

Research Uptake: a rapid introduction



11 December 2014 - NWO, The Hague

Research uptake: a joint effort

The NL research for development frame work:



What is research uptake?



We used to talk about
Research Dissemination

Today it's **Research Uptake**

"Research uptake includes all activities that facilitate and contribute to the use of research evidence by policy-makers, practitioners and other development actors" (*DFID Research Uptake Guide 2013*)

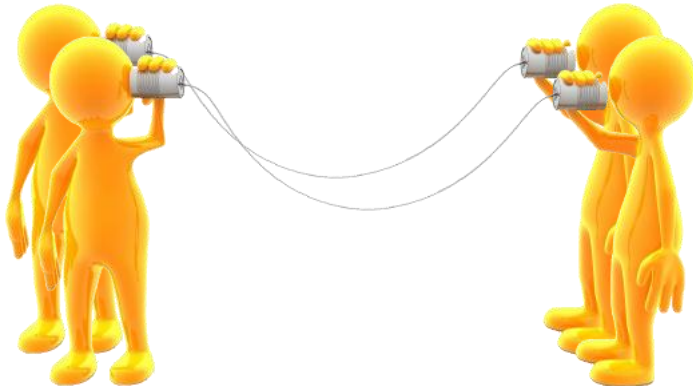


Four main strands



Stakeholder engagement

Capacity Building



Communication



Monitoring & Evaluation

Stakeholder engagement

- Identify the relevant stakeholders
- How to engage and keep engaged with these stakeholders



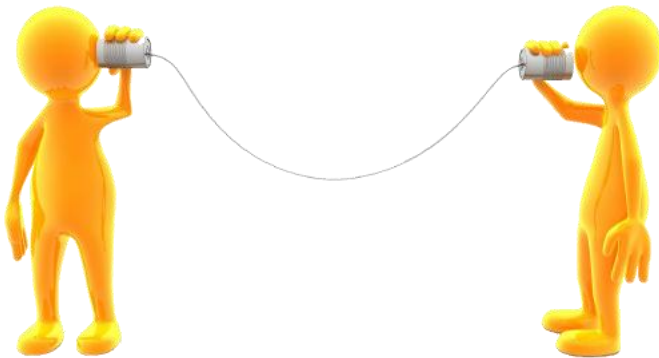
Capacity development

- Assessing the capacity to effectively engage:
 - Internal= within team: e.g. communication, managing knowledge
 - Stakeholders (dis)incentives, interests)
- Capacity building:
 - Getting trained (team)
 - Providing training
 - Seeking support (e.g. to facilitate)



Communication

- Science base: synthesise existing knowledge
 - Peer reviewed articles-quality check
 - Packaging and communicating to non-experts... and
- Include feedback and adapt



Monitoring and Evaluation



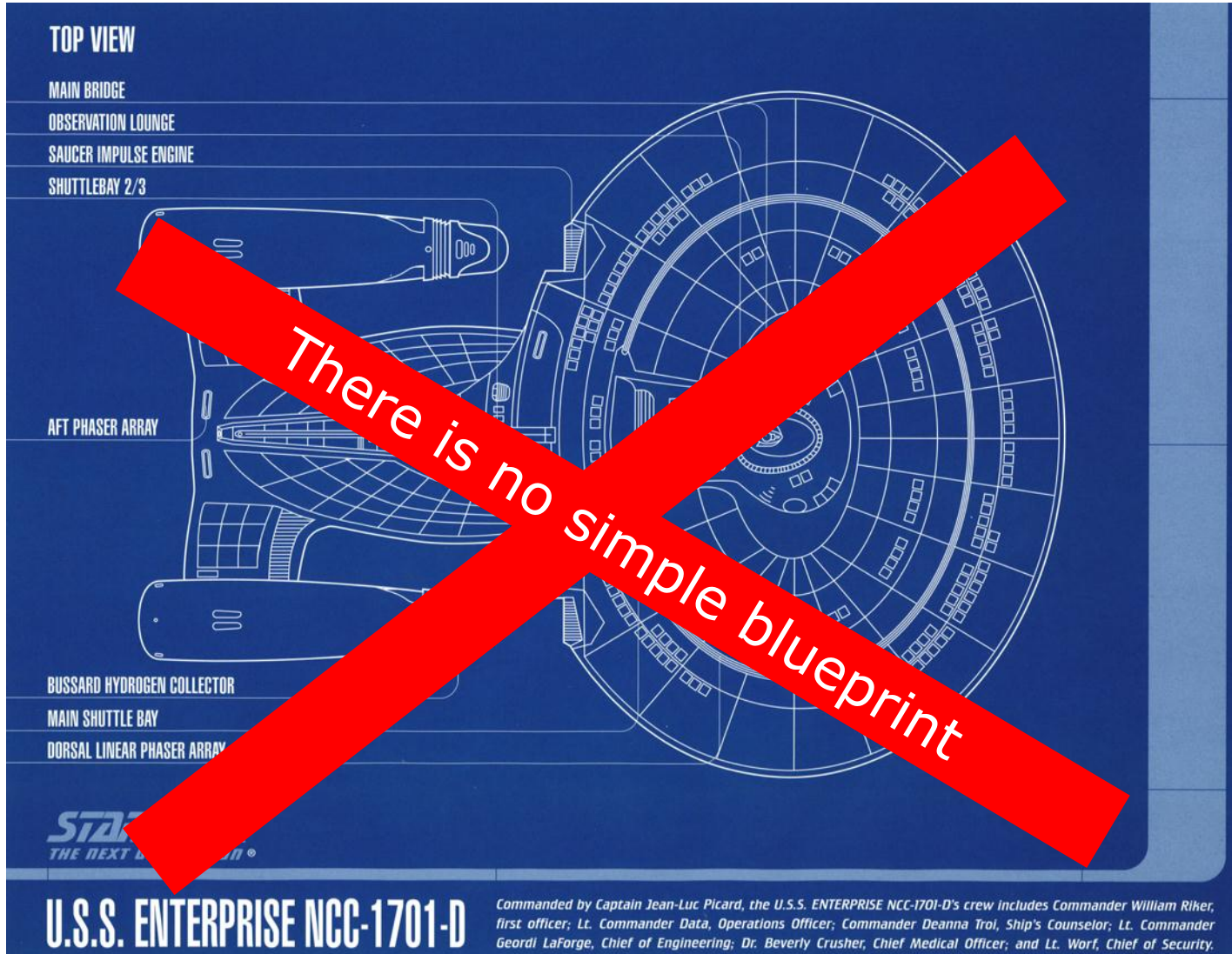
- Include the (evidence of the) use of research findings in your M&E frame (impact pathway)
- Strategy to learn from research uptake activities

Research Uptake: why is it so difficult?



- Incentives?
- Skills?
- Budget?
- Planning?
- Comfort zone?
- Time?
- Burnt fingers?

What does effective research uptake look like?



Top Tips on Research Uptake

Geoff Barnard - 2014



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No.1

Get to know your context really well



The policy soup



Useful tools

- Theory of change/Impact pathway
- RAPID framework

External Influences

Socio-economic and cultural influences, donor policies etc

The **political context** – political and economic structures and processes, culture, institutional pressures, incremental vs radical change etc.

The **links** between policy and research communities – networks, relationships, power, competing discourses, trust, knowledge etc.

The **evidence** – credibility, the degree it challenges received wisdom, research approaches and methodology, simplicity of the message, how it is packaged etc

No.2

Narrow down your primary audience



A common mistake



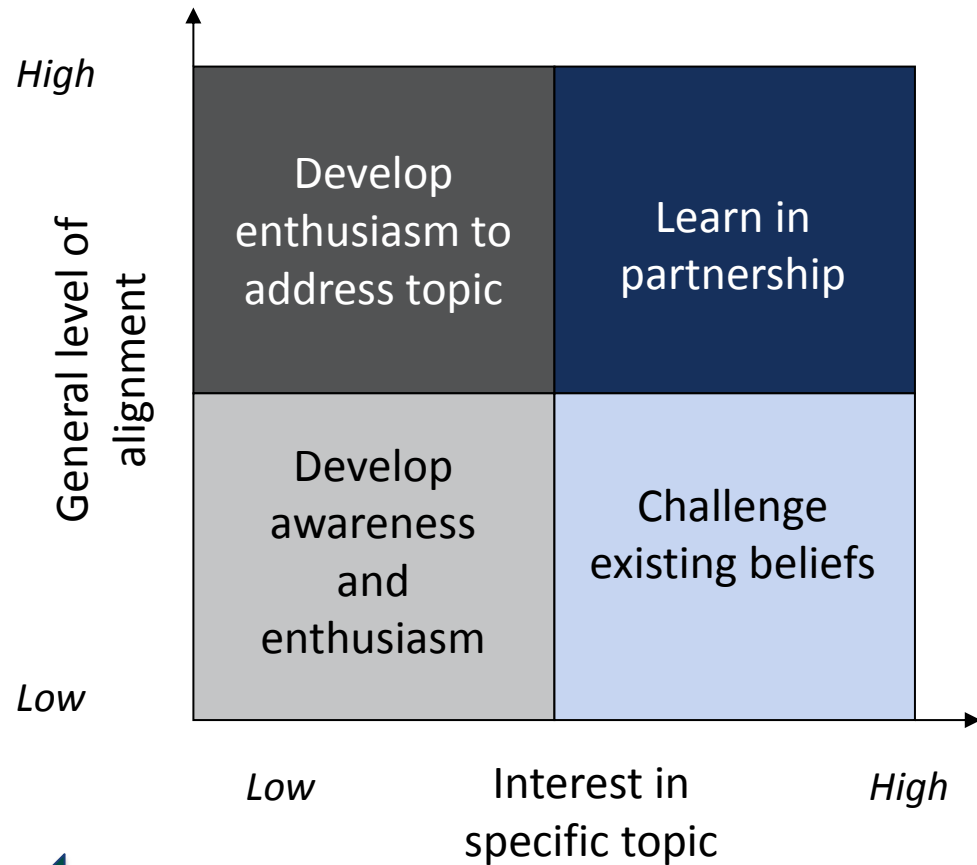
- Being vague
 - Trying to reach everyone
- and as a result*
- Failing to reach anyone



Identifying audiences

Alignment, Interest and Influence Matrix (AIIM)

1. Identify all stakeholders
2. Map them onto the alignment / interest matrix
3. Identify who has power
4. Identify who you can influence



Where have you got leverage?

No.3 Really get to know them



You need to walk in their shoes

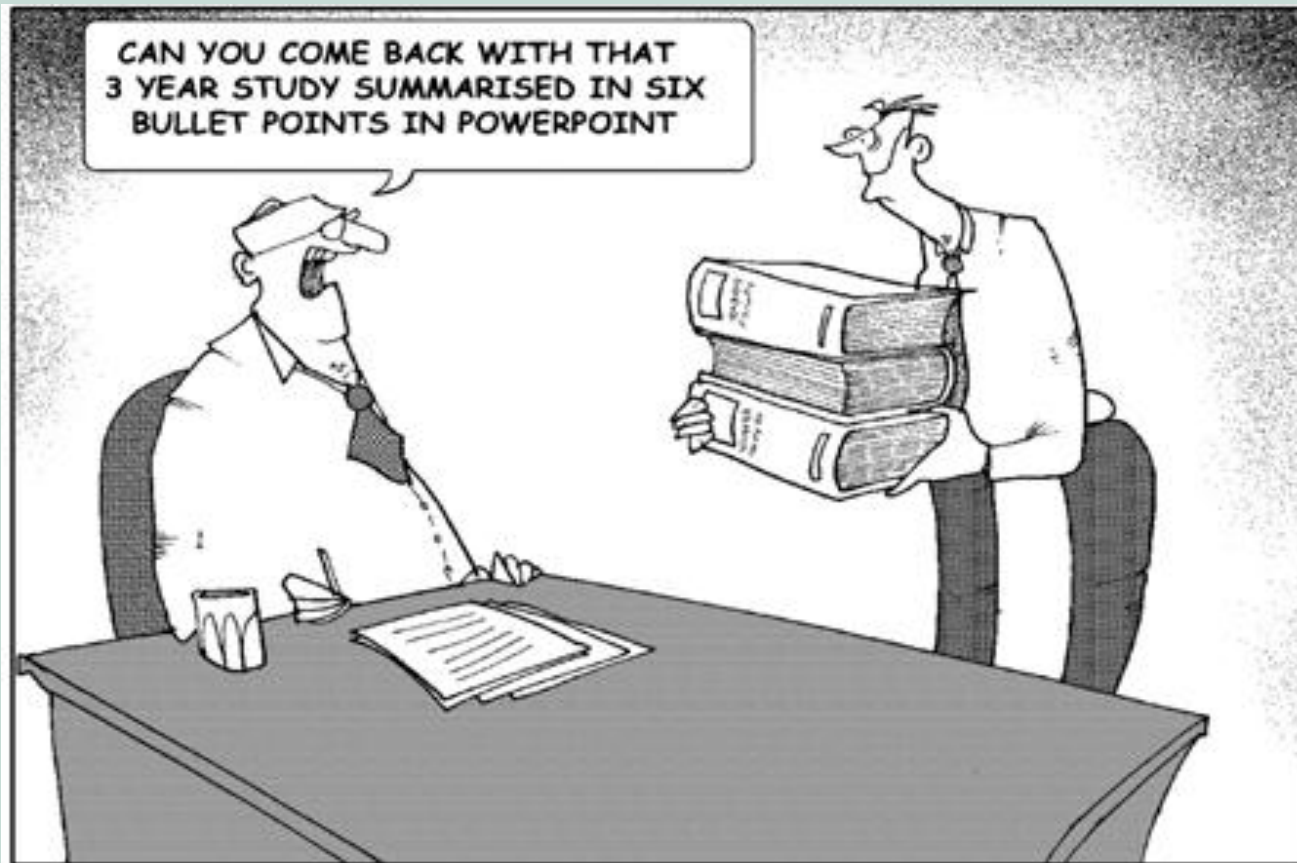
How to win friends and influence people



- Start early
- Invite them onto your steering group
- Listen and learn about their agendas/challenges
- Roundtable events
- Field visits
- Secondments, exchanges, advisory panels
- Games

No.4

Distil your message, then distil it again

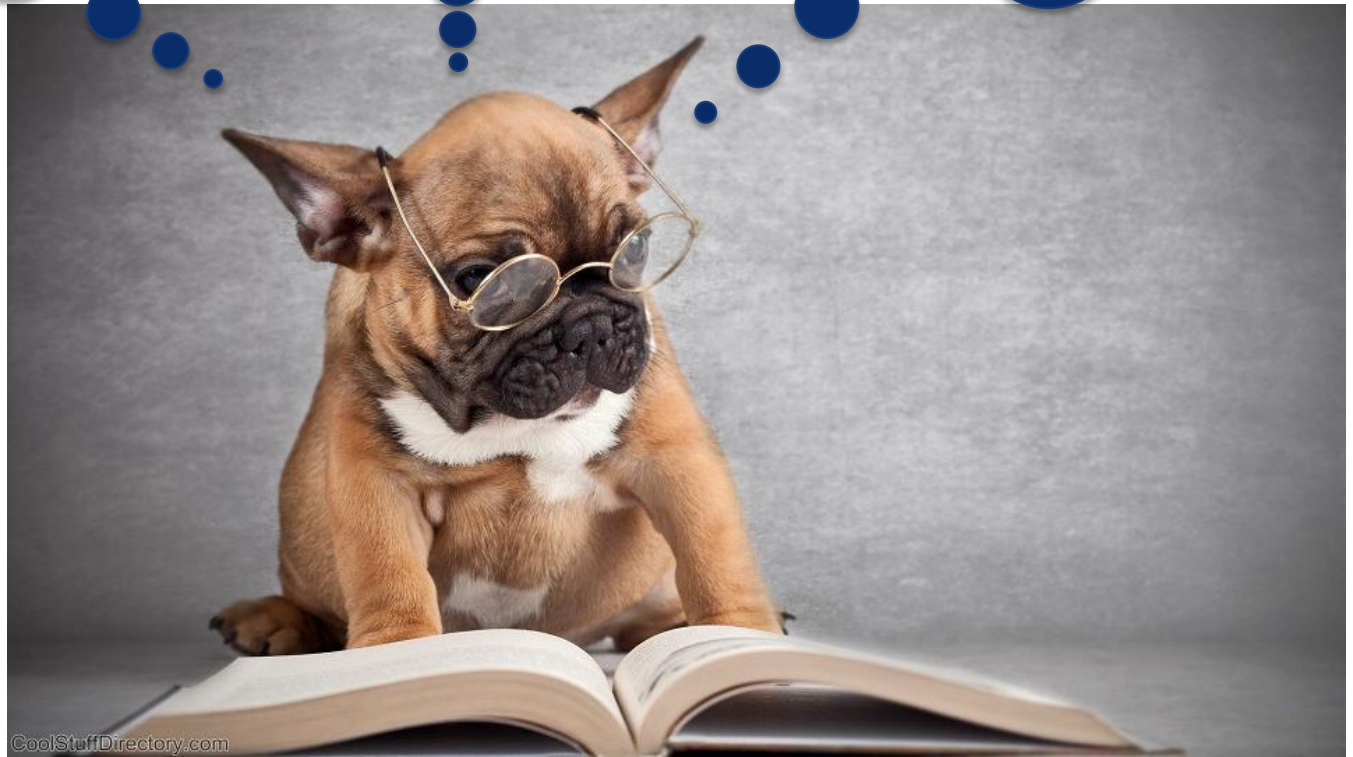


Attention spans are very small

Why am I
reading
this?

Come on,
get to the
point

This is hard
work, I think
I'll go and
chase that
cat



No.5

Target your communication





Draw up a targeting matrix

.....

Audience	Journal Article	Policy Brief	Video	Media article	Face-to-face	Training module	Social media
The Minister							
Minister's advisors							
Donor agency							
Field staff							
Academic peers							
etc.							

You can't do all of these well.

Which ones do you want to concentrate on?



No. 6
Use others
to amplify
your
message

Types of knowledge brokers



Journalists

- International
- National
- Local
- Community



Networks

- Topic related
- Professional
- Communities of interest



Other websites

- Blogging sites
- Portals
- Climate Knowledge Brokers Group

No. 7

Go to where the action is



Don't expect people to
always come to you



A “Being There*” strategy

- Attend and speak up at key meetings
- Publish on other websites
- Follow and comment in social media
- Go to other people’s parties (and don’t hide in the corner!)



* Coined by Nick Scott, ODI

No.8

Identify windows of opportunity



Grabbing those chances

good planning
+
good antennae
+
good networks
+
opportunism
+
a clear message
+
a bit of luck

=

A much better
chance you'll
have some
impact



In Summary:



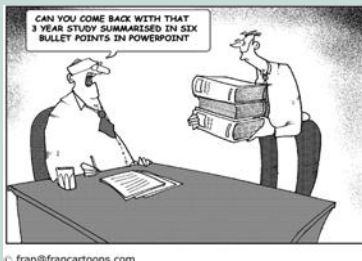
1. Get to know your context



2. Narrow down your audience



3. Really get to know them



4. Distil your message



5. Target your communications



6. Use others to amplify your message



7. Go to where the action is



8. Identify windows of opportunity

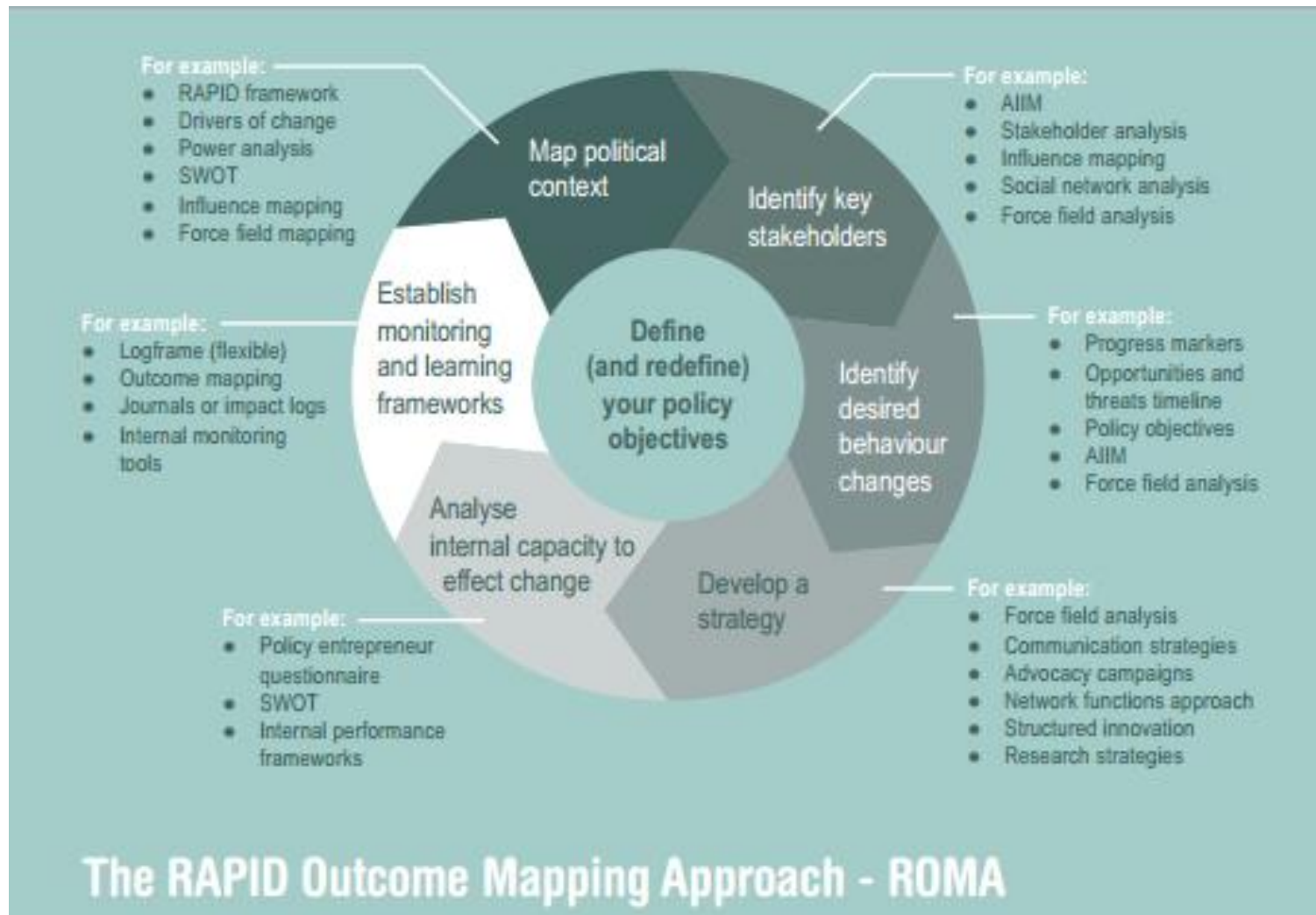
No. 9

Be strategic, but be prepared to adapt





Useful strategy tools



Thank you!

For more information contact:

RAPID: <http://roma.odi.org/>

DFID: <https://www.gov.uk/.../research-uptake-guidance>

