

Social Science Impact:

Cutting-Edge Methods for Knowledge Exchange and Frontiers of Societal Readiness

You are warmly invited to Murray Edwards College, University of Cambridge on 8th November 2023, 9:30-5:00 for an exciting morning of talks and afternoon of interactive training opportunities.

Agenda

9:30 – 9:50 - Arrival, coffee, tea

10:00 – 10:15 – Welcome remarks

10:15 – 11:30 – Alastair Banks – Optix Solutions

Transforming Knowledge Transfer: The Online Tools Changing the Impact Methodology Forever

11:30 – 11:45 – Q&A for Alastair Banks

11:45 – 12:00 – Coffee break

12:00-1:00 – Tomas Coates Ulrikesen and Nicky Athanassopoulou, University Commercialisation and Innovation (UCI) Policy Evidence Unit

Driving the commercialisation of social science research at the University of Cambridge: barriers, enablers and understanding pathways to success

1:00- 2:00 – Lunch

2:00- 4:00 - Parallel Sessions

- Three ways to boost engagement with research on social media with [Amy Mollett](#)
- Planning for policy engagement and impact with the [Centre for Science and Policy](#)
- Pathways to Commercialisation with [Cambridge Enterprise](#)
- Pathways to Research Impact with our Impact Team at Cambridge
- Frontiers of Societal Readiness, a curated forum for discussion with Knowledge Transfer Facilitators and Research Impact Managers

4:15 – Drinks reception and concluding remarks

The conference is free and open to all. Refreshments and lunch will be provided.

Please register for your place using this form: <https://forms.office.com/e/s8mKknsbZq>

Social Science Impact:

Cutting-Edge Methods for Knowledge Exchange and Frontiers of Societal Readiness

The world of knowledge exchange and impact has rapidly advanced and the University has invited Alastair Banks from Optix Solutions to showcase the free online tools, including ChatGPT, that are permanently changing the world of research impact. Alastair was the keynote at Europe's leading tech transfer conference in May, [ASTP](#) and we are excited to bring his insights to Cambridge's unique social science research base.

Alastair will demonstrate the ways in which familiar tools, such as LinkedIn, can be pulled into dynamic partnership development with efficiency and accuracy. He will present a step-by-step talk on how to find beneficiaries and end-users, how to understand market research tools for social science, how to manage the data, and how to reach out and communicate with potential collaborators. He will demonstrate how these tools can be used efficiently to build knowledge exchange ecosystems and pathways to impact in a matter of days rather than months.

His talk will demonstrate how to build a 'Pathways to Impact' plan on the following case study:

Our intervention aims to help people in rural communities affected by inter-community violence. Based on our field-based action research, we identify that conservation-based interventions (such as creating new nature reserves, educational programmes, and conservation facilities for scientists, visitors and volunteers) have wider stabilising effects in the community. They provide a "third space" where productive meetings and co-working between different factions can be facilitated. They allow communities to look forward to a shared vision of the future and to have pride and a sense of stewardship over their local natural environment. We want to find a way to deploy these interventions in a sustainable way, by working with organisations invested in fostering peace and enabling conservation in rural areas.

He will be followed by Cambridge's own experts Tomas Coates Ulriksen and Nicky Athanassopoulou from the University Commercialisation and Innovation (UCI) Policy Evidence Unit. They will be delivering insights from the experiences of current Cambridge researchers engaged with commercialisation.

Driving the commercialisation of social science research at the University of Cambridge: barriers, enablers and understanding pathways to success

The University of Cambridge, as with other research universities, has been looking to increase its support for academics based in social science disciplines who are looking to commercialise their research. This reflects a growing recognition across the UK and internationally of the economic and commercial value that can be derived from social science research. This talk will present the results of an exploratory study looking at social science research commercialisation projects underway at Cambridge. We will talk about the barriers and enablers faced, their pathways to success, and the kinds of support academics believed could help them accelerate their journeys and increase the likelihood of success. Through this talk we hope to stimulate a discussion about how major research universities can develop their incentives and support programmes to better enable the successful commercialisation of social science research.

The afternoon will offer up the opportunity to register for one of five workshops.

1. Join Amy Mollet, Head of Social Media at the University of Cambridge, to explore ways in which to engage social media users with your research and expertise.

Amy leads on the University's social media, film, photography and podcasting strategies and supports her team in creating exciting content for an audience of over 6 million followers. Amy was previously the Head of Social Media at the Houses of Parliament and the Social Media Manager at the London School of Economics. She has led teams that used social media to communicate and cover everything from live streaming PMQs on YouTube to launching the most-followed Instagram channel in UK Higher Education. Amy also played a leading role in LSE's award-winning academic blogs, as editor of LSE Impact of Social Sciences blog and LSE Review of Books. With her fellow blog editors, Amy is co-author of [Communicating Your Research with Social Media: A Practical Guide to Using Blogs, Podcasts, Data Visualisations and Video](#) (SAGE: 2017). Amy is on Twitter [@amybmollett](#) and on [LinkedIn](#).

2. Nicky Buckley and Charlotte Sausman from the Centre for Science and Policy will explore opportunities and challenges in policy engagement and impact.

Join the Centre for Science and Policy (CSaP) to explore opportunities and challenges in policy engagement and impact. Nicky Buckley and Charlotte Sausman from CSaP will outline some policy engagement suggestions followed by an interactive session for policy engagement planning. You will learn about different ways to engage with policy makers, practical strategies to enhance the policy impact of your research and examples from case studies of successful policy engagement. We will then focus on helping you plan your policy engagement strategy.

Nicky Buckley is Director of Networks and Fellowships at CSaP and Charlotte Sausman is Associate Director, Policy Fellowships. They will draw on their experience of working with researchers and policy makers to facilitate policy engagement in a range of settings.

3. Cambridge Enterprise will share insights on commercialisation and support those interested in exploring these opportunities.

Cambridge Enterprise supports academics, researchers and students in the Arts, Humanities and Social Sciences, with the aim of enabling creative engagements between Cambridge researchers and beneficiaries in business, government and policy, the voluntary and community sector, and wider society.

4. The Research Impact team will support researchers interested in developing their own pathways to research impact, including REF Impact Case Studies.

Join the University's Research Impact team in an interactive workshop that invites participants to bring in their own research projects and learn how to: identify beneficiaries or partners in research collaborations, determine the right kinds of methods and approaches, understand the types of outputs that can be produced, and learn of the ways in which to use metrics and indicators to evaluate the success of outcomes.

5. Frontiers of Societal Readiness

A curated discussion forum for those working in knowledge transfer and research impact to discuss the presentations and share insights and learning. Some reading will be circulated prior to the event.