



# Public Engagement: How Research Can Benefit the Wider World

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Edinburgh Napier Research Conference, 15<sup>th</sup> June

2016





# Activity – Your Motivation

What do you research and why?

What motivated you to choose a research career?

Video: <http://youtu.be/hM4N0FHlI9k>

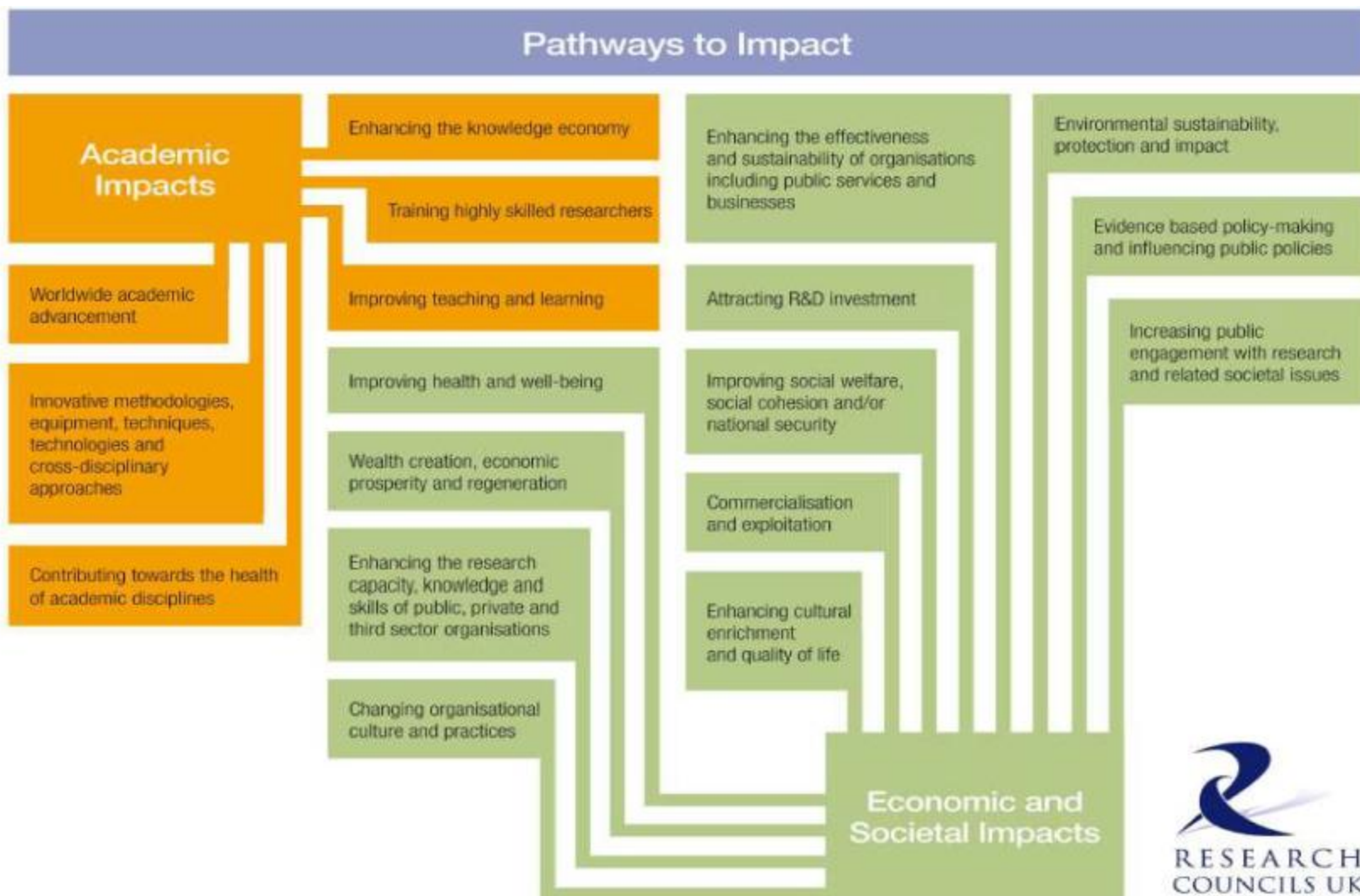


# Activity – Value of Research

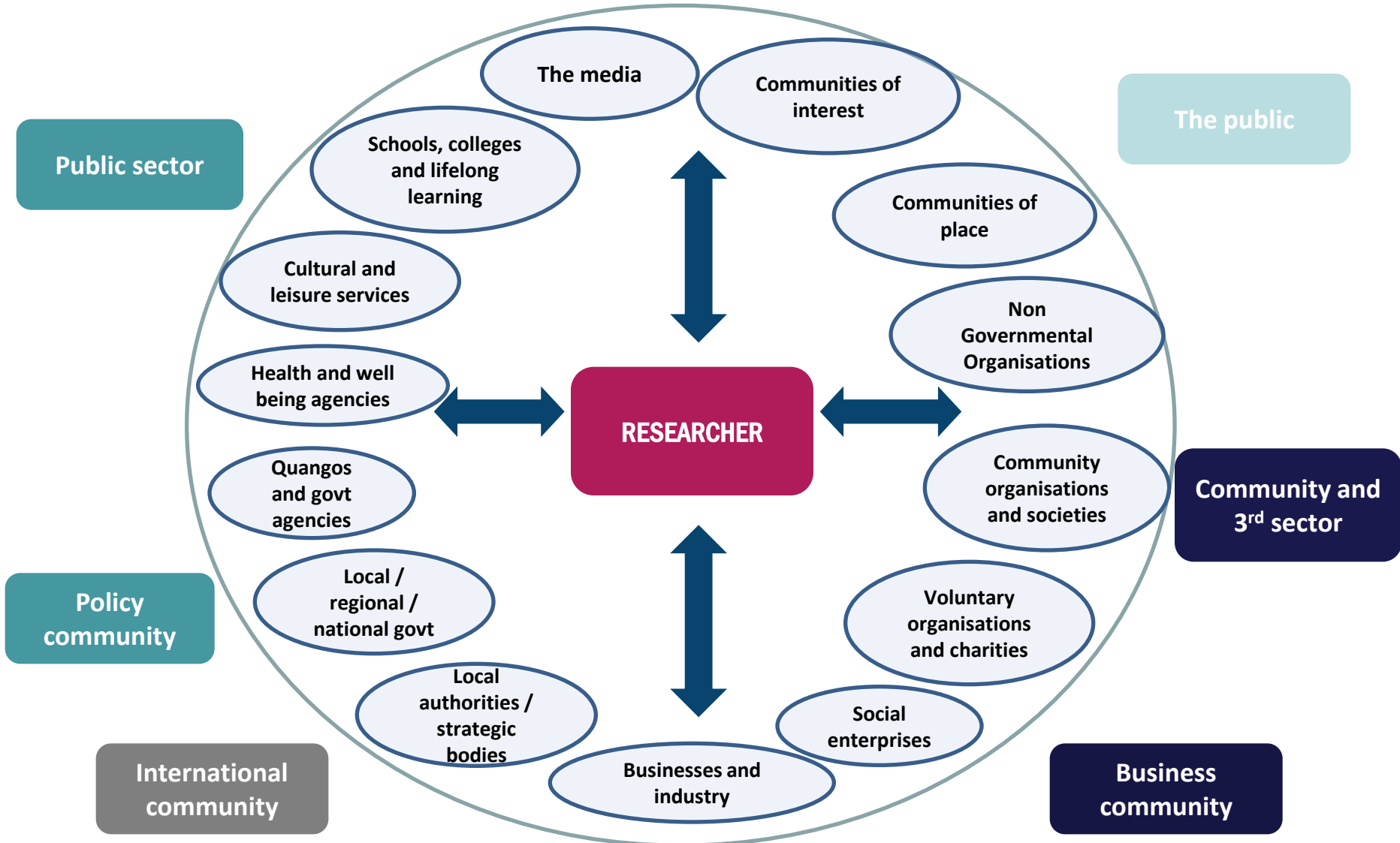
Why is research important?

In pairs come up with your top 3 reasons research is important.

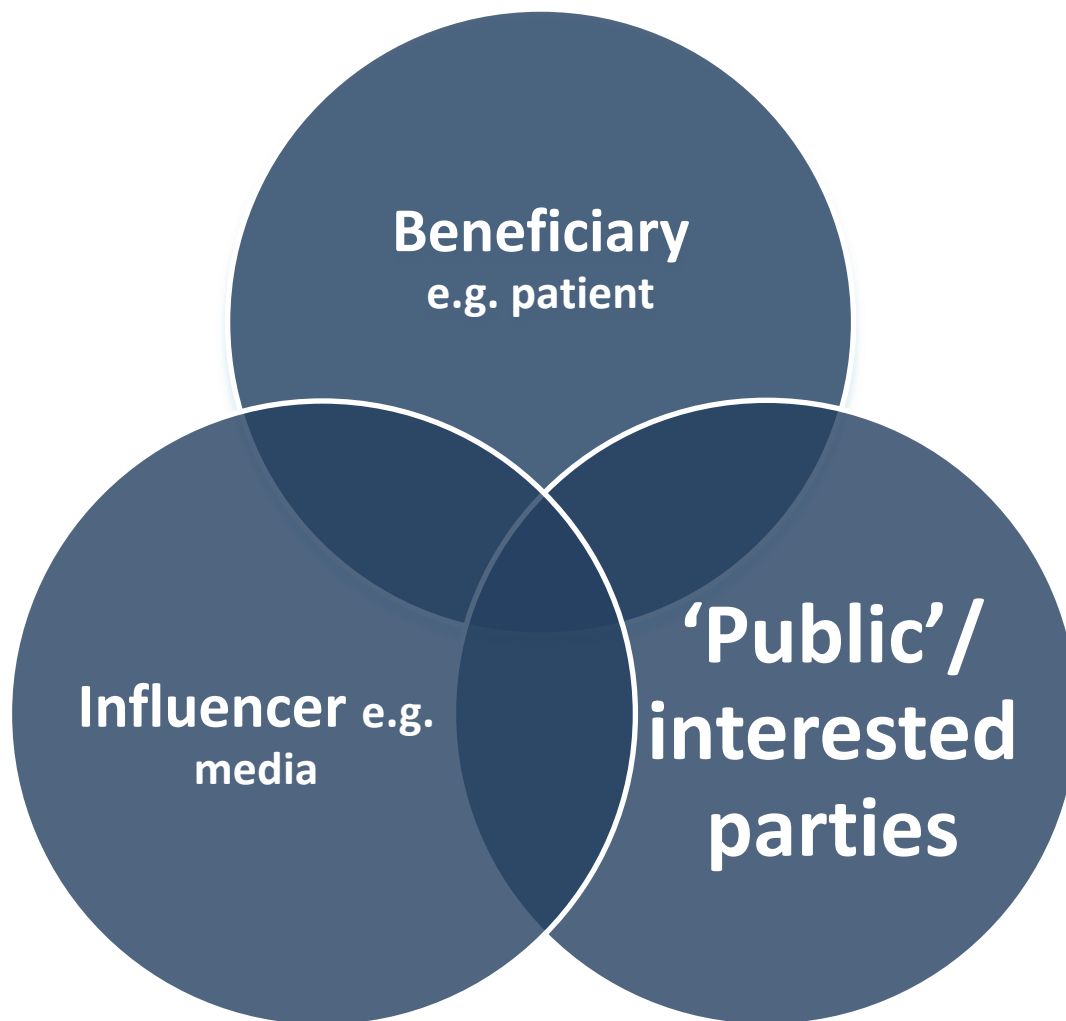
# Pathways to Impact



# Stakeholder Map: NCCPE



# Stakeholder map: hooks





# Activity – Your Audience

Who has a stake in your personal research?

Pull together all the potential stakeholders of research you can think of.



# Activity – The benefit

What's in it for them?

What's in it for you?



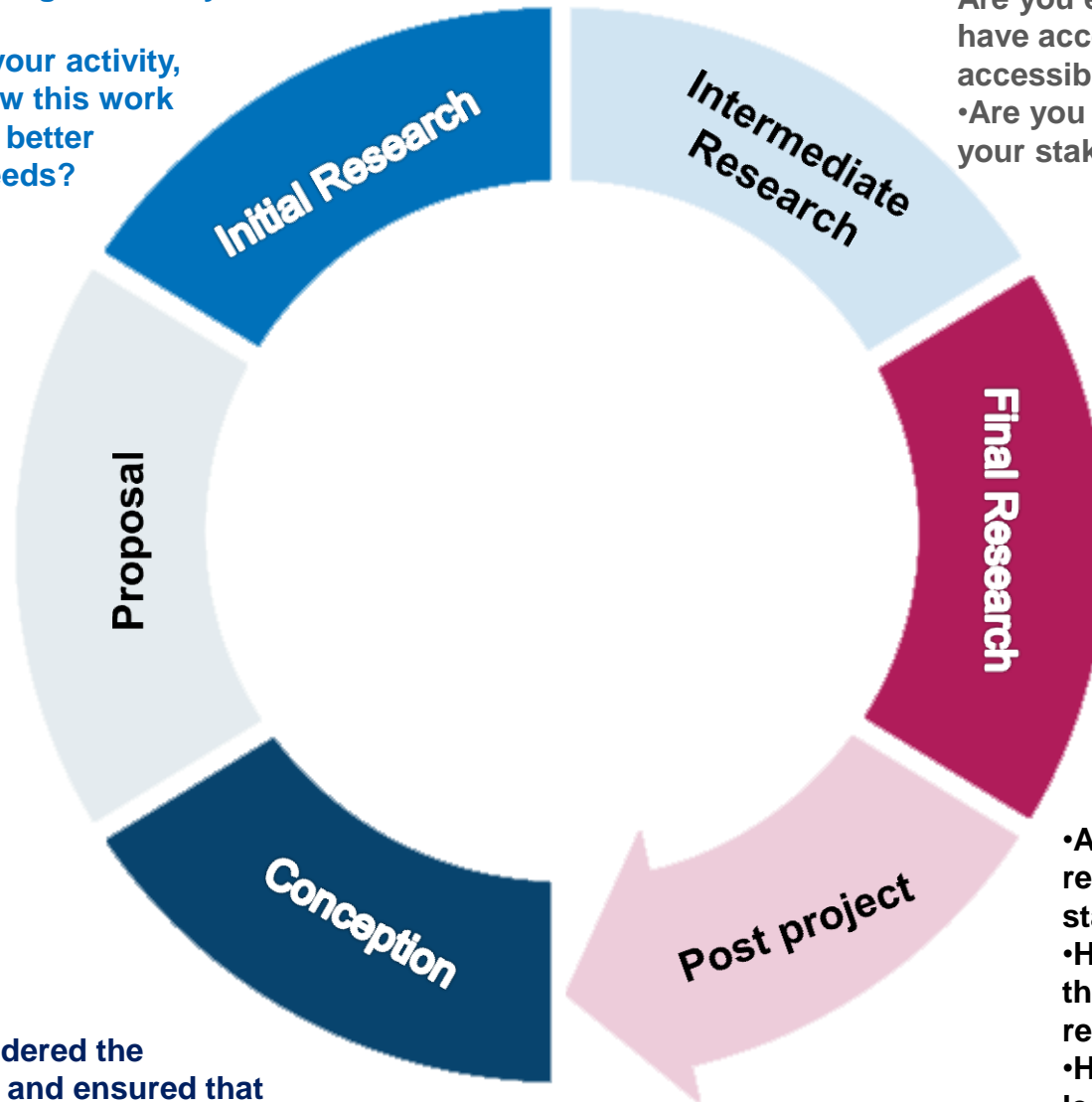
# WHEN: Think about when in your research cycle....

In what ways are you engaging with your stakeholders?  
Are you communicating effectively with them?  
Are you evaluating your activity, and reflecting on how this work might be adapted to better meet stakeholder needs?

Have you engaged your stakeholders?  
Have you allocated resources to support stakeholder engagement?

Have you considered who your stakeholders are?  
How have/will you engage them in your work?

How have you considered the pathways to impact, and ensured that these are integrated into your project?



Are you ensuring stakeholders have access to your work in accessible and relevant ways?  
•Are you building capacity with your stakeholders?

Are you sharing your results effectively?  
•Are you reflecting the needs of your stakeholders in your work?  
•What have you changed?  
•Are you capturing the impact of your engagement?

•Are you maintaining a relationship with your stakeholders?  
•How will you maximise the impact of your research?  
•Have you captured the learning from the project?



# More info and contact us

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<http://staff.napier.ac.uk/services/research-innovation-office/public-engagement/Pages/public-engagement-overview.aspx>



# More info and contact us

Beltane supports the four Edinburgh universities.

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