



**Impact reporting  
for a sustainable world.**

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# WELCOME TO VERTIGO VENTURES



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## ABOUT US

**Since 2009, Vertigo Ventures (VV) has been working with leading research organisations globally to help them identify, capture and report the impact of their work.**

Currently, VV are working closely with many universities in the United Kingdom, Hong Kong and Australia to help them best prepare for their national research assessment exercises of REF 2021, RAE 2020 and any future EI exercises respectively. We are also working with other universities in Europe, Middle East, Asia and the Americas to embed impact reporting more generally.

VV provides a range of services, such as impact training workshops, consultancy services, and our proprietary software; VV-Impact Tracker and VV-Impact Reviewer. All of them utilise VV's innovative online impact capture and reporting framework, VV-Impact Metrics, developed over the past decade with close industry input.

VV are also chief advisors for the Times Higher Education's (THE) new global university impact ranking that aims to measure organisations' contributions towards the United Nations' Sustainable Development Goals. The first edition of the ranking launches at THE's Innovation and Impact Summit in South Korea in April 2019.

VV are recognized as international impact experts, having produced papers such as the HEFCE commissioned 'Collecting Research Impact Evidence' and spoken at national and international sector events such as the THE world summits, NCURA, ARMS, EARMA, and INORMS.

VV's depth of impact expertise enables our clients to put their best foot forward in embedding impact measurement and reporting, and, ultimately to maximise the impact of their work.

## Impact reporting for a sustainable world.

'Robust impact reporting for success and sustainability' is at the core of our belief system. By enabling the systematic measurement, analysis and reporting of impact we believe that we are contributing to a more sustainable world because future investment decisions can then be directed towards further positive impact.

To embed impact reporting globally is our key purpose. By enabling the measurement of impact, we believe we are contributing to a more sustainable world.

## OUR VALUES

### IMPACT

We recognise that your success is dependent on the impact you have. At our core we are passionate about your sustainability and helping you to get the results you need.

We lead discussions about impact and help you to embed, track and report it. We are all about making it easier for you.

### EXPERTISE

We have pioneered and innovated with confidence leveraging a decade of practical experience across sectors.

We continuously apply this knowledge and experience to bring you a suite of products to support you with impact reporting.

### PARTNERSHIP

We will partner with you to provide support and encouragement for your impact journey.

We recognise that actively listening to what you need, helps us to help you. Ultimately, this will maximize the impact you deliver.

## PRODUCTS & SERVICES

# IMPACT TRACKER

The #1 software for tracking, managing and reporting research impact.

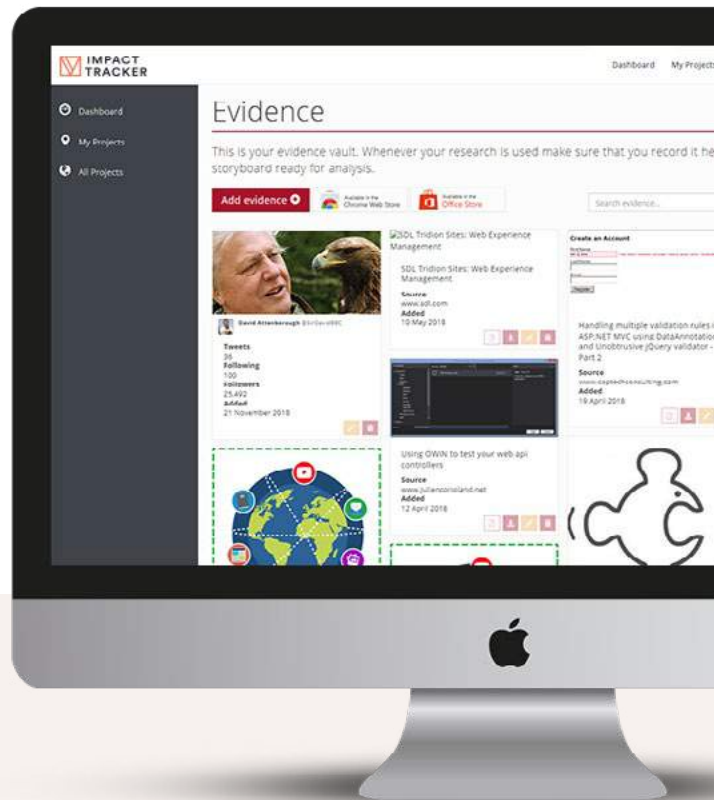
Impact reporting has grown exponentially in value over the last decade, with national research assessment frameworks in the UK, Australia and Hong Kong already requiring systematic impact planning and reporting from research organisations as part of these frameworks which are worth more than a billion pounds in research grants and Quality-related Research funding.

Impact data has become key for making the business case for investment in research, and whilst the funding landscape is subject to changes, the requirement to demonstrate the wider impact of research continues to grow.

Used at approximately 50 universities worldwide, including Russell Group members; VV-Impact Tracker is powered by VV-Impact Metrics, a framework that prompts and guides academics and organisations in identifying, capturing, managing and presenting their research impact. Additionally, it comprises of VV-Impact Reviewer\* which enables universities to automate and manage all of their processes for conducting internal impact reviews.

VV-Impact Metrics is a framework to prompt and guide academics and organisations in identifying, managing and presenting their research impact.

\*also available stand alone



### IN HOUSE IMPACT REPORTING

Impact reporting challenges are typically due to existing problems such as:

- Unstructured data
- Administrative burden
- Lack of organisational memory
- Retrospective reporting
- Neglecting behaviour change

## VV-IMPACT TRACKER BENEFITS

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### MANAGEMENT TEAMS

- Reporting impact to the Research Committee
  - Visibility on the performance of organisations
  - Material for communications
- 

### RESEARCH OFFICERS

- Easily access centralised information
  - Impact reporting to funders
- 

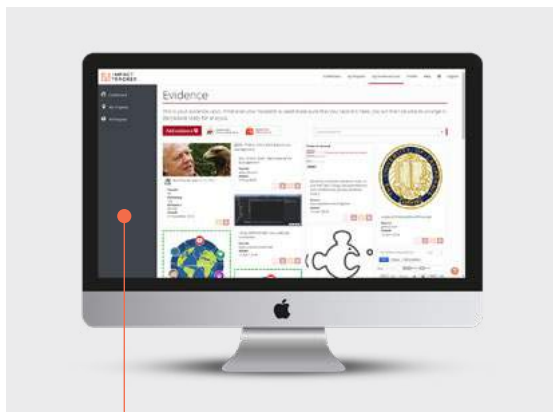
### RESEARCHERS

- Support grant applications to Impact statements
  - Boost personal reputation by including impact achievements in annual review
  - Reduce administration
- 

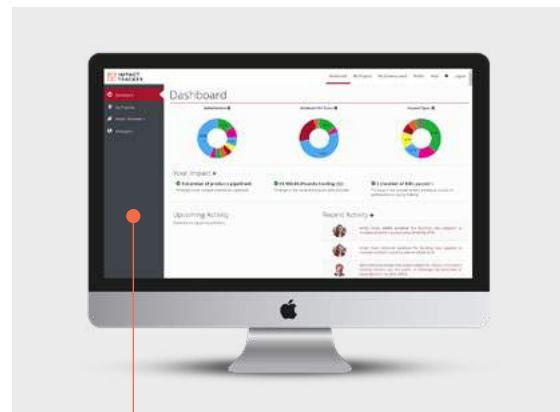
### GRANTS TEAMS

- Grant application development
  - Impact case study preparation
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## DASHBOARD FEATURES



Readily access and store impact evidence for future use and memory



View aggregated impact performance reports for the organisation or departments

## TESTIMONIALS

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*“VV’s Impact Tracker platform has allowed me to save vital evidence to clearly demonstrate the impact of the project, and, it has also helped me to map out and assess the nature of that impact in terms of stakeholders. Had it not been available to me when the project began, I doubt I would be in such a strong position now.”*

Dr Emma Vickers, Senior Lecturer in History  
- Liverpool John Moores University

*“Both our central team and departmental administrators have been using VV-Impact Tracker successfully to capture impact data and develop impact case studies. I have used the tool to train academics about the impact in general and they find it very helpful and instructive due to its well-developed structure.”*

Dr. Jeung Lee, REF Lead  
- Brunel University

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Vertigo Ventures works with world class organisations including:



## Interested in a free trial?

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**For a free trial and to see how your organisation could benefit from VV-Impact Tracker, visit our website today:**

**VERTIGOVENTURES.COM**





# IMPACT ACADEMY

**Being able to plan, articulate, and report Impact is important for the reputation of universities as well as individual researcher profiles. Through our workshops we aim to help academics and universities more effectively engage end users throughout the research process and maximise the societal, economic and environmental Impact of their research.**

Vertigo Ventures has been providing Impact training globally since 2010. We believe in enabling robust Impact planning and reporting through comprehensive training workshops for research office members, academics, Impact champions and senior management.

Our trainings are designed to provide universities with the expertise and understanding to identify and embed Impact and best prepare Impact Case Study submissions for exercises e.g. REF (UK), EI (Australia), and RAE (Hong Kong).

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## General Impact Training for REF | EI | RAE

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### Developing Impact themes for your Impact Case Study (for Academics)

[Course code: IO1b]

#### Overview

The morning provides attendees with a clear understanding of what Impact is, why it is important and the key principles behind a 4\* Impact case study. Attendees break out into small groups to assess a mixture of REF 2014 Impact case studies. After lunch, attendees have the opportunity to discuss their research project during their one hour 1-2-1 session with the trainer. Trainer will develop with the attendee their Impact Maps, identifying who their stakeholders are, what activities have taken place and what outcomes have been achieved. Together they will identify the key headlines for their Impact Case Study by the end of the session.

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### Impact Planning

(for Academics)

[Course code: E03]

#### Overview

These sessions work well for academics who have projects that could be having Impact and will help them identify key stakeholders, what Impact could look like, what evidence they would need and how to articulate their work in terms of Impact.

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### Key principles behind a strong

Impact Case Study (for Academics & Research Office)

[Course codes: E02a, E02b]

#### Overview

E02a & E02b sessions provide Research Office & Academic attendees a clear understanding of what impact is, why it is important and the key principles behind a 4\* Impact case study. Attendees break out into small groups to assess a mixture of REF 2014 Impact case studies and drafted internal research projects. For E02a, research office members will also do role plays and other exercises to further their understanding, individual capacity and confidence to work with academics and support the impact of their research.

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## For a full list of all training courses please visit:

[VERTIGOVENTURES.COM/IMPACT-TRAINING](https://VERTIGOVENTURES.COM/IMPACT-TRAINING)



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## VV-Impact Tracker based training

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### Getting started with VV-Impact Tracker

(for Academics)

[Course code: E01]

#### Overview

This half day session provides an initial 45mins overview of what Impact is, why it is important and the key principals behind a 4\* Impact case study. It then provides a walk-through of VV-Impact Tracker and then passes over to the Attendees to log in to the software and start creating their research projects in the VV-Impact Tracker. There is support from the trainer on how to use the software and discussions about what Impact looks like in their research taking place.

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### What is Impact? (VV-Impact Tracker Overview & Demo)

(for Research & Enterprise Committees)

[Course code: E04]

#### Overview

This overview and demonstration is an opportunity for your academics to trial VV-Impact Tracker live and provide feedback on the software to you. The session will start with a brief overview of the software and then it is the attendees turn to log in and start creating their projects in VV-Impact Tracker. There is support from the trainer on how to use the software and discussions about what Impact looks like in their research projects.

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### VV-Impact Tracker Refresher

(for UoA Leads & Academics)

[Course codes: E05]

#### Overview

These 2 hour sessions provide an initial overview of what Impact is, why it is important and the key principals behind a 4\* Impact case study. It then provides a walk through of VV-Impact Tracker and then passes over to the attendees to log in to the software and start creating their research projects in the VV-Impact Tracker. There is support from the trainer on how to use the software and discussions about what impact looks like in their research taking place. The focus is to create at least one storyboard per attendee.

## VV-IMPACT TRACKER TRAINING WORKSHOPS COVER:

- An introduction to research Impact
- The latest guidance from funders
- How to plan for, evidence and maximise Impact
- Impact Case Studies planning and development
- Practical steps researchers take to create opportunities
- Building capacity in research support teams and Impact
- Champions to embed Impact across disciplines
- Strategic workshops for senior management to embed an Impact culture throughout the organisation

### Developing Impact themes for your Impact Case Study (for Academics)

[Course code: IO1a]

#### Overview

Attendees discuss their research project during their one hour 1-2-1 session in the morning. Trainer will develop with the Attendee their Impact Maps. These identify who their Stakeholders are, what Activities have taken place and identify what Outcomes have been achieved. Working with the trainer, Attendee creates their Storyboards on VV-Impact Tracker, based on key Impact themes, identifying key headlines for their Impact case study. After lunch, Attendees come together to use their individual Impact Maps to update and draft their Impact case study narratives in VV-Impact Tracker.

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### Mock Interviews

(for Academics & Research Office)

[Course code: IO3]

#### Overview

Within a Faculty/Department, academics likely to have a potential Impact case study are invited to present (including VV-Impact Tracker) on their potential Impact case study to a small review panel. This is followed by Q&A to try and further determine robustness and what else could be done to maximise 'reach and significance'. Attendees identify key actions from the panel to improve their Impact case studies. Panel also notes how well developed the project is, and what key actions need to be taken to further develop it (ahead of any internal Mock REF Panel Review).

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### Mock REF Panel Reviews

(for UoA Leads)

[Course code: IO5]

#### Overview

Designed to review internal university-wide Impact case studies in each of their Main Panels. All potential Impact case studies must be completed in VV-Impact Tracker. Research Office distributes each project to Panel members ahead of Mock REF Panel Reviews. The trainer delivers an overview of what Impact is and what makes a 4\* Impact case study for Attendees, ensuring a consistent understanding. Research Office prepares the scoring matrix and all potential Impact case studies are provided to Panel members, where UoA/Main Panel/Impact Leads, provide summary commentary, for discussion, with notes distributed to the impact case study authors.



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## eLearning modules on research impact

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Vertigo Ventures have completed the development of the first two in a set of four eLearning courses on research impact. After nearly a decade of working with many thousands of researchers we are delighted to be able to offer our insights in an easy to follow, accessible online course so that academics can learn more about impact at a time convenient for them.

This set of four online courses is focused on planning for, identifying, evidencing and narrating research impact that will lead academics and professional staff, such as research support and impact officers, through the basics of how to approach impact planning and reporting, and then step by step moving to the specific applications in each area.

See below for more information on Course 1 & 2 or visit our website: [vertigoventures.com](http://vertigoventures.com)

### **COURSE 1:**

#### **What is Research Impact?**

This is an introductory course to research impact. It will cover the key concepts in research impact as well as impact reporting: What is impact and why is it important? How has the field of research impact developed over the years? What national assessment frameworks include impact and what's impact's role in funding applications? The course answers these questions and more and will give you a good, basic starting understanding of what research impact is.

### **COURSE 2:**

#### **Identifying Impact**

This is the second course in our 4-course pathway. It will go into more depth on how to identify research impact. What are the different components you should be looking at?

We will cover stakeholders, outcomes, impact activities and indicators. Knowledge of what these concepts consist of and how they plan them is a crucial first step in creating your impact narrative.

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 Follow [@vertigoventures](https://twitter.com/vertigoventures) on Twitter for announcements on course 3 & 4.

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## Consultancy Services

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Vertigo Ventures delivers expert impact analysis and reporting services, supporting clients to clearly understand the impact of their work and where appropriate to calculate the value of their financial, social and environmental impact. VV supports a range of clients' impact services from stakeholder mapping to strategic workshops, and the creation of bespoke impact reports for research organisations.

In the past decade, VV have reviewed impact case studies and reports, sat on review panels and delivered impact reports on an organisational level for leading universities, such as University College London and the University of Hong Kong. Additionally, we have helped universities, such as Oxford University, to draft and gather evidence for REF 2014 impact case studies.

Our work also contributes to consultations by funders in our key sectors including HEFCE, the IIRC and the third sector.



**Subscribe to our free impact newsletters and webinars today via:**

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**[VERTIGOVENTURES.COM](http://VERTIGOVENTURES.COM)**

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## OUR CLIENTS







*“The University of Oxford continued to work with Vertigo Ventures after they were able to help us investigate new areas of impact we had not previously considered, engage with various stakeholders to collect, verify and demonstrate the impact of our research and they added value overall. Throughout the project Vertigo Ventures were pleasant to work with, took our comments on board and delivered the project on time.”*

Esmé Wilks  
- University of Oxford

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## Ready to track your impact?

### Contact us today.

**Email:**       hello@vertigoventures.com

**Phone:**       +44 (0)7957 814 344

**Support:**     support@vviimpacttracker.com

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Vertigo Ventures have staff based in the UK, Singapore, Philippines, Hong Kong and Australia, and registered regional offices in the UK and Australia. We will be opening up in the USA and considering other international expansion options in 2019.

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