

IMPACT: BUZZWORD OR BASELINE?

Creating a supportive impact culture at Ghent University

NARMA Conference – 5 March 2019 - Esther De Smet
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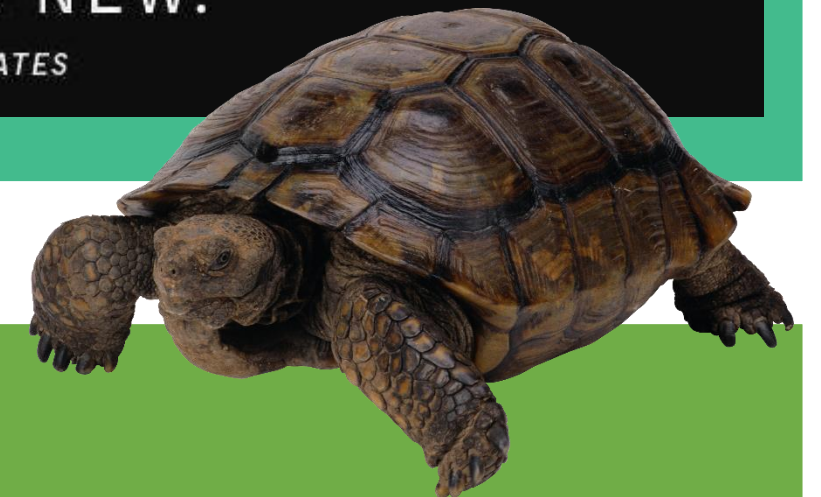
Policy

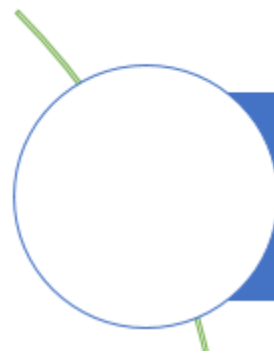
People

Platforms

“THE SECRET OF
CHANGE IS TO FOCUS
ALL OF YOUR ENERGY,
NOT ON FIGHTING THE
OLD, BUT ON BUILDING
THE NEW.”

— SOCRATES





Policy

- ✓ Context: no top-down driver
- ✓ Institutional policy plan (May 2015)
 - Common understanding: valorisation > impact
 - Taxonomy of pathways to impact
 - Roadmap of changes

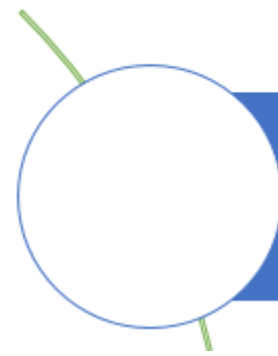
Science communication

Contribution to public debate

Policy advice/influence

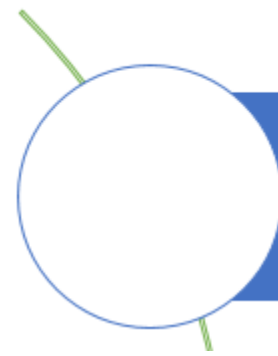
Participatory/co-creative research

Service to society



Policy

- ✓ Institutional vision for research evaluation (DORA)
- ✓ Rewards & incentives
 - Allocation model: faculty contract
 - Career progression model: part of research & teaching
 - Funding requirements: plan ahead, be able to articulate
 - Training
- ✓ Interdisciplinarity



Policy

- ✓ Different approach
 - Case studies: narratives, focus on process & interactions
 - Responsible use of indicators and descriptors
- ✓ Impact literacy (Bayley & Phipps)
- ✓ Invest in network (international)

People

✓ Strategic investment in impact knowledge

brokers

- Embedded in interdisciplinary research consortia aimed at societal impact
- Funded by own Special Research Fund + Part of Research Department
- Cf. Business liaison centres funded by Industrial Research Fund
- Evaluation on the basis of (1) impact trajectories or pathways and (2) case study approach

✓ Community of practice: decentralised network, train-the-trainer

Platforms

- ✓ GISMO: making impact activities & expertise visible
 - E-CV (reusable data)
 - Altmetric
- ✓ University-wide PE & outreach platforms
 - Extensive scicomm events
 - De Krook
 - Ghent University Museum
- ✓ Accomplish – ENRESSH - ...
- ✓ Adapted communication (incl. case studies/success stories)

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<https://www.ugent.be/en/research/soc-impact.htm>