



2nd BESTPRAC – EARMA virtual two-day meeting

June 14-15, 2021

Presenting the social benefit of scientific research outside of academia

How to guide researchers into presenting the public benefit of their research

Vesna Bozanic



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What can be considered as social impact of the scientific research?



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What can be considered as social impact of the scientific research?

External impact is defined as an effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia. (REF)



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Challenges:

Meeting the expectations of the funding agencies regarding the expected impact of the research projects - pre award process

Evaluation of the broader impact of the research – during/after the research projects



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Guiding the researchers – common doubts:

What is considered as social impact?

Is it necessary?

What it really means?

How to access it?

Which audience?

How to explain reach beyond academic public?

Can I achieve it in my specific research field?



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What is expected impact

type of societal change that is intended



Outputs produced along the project lifetime

correlation with the expected impact



Outcomes of the research

related to the goals of the project



Impact achieved

societal changes



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Types of social impact:

Impacts on creativity, culture and society

Economic, commercial, organizational impacts

Impacts on the environment

Health and welfare impacts

Impacts on practitioners and professional services

Impacts on public policy, law and services

...

all these categories of the social impact can be combined



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Is it always positive?

Is it positive for all the involved beneficiaries?

Does it always follow the expected line of implementation / change?



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Beneficiaries

Types / Groups of Beneficiaries

Professional groups or institutions

Age groups

Gender groups

Territorial / geographical

National

International

Interest

...

can be more than one group of beneficiaries



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How can we determine who are the beneficiaries in order to present the impact report?

Keeping the record!

- *activity, attitude, awareness, behavior, capacity, opportunity, performance, policy, practice, process or understanding of an audience, beneficiary, community, constituency, organization or individuals*
- *any geographic location whether locally, regionally, nationally or internationally*
- *reduction or prevention of harm, risk, cost or other negative effects*

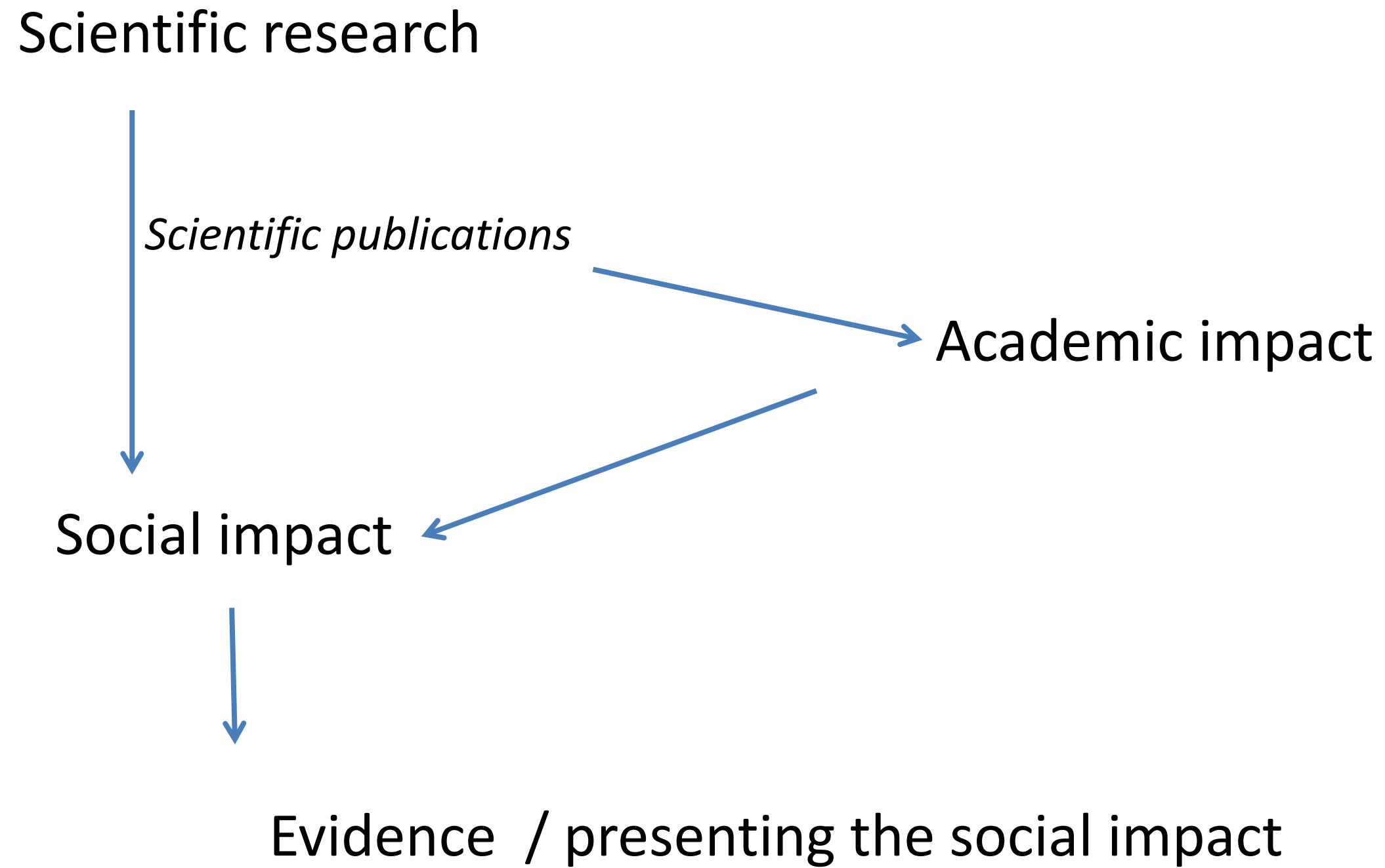


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The impact cycle:



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How to structure and present the report of the social impact?

Chose **one** theme, and then elaborate:

- Underpinning scientific research with references
- Details of the Impact
- Evidence – variety of sources to corroborate the impact



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Encouraging the researchers to present the social impact reports of their research?

Increased focus on the societal benefit in the international funding programs

Evaluation of the scientific institutions

CV / Performance evaluation

No conflict

Additional benefit:

Making research appealing to the young audience and potential candidates



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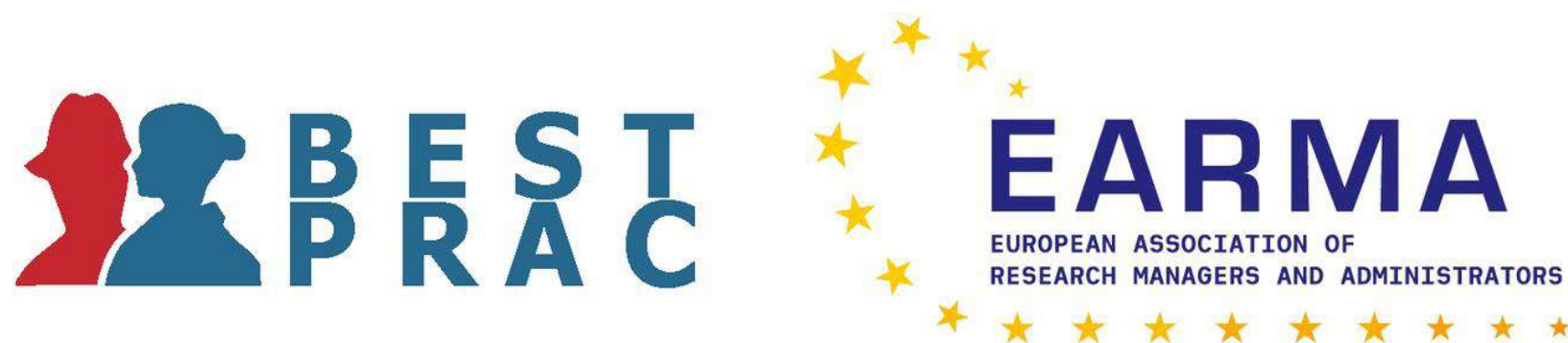
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Style:

Appropriate for the broad audience with the limited knowledge of the specific scientific area/theme

Importance of creating impact narratives – Awareness of the researchers of impact beyond academic environment



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THANK YOU

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