Impact

RESEARCH  
**IMPACT**  
CANADA

RÉSEAU **IMPACT**  
RECHERCHE  
CANADA

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York University and  
Research Impact Canada

Turning research into action | De la recherche à l'action

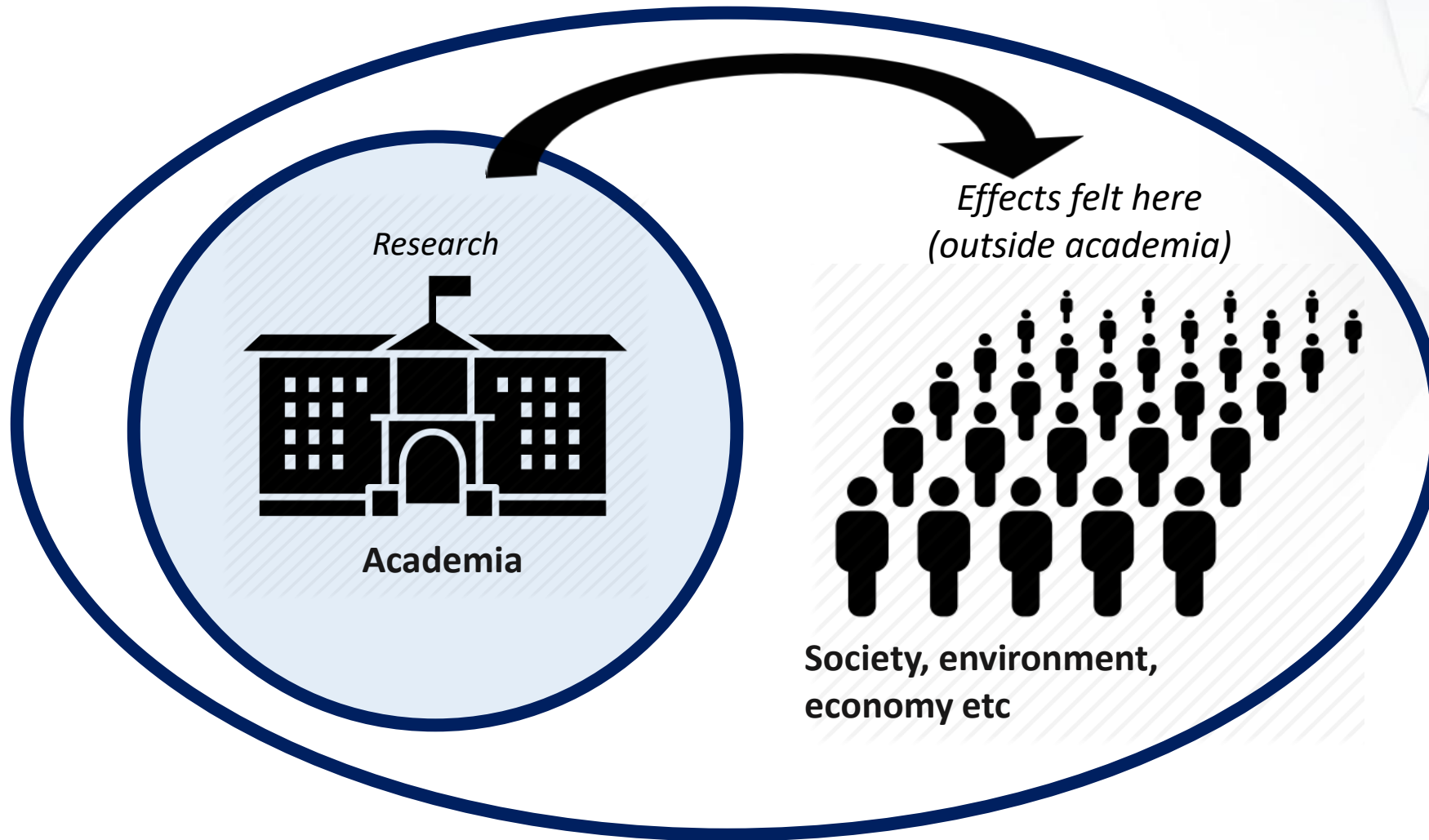
# Padawan (1)



# Jedi Master (10)



Knowledge Mobilization & Research Impact



Thank you, Julie Bayley, U. Lincoln



**IMPACT = Provable effects (benefits) of research in the 'real world'**

# Universal Declaration of Human Rights



## Article 27

1. Everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits.

 **SUSTAINABLE DEVELOPMENT GOALS**





Transformation stream grants will support projects that tackle a **well-defined problem or challenge**



**SSHRC PG Cross-sector co-creation of knowledge and understanding:** Partnerships that use ongoing collaboration and mutual learning to foster innovative research, training and the co-creation of new knowledge on **critical issues of intellectual, social, economic and cultural significance.**



**SPG-N:** The goal of NSERC's Strategic Partnership Grants is to increase research and training in targeted areas that could **strongly enhance Canada's economy, society and/or environment** within the next 10 years.



## Poll: Have you ever for yourself or someone you support (write down all that apply)

1. Posted about your research on social media (blog, twitter, Linked In)?
2. Collaborated/worked with with a non-academic partner?
3. Published (scholarly or other) with non-academic partner?
4. Spoken about your research to a non-academic audience including the public?
5. Contributed to a media release about your research?
6. Spoken to media about your research (tv, radio, newspaper, etc)?
7. Served on a non-university committee because of your expertise?
8. Sat on a public/community/gov't panel related to your research and expertise?
9. Engaged in arts-based dissemination (comics, theatre, poetry, dance, etc)
10. Anything else that takes you beyond publishing papers and conference presentations



- Social media
- Collaboration
- Gov't Committee/panel
- Public Engagement
- Arts based

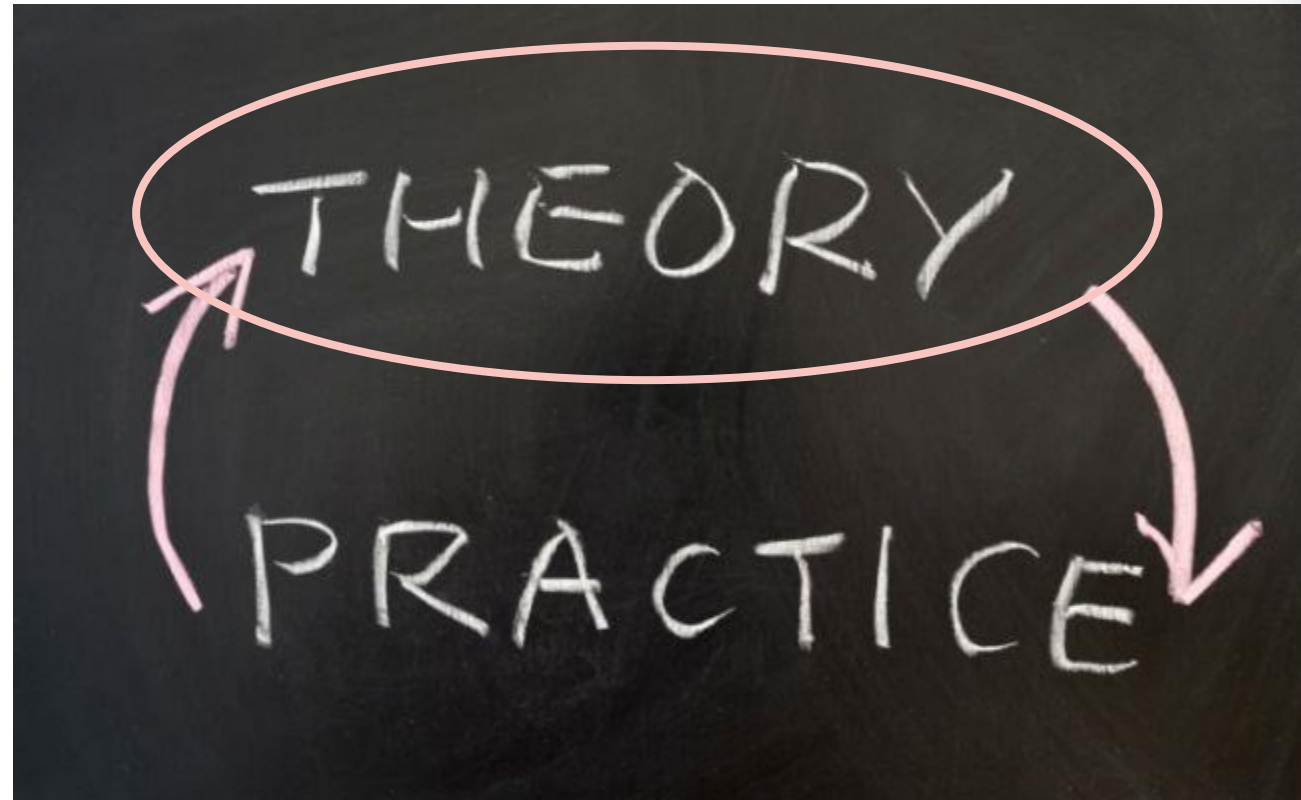
- Co-authorship
- Co-presentation
- Media
- Community Board

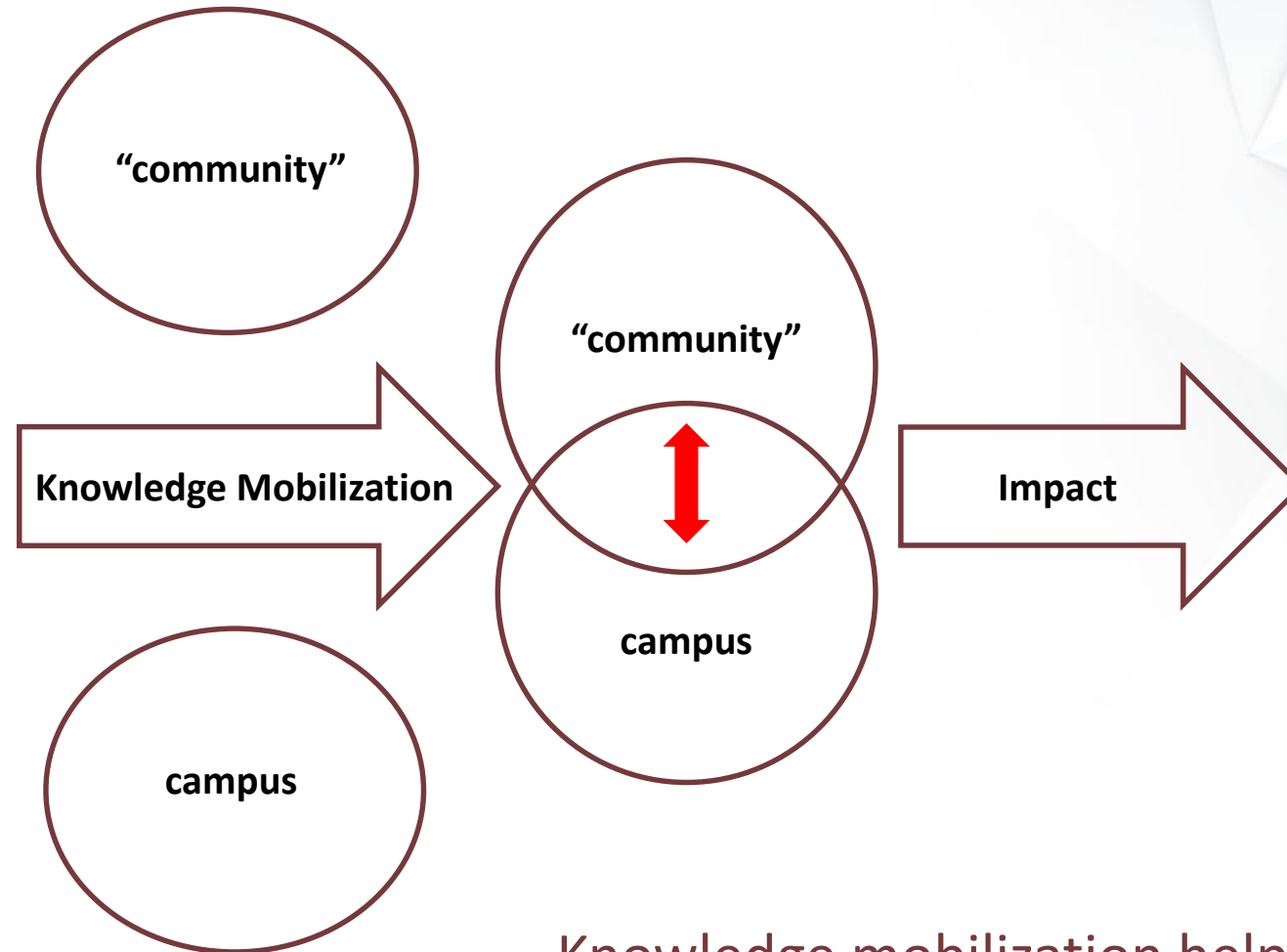
Academics

Non-academics









Knowledge mobilization helps make research useful to society by supporting engaged scholarship from inception to impact.

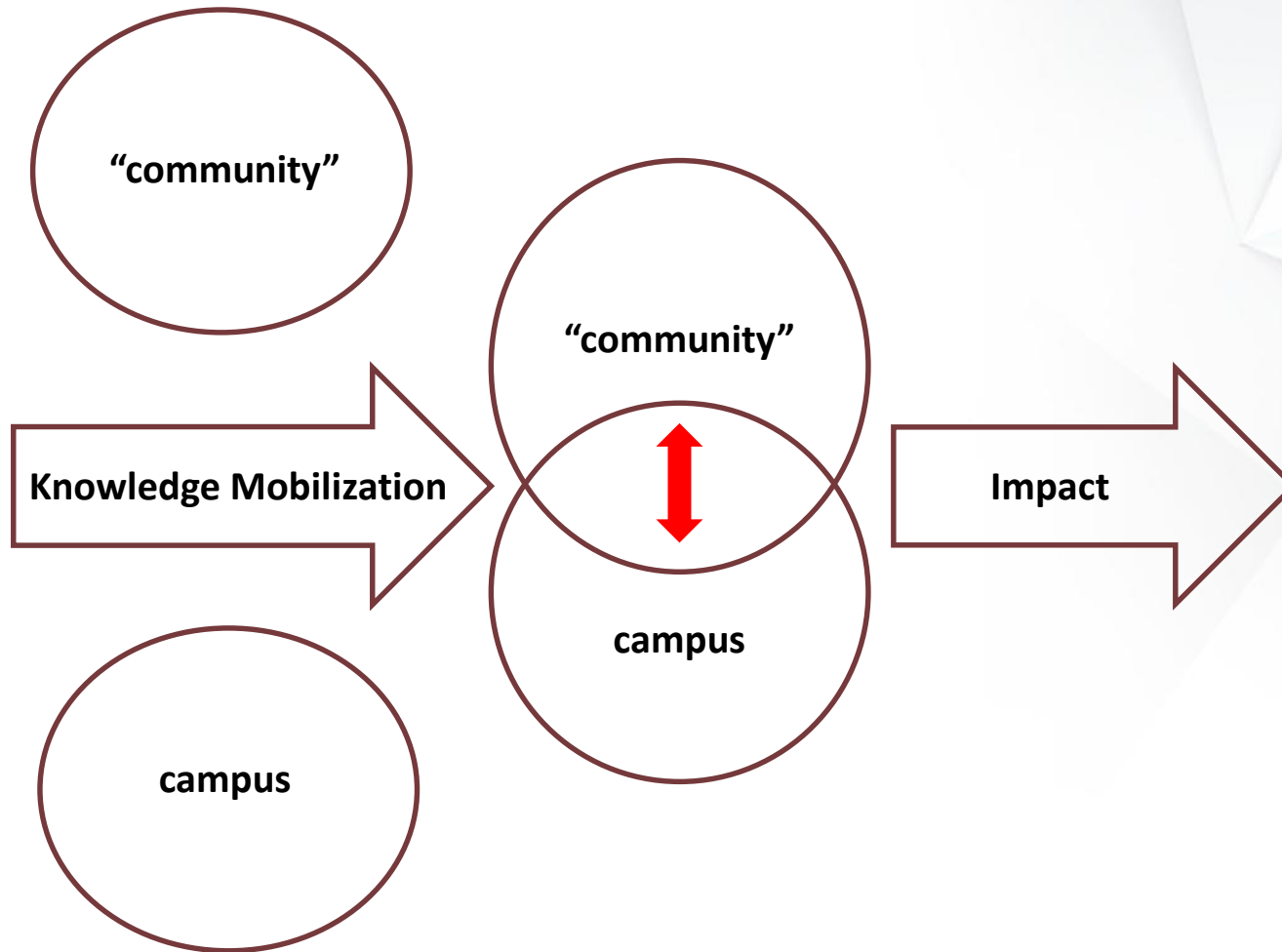


Impact Planning  
(= KMb strategy)

**HOW**



Knowledge mobilization strategy  
Pathway to impact  
Impact strategy



Impact Assessment  
(= evaluation)

**WHAT**



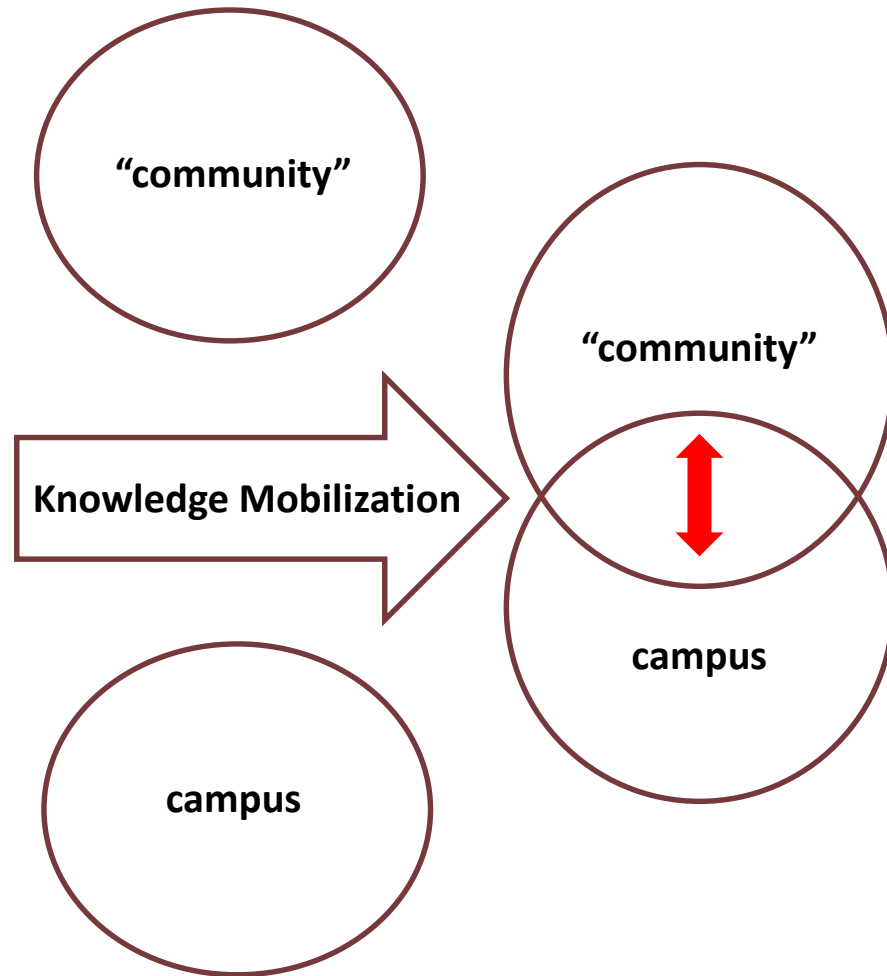
Outcomes statement  
Impact assessment  
Evaluation

Impact Planning  
(= KMb strategy)

**HOW**



Knowledge mobilization strategy  
Pathway to impact  
Impact strategy



Impact Assessment  
(= evaluation)

**WHAT**



Outcomes statement  
Impact assessment  
Evaluation

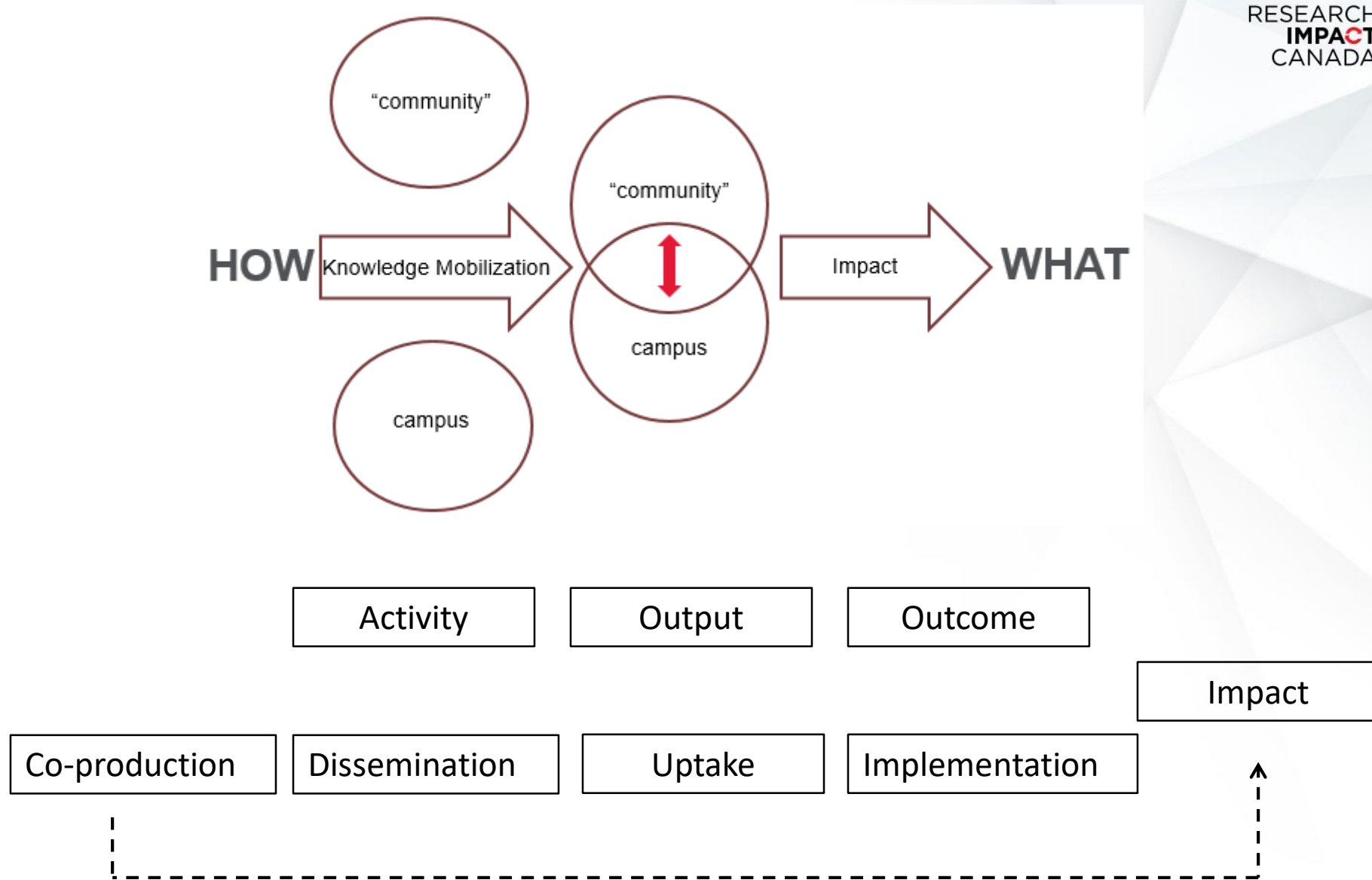
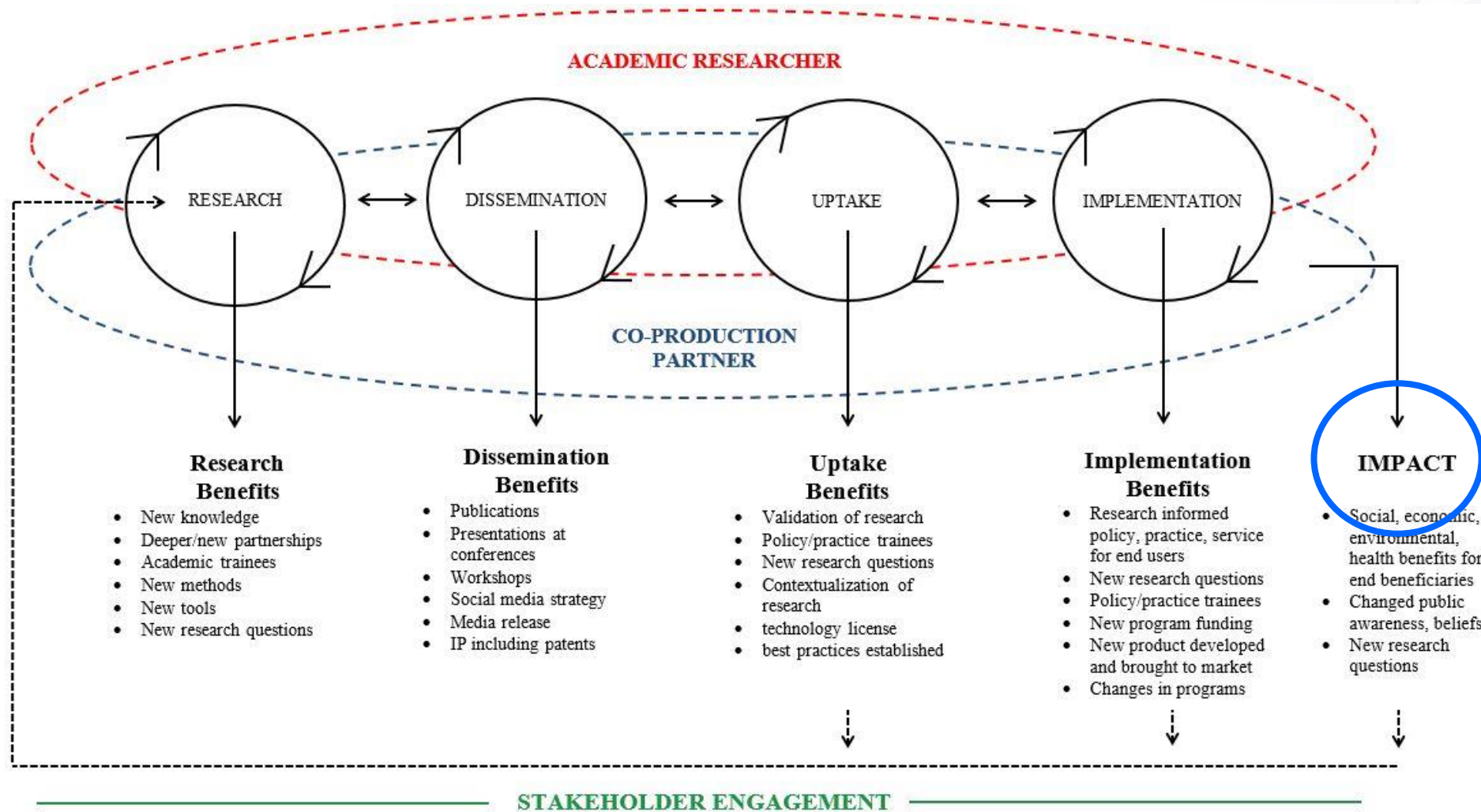


Diagram copyright © Dr. David J. Phipps.



# Co-produced pathway to impact



## Five Elements of a Knowledge Mobilization Strategy

1. Partners/Audiences ✓✓
2. Goals ✓ (often not co produced)
3. Activities ✓✓✓ (focus on dissemination)
4. Impact Assessment X
5. Budget X/✓ (underestimated)

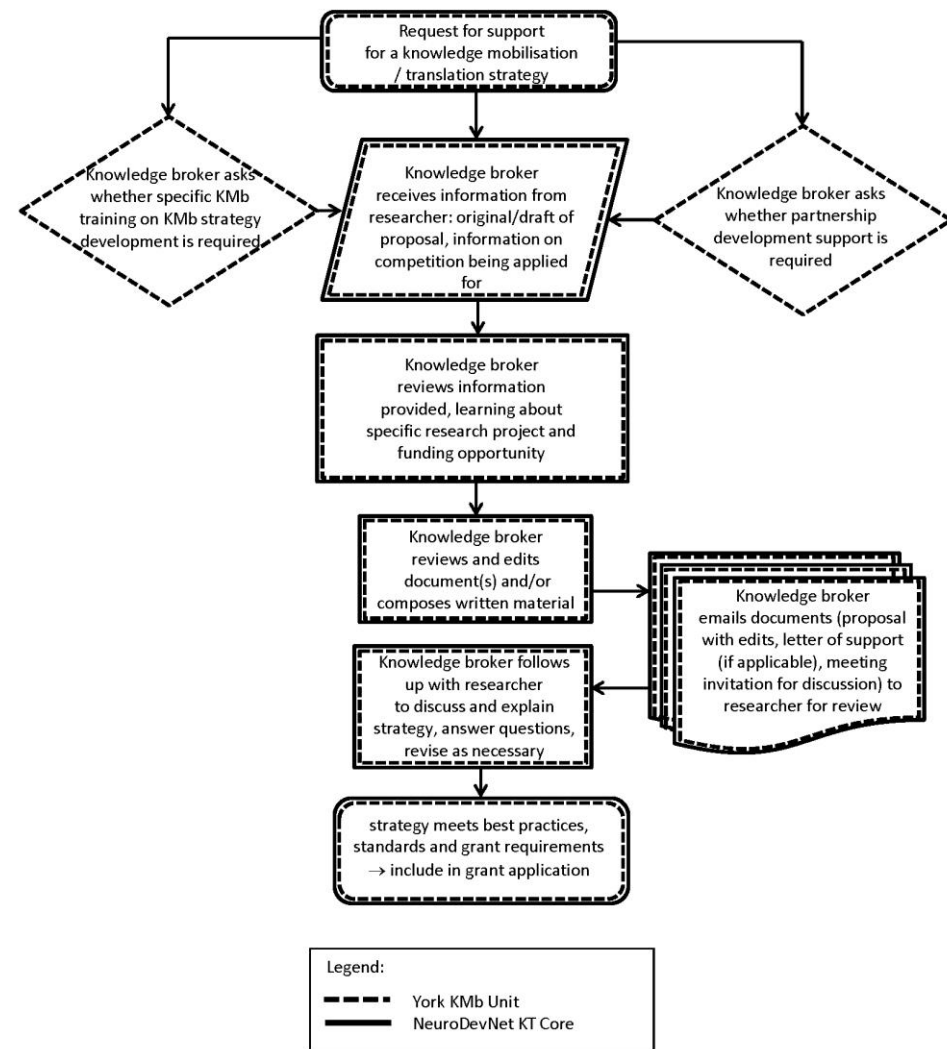


Figure 1: Process flow for knowledge mobilization grant support

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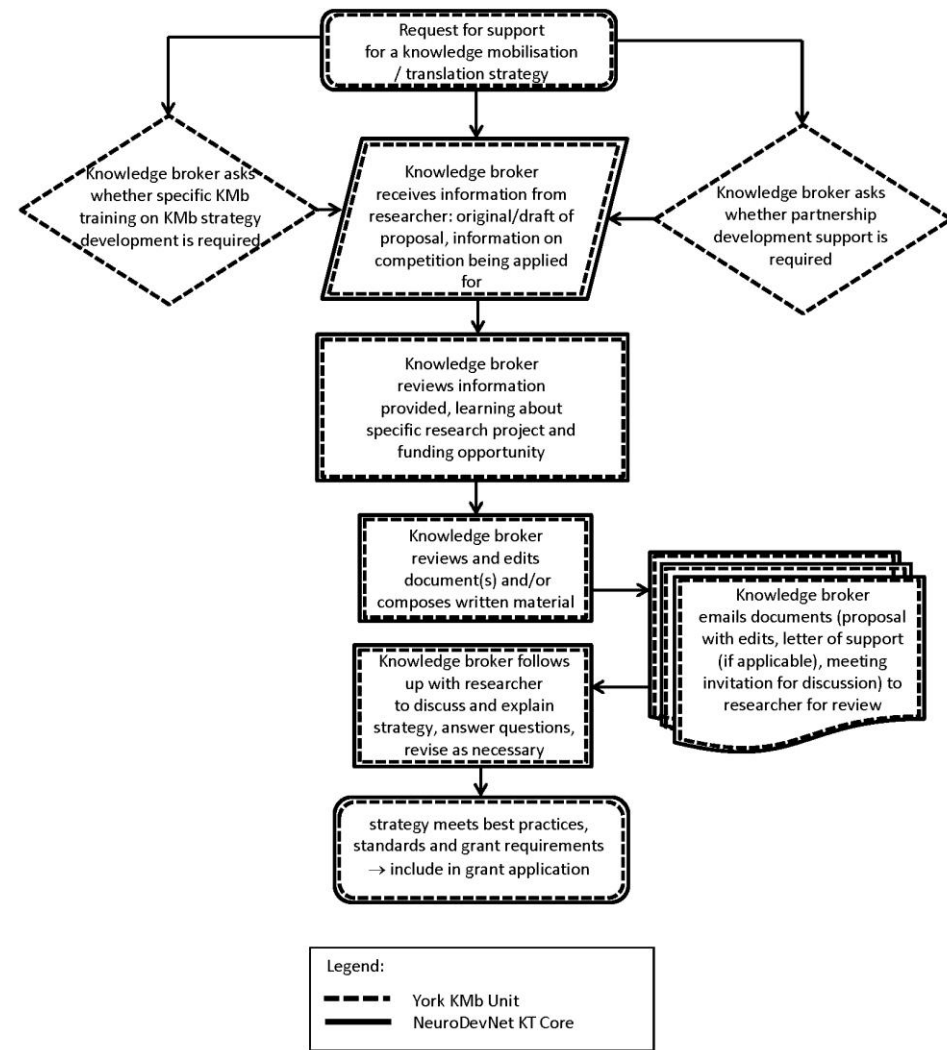
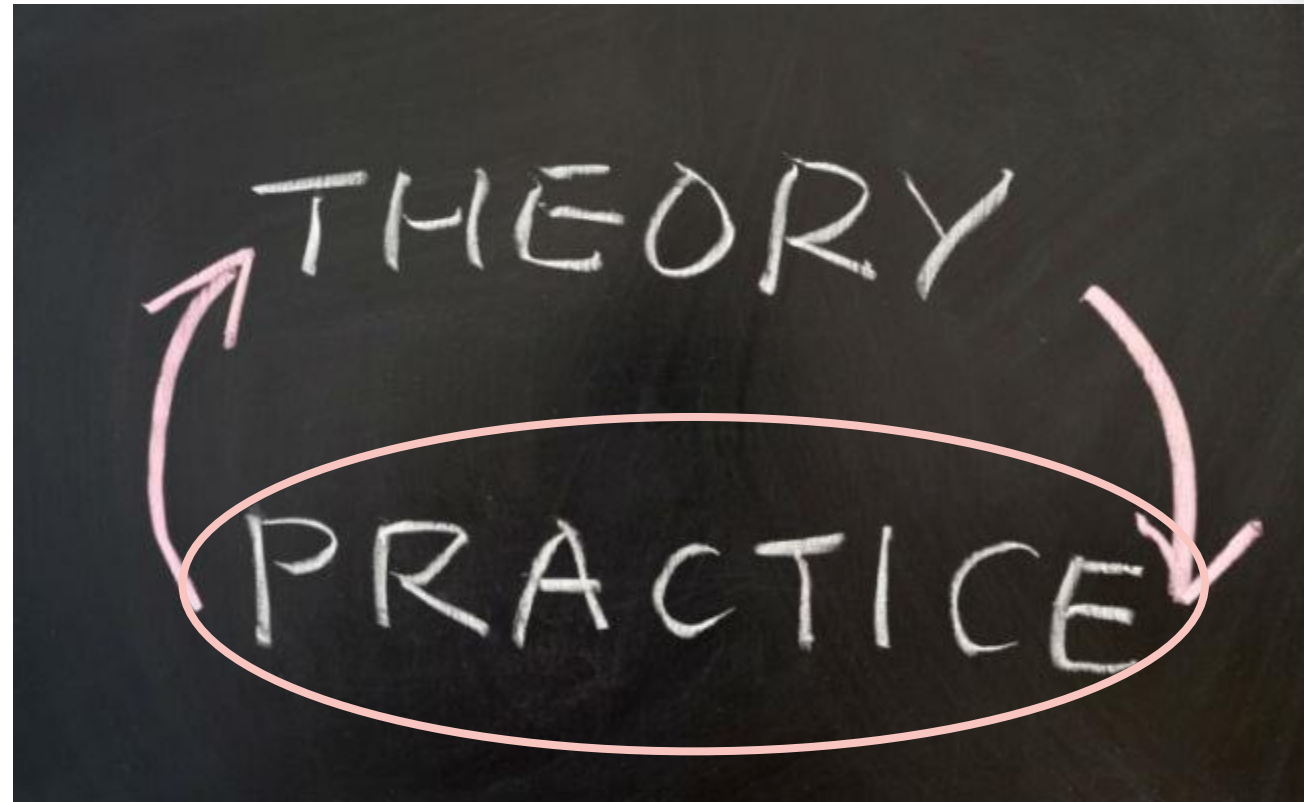


Figure 1: Process flow for knowledge mobilization grant support







Universities  
Policy  
Engagement  
Network



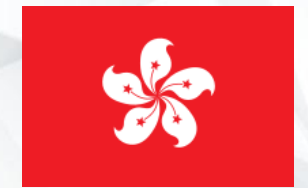
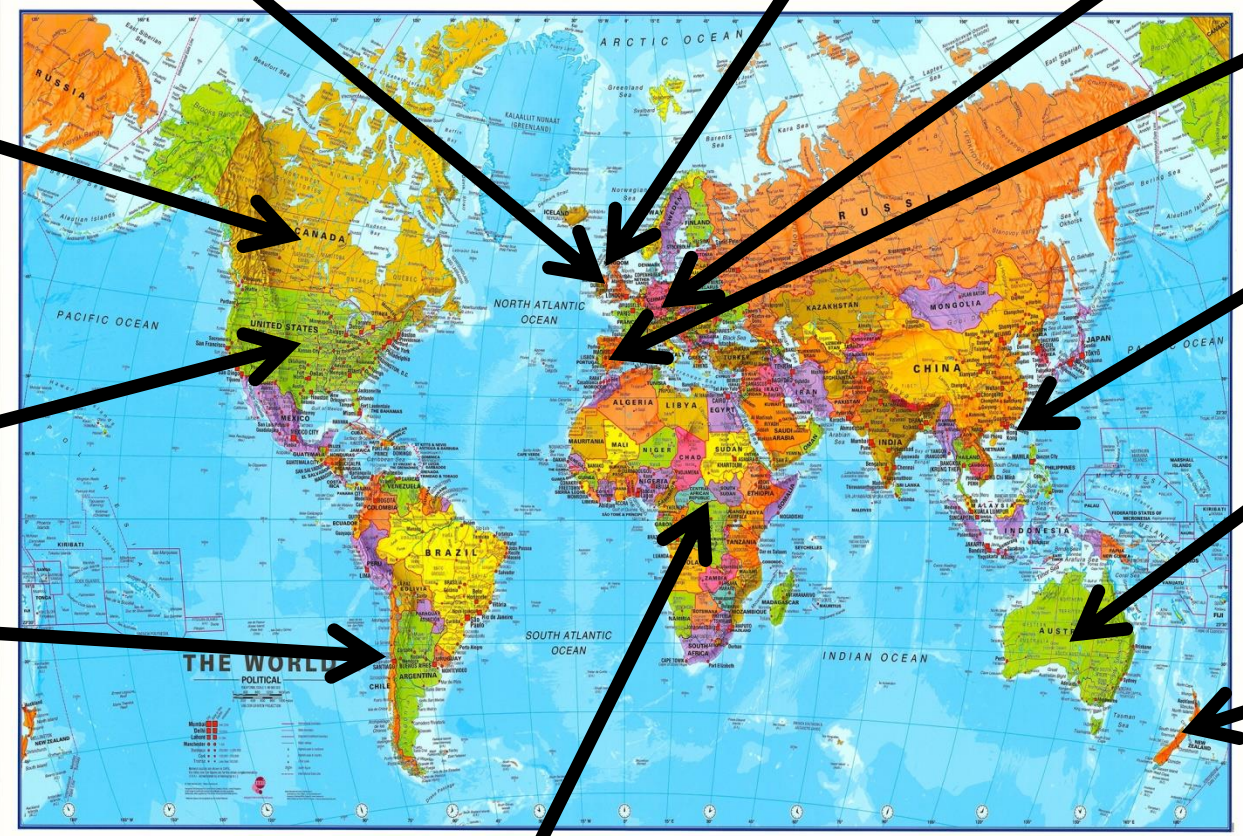
**REF2021** Research  
Excellence  
Framework



RESEARCH **IMPACT** CANADA | RÉSEAU **IMPACT** RECHERCHE CANADA

Institució **CERCA**  
Centres de Recerca de Catalunya

RESEARCH **IMPACT** CANADA | Turning research into action



Australian Government  
Australian Research Council

**ARIS** Advancing Research Impact in Society



MISSION DRIVEN  
= HOW

ASSESSMENT DRIVEN  
= WHAT

**arin**  
AFRICA RESEARCH & IMPACT NETWORK

**HOW**

**WHAT**



~~VS~~



**MISSION DRIVEN**

**ASSESSMENT DRIVEN\***

**YORK U**

**&**

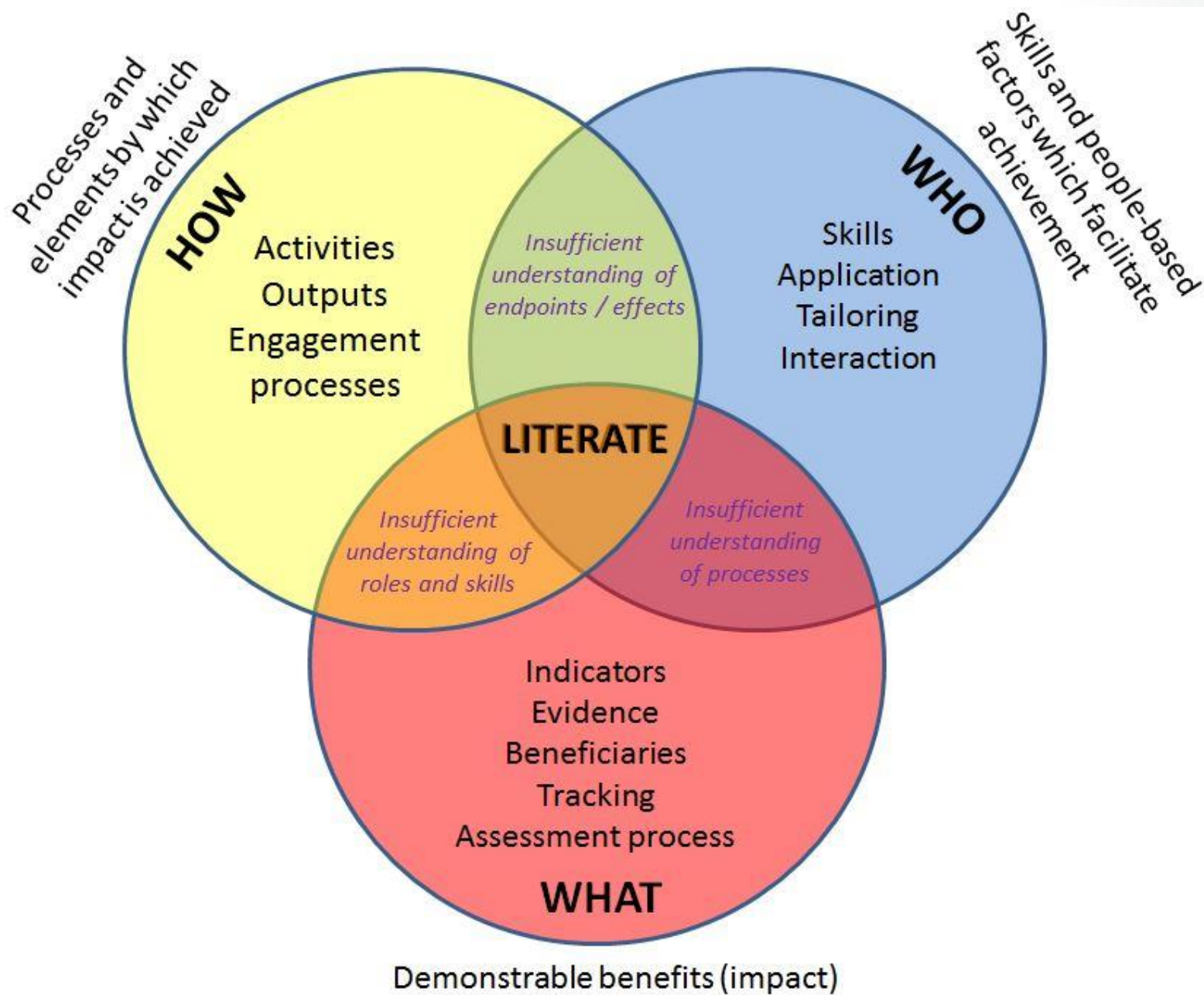
 **UNIVERSITY OF  
LINCOLN**

\*UK impact also driven by mission /  
grant application

**YORK U**

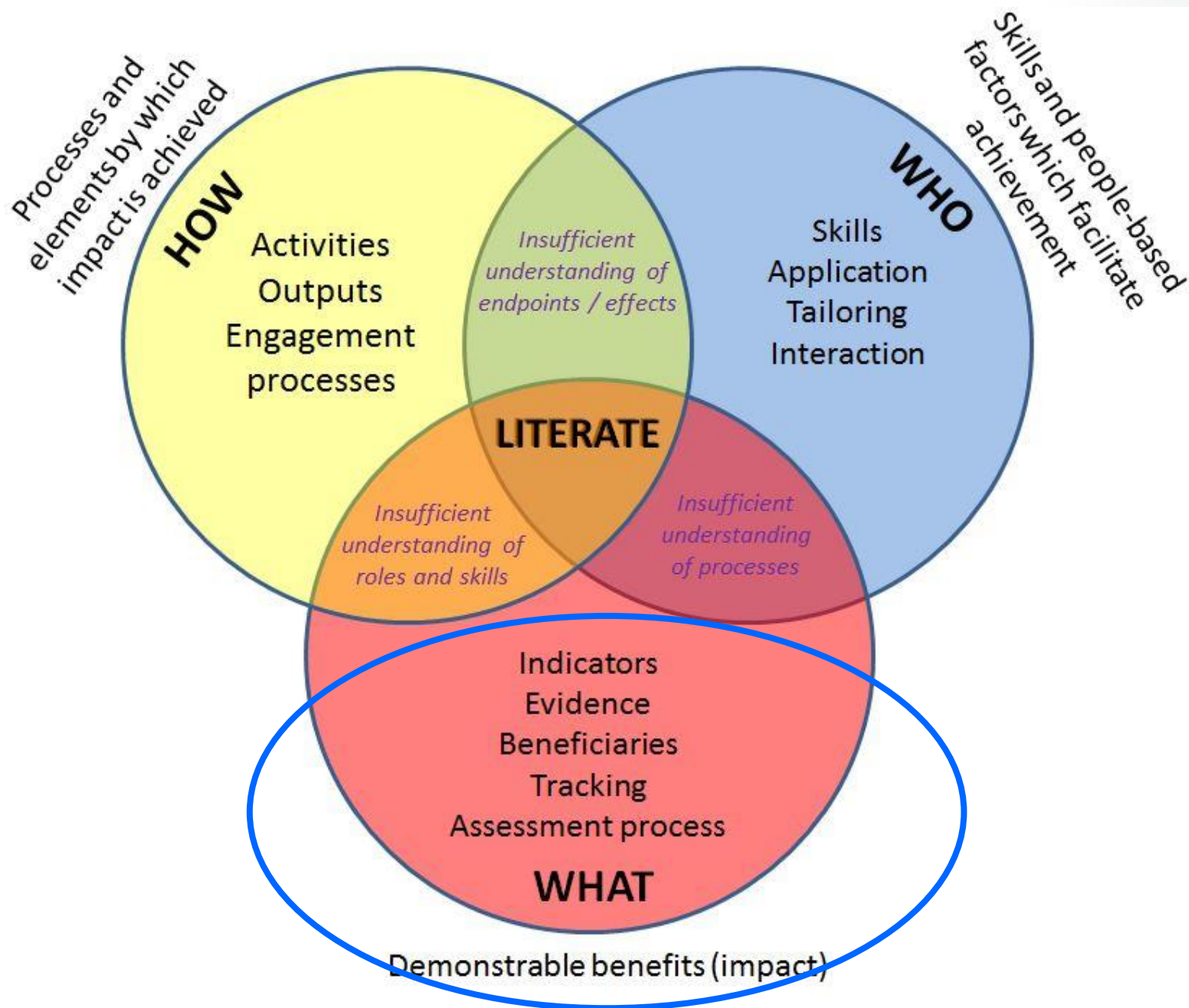
@researchimpact





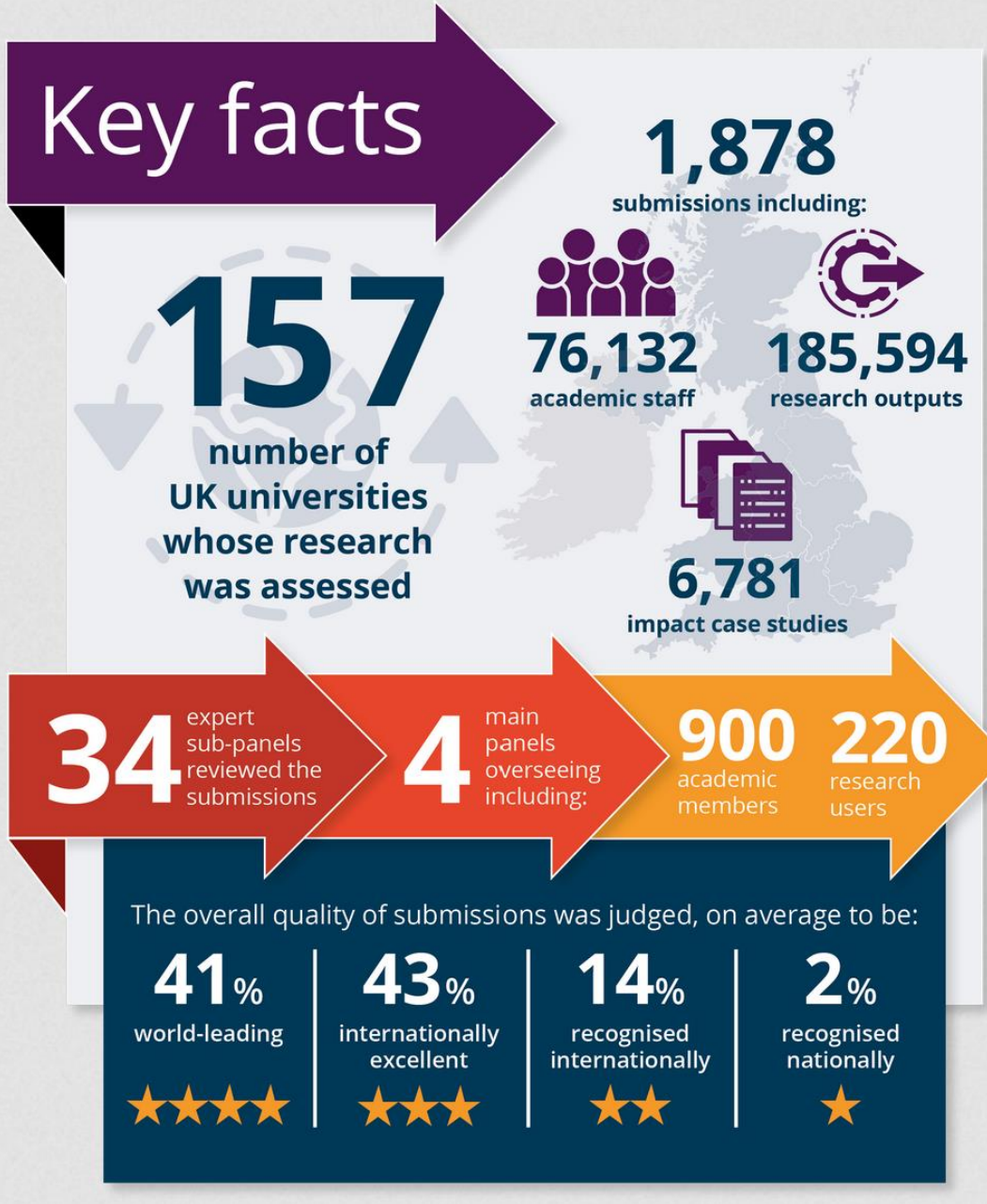
# Research Impact Literacy

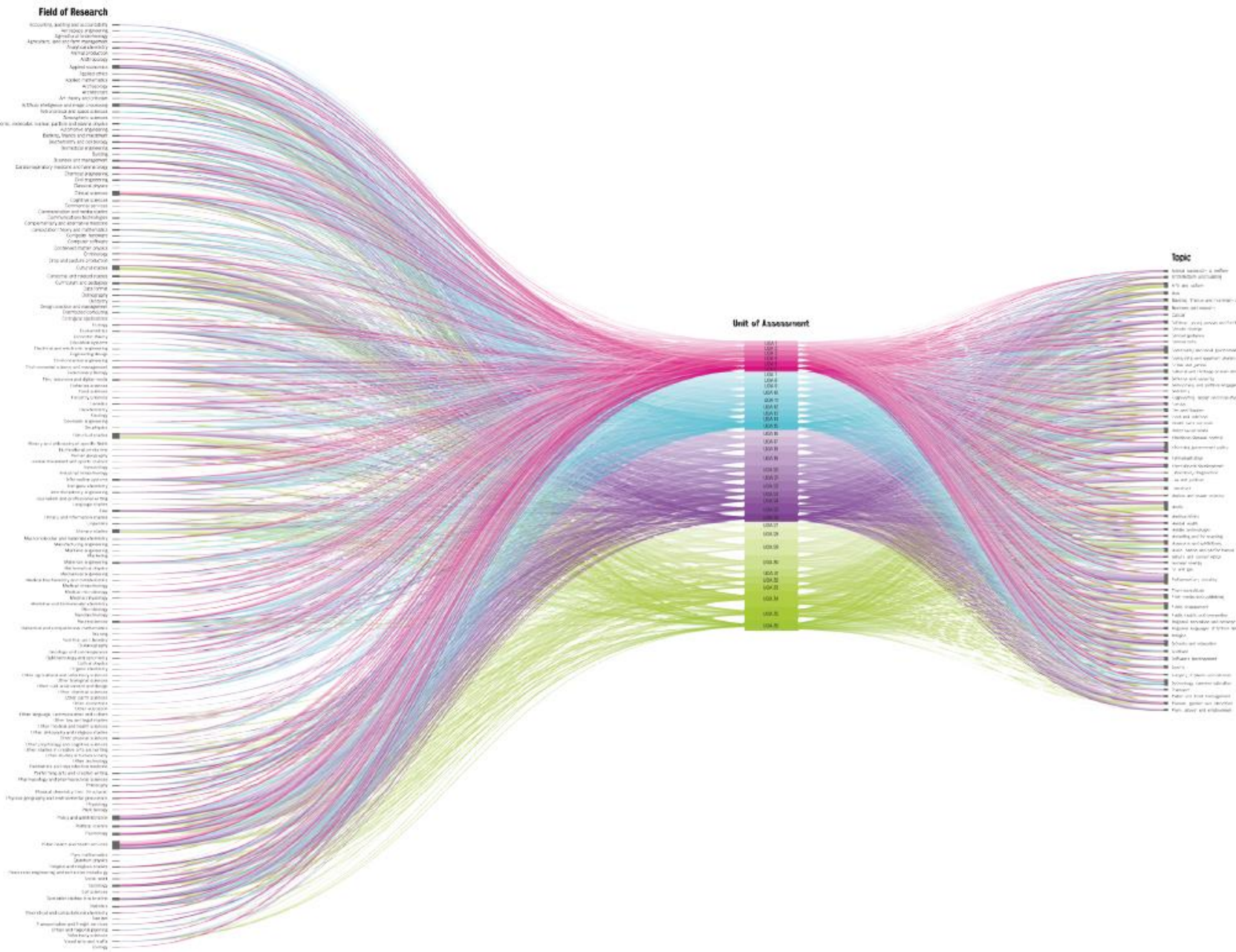




# Research Impact Literacy







## REF 2014

- 6,975 impact case studies
- 149 fields of research
- 60 impact topics
- 36 UoAs
- 3,709 unique pathways to impact
- £7,000/REF submission (estimate)
- £246M total cost (£55M for panel assessment)
- £2B funding allocated





Impact case study (REF3b)

<b>Institution:</b>
<b>Unit of Assessment:</b>
<b>Title of case study:</b>
<b>1. Summary of the impact (indicative maximum 100 words)</b>
<b>2. Underpinning research (indicative maximum 500 words)</b>
<b>3. References to the research (indicative maximum of six references)</b>
<b>4. Details of the impact (indicative maximum 750 words)</b>
<b>5. Sources to corroborate the impact (indicative maximum of 10 references)</b>

Research Impact case study

Institution:
Title of case study:
1. <b>Summary of the impact</b> (briefly describing the impact of the research beyond the academy, see guidelines)
2. <b>Contribution of research and/or expertise</b> (describe the academic and non-academic research and/or expertise that underpins the impact, see guidelines)
3. <b>References to the research and/or expertise</b> (maximum of six references that describe the underlying research and/or expertise)
4. <b>Details of the impact</b> (describe in detail the nature, extent, reach, sustainability, stakeholders and beneficiaries of the impact summarized in #1 above)
5. <b>Sources to corroborate the impact</b> (how do you know this impact occurred – cite data sources, interviews with stakeholders and researchers, see guidelines)
6. <b>Role of knowledge mobilization contributing to the impact</b> (describe the activities undertaken by the RIR institution to support, communicate and/or enhance the impacts)



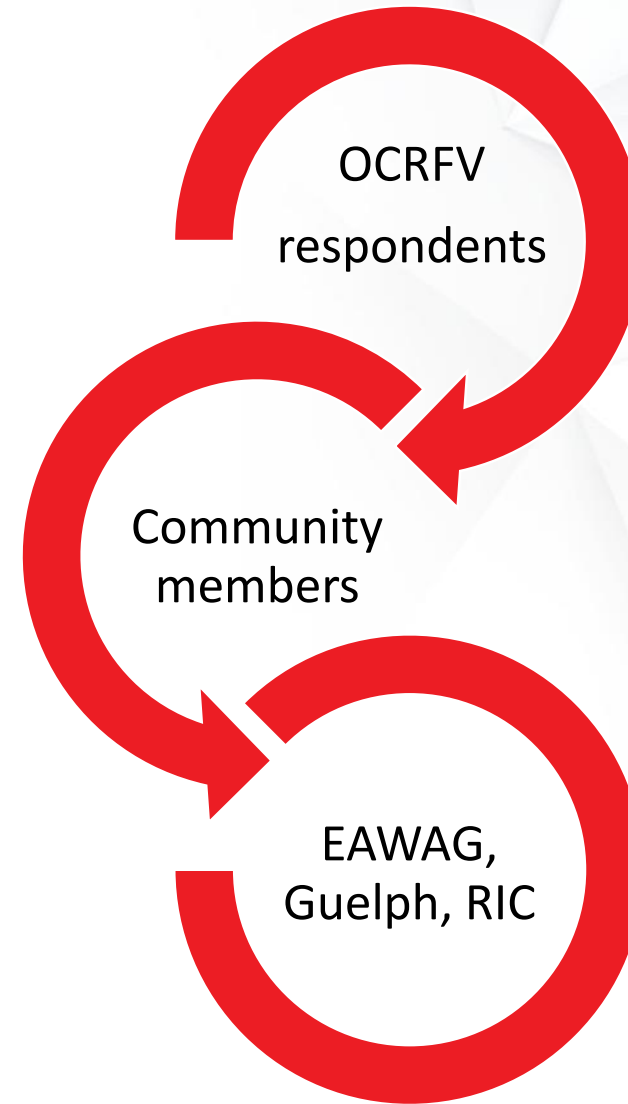
## Interview questions (from contribution analysis)

- 1. Context:** a) History; b) Role; c) Inputs; d) were these resources adequate; e) who had control over these resources?
- 2. Responsibility:** a) Activities; b) Responsibility; c) Other roles?
- 3. Awareness/reaction:** a) Aims; b) Beliefs; c) Reaction
- 4. Engagement/involvement:** a) People; b) How were you engaged; c) Gaps; d) Others to engage; e) Others – what if they had been engaged?
- 5. Capacity/knowledge/skills:** a) What capacity/skills did you need; b) did you have the resources to do so?
- 6. Changes:** a) For you; b) More broadly; c) Unanticipated
- 7. Impact:** a) longer term change; b) Attribution - other factors involved
- 8. Next Steps:** a) Current state – are you still engaged in the project; b) Where to from here?





- 4 interviews
- 15 hours (not including transcription)
- Approx. \$1,500 (vs £7,000/REF submission )





*Hand* in *Hand*  
*Growing Together Every Day*



Social 

RESEARCH IMPACT CANADA  
Impact and Engagement  
Case Study Guidelines

RESEARCH **IMPACT** CANADA | TURNING  
RESEARCH  
INTO ACTION

[https://researchimpact.ca/kmb\\_resource/impact-and-engagement-case-study-guidelines/](https://researchimpact.ca/kmb_resource/impact-and-engagement-case-study-guidelines/)

RÉSEAU IMPACT RECHERCHE CANADA  
Lignes directrices pour les  
études de cas sur l'impact  
et l'engagement

RÉSEAU **IMPACT** RECHERCHE CANADA | DE LA  
RECHERCHE  
À L'ACTION

[https://researchimpact.ca/fr/kmb\\_resource/impact-and-engagement-case-study-guidelines/](https://researchimpact.ca/fr/kmb_resource/impact-and-engagement-case-study-guidelines/)





1. Pitch a project you are involved with
2. Select one project
3. Answer as many questions as you can
4. Report back – how was the exercise for you?

### Interview questions (from contribution analysis)

1. **Context:** a) History; b) Role; c) Inputs; d) were these resources adequate; e) who had control over these resources?
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