NEW IDEA

Originated @ OECD

Work on Issues Together!

Welcome & Intros

Toby Green

No Devices

4 Sessions

Ending with Xmas Card to Yourself

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WHAT IS IMPACT anyway?

**Logic Model**

- **Inputs + Activities**
- **Outputs**
- **Outcomes**
- **Impact**

**Resources Needed to Implement**

- **Products**
- **Changes that occur in others** as a result
- **Desired Long Term Change**

**Examples**

Christine  Jeremy  Erin
HOW CAN YOU CREATE IMPACT FOR YOUR STAKEHOLDERS

1. WHAT IS IMPACT
   - AFFECTING policy
   - CHANGING way academics think
   - CORRECTING misconceptions

2. WHO IS INVOLVED
   - KNOWLEDGE PRODUCTION
   - KNOWLEDGE REPOSITORIES
   - KNOWLEDGE IMPLEMENTORS

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How can you create impact for your stakeholders?

3. Barriers to increasing impact:
   - Time & money
   - Expertise - translation
   - Incentives
     - Lack of
     - Skewed towards publication
   - Info overload
   - Info complexity
   - Who responsible?

4. Do publishers have responsibility to challenge fake news?
   - Uphold peer review
   - Funders should fund it
   - Amplify res. outputs
   - Systems to prevent abuse
   - Build relationships with the trusted press
   - NIFTY FOX CREATIVE
   - STM: The global voice of scholarly publishing

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How can you create impact for your stakeholders?

- Leverage social media
- Allow publishers to help
- Use third parties to help
- Work with authors & media
- Translate research for a wider audience
- Involve funders

- Change the culture: re: public engagement
- Collaborate with external partners
- Marketing & comm. strategy
- Nifty Fox creative
- STM: The global voice of scholarly publishing

Networks

Research

Embed enabled media

Media
MEASURING IMPACT

**KPI Objective**: A value that tells you how you are performing.

**Sources**: Where the data comes from.

**Baseline**: Parameters for the data.

**Methodology**: How the data is collected.

**Frequency**: How often will you collect data?

**Reporting Format**: How will you present data?

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**Examples**

1. **Food Waste Management**

2. **Benefits of Hatha Yoga**

3. **Head of Marketing**

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1. Food Waste Management

- **KPIs for Impact:**
  - What steps did cities take?
  - What influenced the cities to change?
  - How much change in level of waste? How show case?
  - Track: Social media engagement + consumer media mentions

- **Impact Results:**
  - Cities implemented
  - Media stories
  - How there? How reproduce?

2. Benefits of Hatha Yoga

- **Now:**
  - NO SUBS
  - $REV
  - Citations
  - Usage
  - Author satisfaction

- **2021:**
  - $REV SUBS vs. O.A
  - I.F.
  - Usage
  - O.A

3. Head of Marketing

- **KPIs:**
  - Usage of platform
  - Customer NPS
  - Sales Results
  - Customer service requests

- **Tools:**
  - Business impact
  - Risk on input
  - Reputation
  - Usage
  - Citations
  - Surveys
  - Google analytics
  - Sentiment analysis
  - NPS
  - Competitor benchmarking
Funnelling Impact on a Tight Budget

2. Awareness
   How can you reach these different people?
   - Social Media
   - Personal Rel.
   - Conference Presentations & Networking
   - Showcases
   - Political: *Rallies* *Donors* *Constituents*

3. Opportunity
   - Major News
   - Social Media Trends
   - Specific Use Cases with Customers
   - Competitor Monitoring
   - Politics
     - Election
     - Policy Disc.
     - Scandal
   - Twitter Storms
     - Using Social Media Influencers
   - Funders
     - Announcements about Mandates

Leveraging Conversations That Are Already Happening

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IMPACT Literacy - What even is impact?

Citations vs. Reality - What is more important?

Collaboration is key!

The "Open Access" Question

Using social & new media

Challenge of Measurement

Building Trust

How to Translate Knowledge

Consider your audience

Opportunities for creative dissemination

IMPACT KEY TAKEAWAYS