**How to… Develop a knowledge exchange and impact strategy (notes sheet)**

****This **‘notes sheet’** accompanies the guide **‘How to… Develop a knowledge exchange and impact strategy’**. It is intended as a prompt for you to start getting your thoughts down on paper.

**1. What is your research about?**

* What is unique about your research?
* How does the subject matter, methodology and/or outputs differ from, or develop, previous research undertaken in this field of study?
* ****Why is it important? Why now?

**2. What difference could it contribute towards?**

* Raise awareness among… about ….?
* Improve knowledge and understanding among…. about…?
* Change the attitudes and perceptions among… about?
* Inform the policy on …?
* ****Inform guidelines or curriculum?

**3. Who might be interested in your research?**

* Direct beneficiaries
* Decision-makers and influencers
* Partners and collaborators

****In each group, who do you know already? Who do you have access to? Do you know someone who has? If not, how will you approach them?

**4. What’s in it for them?**

* What is on your target audience’s agenda right now – and in near future? How will your research contribute to this?
* What opportunities could the project bring them?
* What insights and resources could they bring to the project?
* ****What form might their involvement take?

**5. How will you engage them and when?**

* What activities are appropriate for developing the impact you hope to have?
* Who do you need at the start to help set priorities and shape the project?
* Who do you need throughout the process for feedback and to help share information and findings?
* Who needs to know about the result after the project is completed?
* For each of your audiences, consider: What do their days/weeks, etc. look like?
* What are their needs and resources?
* How do they prefer to receive information and in what form?

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**6. Capturing impact**   
Evidence of impact may include:

* Citations (or evidence of citation) in user generated documents
* Independent documentary evidence of links between research and claimed impact (testimonies)
* Incorporation of research in training or Continuing Professional Development (CPD) material
* Parliamentary or other debate
* Public debate in the media
* Visitor/audience numbers or number of participants
* Feedback from visitors and audiences demonstrating how the research based activity has changed attitudes, opinions or behaviours
* ****Quantitative data relating, for example, to cost savings.

**7. Resourcing knowledge exchange activities**Please ensure you have provided realistic costs for:

* Events, including room hire and catering as appropriate. You may also consider including a facilitator and note takers for interactive events
* Travel and subsistence related to meetings, including advisory group meetings
* Developing professional webpages and social media
* Production of research briefings and other material tailored to your target audience
* ****Assistance with writing for non-academic audiences.

You can also download this note sheet from: <http://edin.ac/2aNutjQ>

**Knowledge Exchange ‘How to’ Guides for the College of Arts, Humanities and Social Sciences**

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