



Pathways to impact and measuring impact

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Introduction

Imagine what might be possible if we could harness the collective wisdom of the world's most intelligent people to tackle the challenges facing the world today. We could do amazing things.



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BASED ON THE WORK OF PROFESSOR MARK REED



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What is impact?

In a nutshell

IMPACT = BENEFIT

Impact is the good researchers do in the world (Reed, 2018).

Impact is demonstrable or perceived benefits to individuals, groups, organisations and society (including human and non-human entities in the present and future) that are causally linked (necessarily or sufficiently) to research" (*Reed et al., 2021*).



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Pathways to Impact



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Pathways

There is an urgent need to maximise the impact research can make

There is a gap between what we know works, and what is being done

Impact needs be considered at the beginning/ planning phase and throughout the research process in order to generate better research outcomes and contribute to greater impact.



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Definition

- Research funders care about impact
- Research England: “A clearly thought through and acceptable *Pathways to Impact is an essential component of a research proposal and a condition of funding.*”
- Impact can be broadly defined as the contribution that research makes to society and the economy.
- Outline what you will do to make beneficiaries aware of the research so that impact can be achieved



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Why?

- The impact chain model is useful for illustrating different levels of results.
- It shows how inputs can be invested in certain activities, which are expected to result in immediate outputs (e.g. farmers trained).
- Output are expected to lead to broader outcomes (e.g. increased farm production) & hopefully in the long run, sustainable impact (e.g. increased profitability and improved livelihoods).
- Though Outcomes and impact are much more complex to measure than outputs, one must establish causal attribution and demonstrate additions



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What drives you

- Know where to go
- Reflect on what you want to achieve through your research (activities, responsibilities,
- Research has diverse and sometimes surprising impacts.



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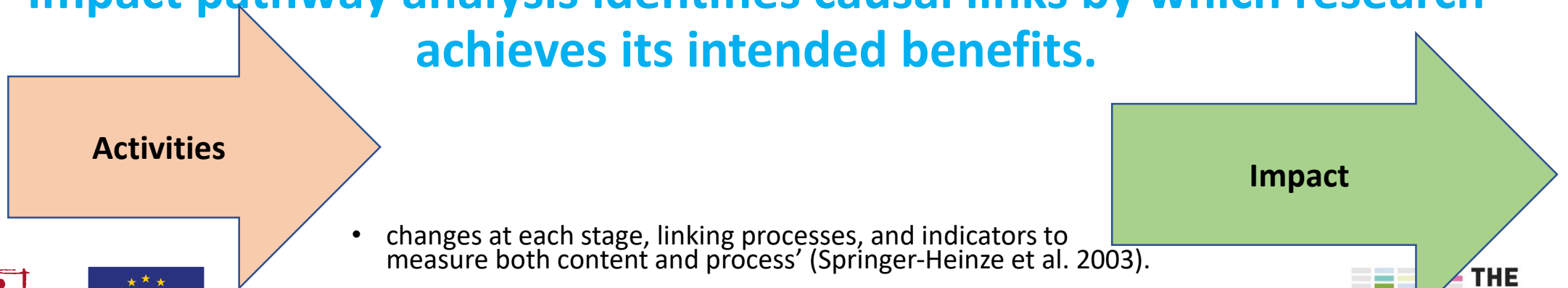




How?

- Effectively measure and manage impact is critical to ensuring in achieving the desired impact results
- Measuring impact includes identifying and considering the positive and negative effects one's business actions have on social and environmental challenges,
- Figuring out ways to mitigate the negative and maximize the positive in alignment with one's goals.

Impact pathway analysis identifies causal links by which research achieves its intended benefits.



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Enabling research by sharing knowledge



Requirements

- Start early and be prepared
- Understand the requirements
- Seek advice and support
- Invest in strong partnerships – these can create more impact
- Make your proposal SMART
 - Building SMART objectives into your Pathway to Impact will show that you have a clear understanding of how to engage with your stakeholders and partners, and appropriate plans to carry this out.
- Realistic Budget for your impact and engagement activity.
- Evidence and evaluate your impact – monitor, evaluate and keep evidence to what you do.



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Measuring Impact



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Basics

1. What? -Outcomes and Indicators
2. Why?
3. When? – when does it happen - there is need to understand the project cycle
4. How? – Methods for impact measurement
5. Reporting



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What? -Outcomes and Indicators

1. Look at the impact that is being done:

Project: Improving the livelihoods of your beneficiaries.

2. *Break down into asset categories (financial, social, human physical) and review (Have or not)*

3. *Identify the desired outcomes*

4. *Measure your outcomes broken down into indicators*

5. *Both qualitative and quantitatively*



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Why does impact matter

1. Accountability – demonstrate the benefit of that investment
2. Quality – research can improved by engaging a broad range of beneficiates
3. Maximizing benefits –
4. Reputation – enhances attractiveness for R & I investment



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When? Planning

- No one size fits all
- Impact is project specific
- Start early
- Involve stakeholders



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How? – Methods for impact measurement

- Baseline and end of project measurement
- Use secondary data,
- questionnaires,
- interview,
- Focus group discussions,
- Observations.



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Reporting

- Report on what you have achieved
- Use the results to tell the impact
- Be clear on the results and report on specific time frame
- Use photos to report



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Food for thought

What will you do to help realize this impact

= **pathways to impact**

Who can benefit from your research and how?

= **impact summary**



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Outside the box

Take time to watch and learn from the video on pathways to research impact – Course by Sexual Violence Research Initiative

<https://www.youtube.com/watch?v=i3Jw2u8HR-s> Adopted from



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THANK YOU
Any Question
Do you have any questions or comments for me before we conclude?



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