



Engagement, influencing and impact training for Danida supported researchers

Dates of training: Wednesday 1, 8, 15, and 22 September 2021.

10am and 3pm CET. (The same session twice per day)

The global challenges of today call for knowledge sharing and collaboration across countries, sectors, and disciplines. Inclusive solutions must be found through the joint efforts of many different stakeholders such as communities, the private sector, civil society, public authorities, policy makers and academia.

As knowledge providers and bearers, scientists and researchers can play a key role in transforming their knowledge into action and provide inclusive solutions in collaboration with others. However, finding and prioritising the right target groups and users of your research, and the best-suited methods, the right time and channels to create impact is not always easy. It requires planning and skills.

The **Engagement, Influencing and Impact training** for Danida supported researchers will strengthen your skills in engagement and outreach for impact. It will help your research having greater impact with the stakeholders you are trying to reach.

A certificate will be issued by course completion (attending all four sessions and answering to homework, outlining a communications and impact strategy/max two hrs)

Five key principles of the training:

- The sessions provide accessible and practical guidance for time-pushed researchers, with a focus on facilitating peer learning and exploration of ideas in context.
- Through the course, you will be guided to develop your own communications and impact strategy; participants who have already prepared work referred to in the course may submit it for written feedback.
- You will get a chance to become familiar with talking about your research goals in a clear, salient and lively way in a 60 Sec elevator pitch to the cross-continental community of Danida supported researchers.
- Resources, templates and links will be provided to enable your learning to translate into action, and you will connect with peers.
- The facilitators delivering the course, Chris Jordan and Rowena Harding will be available for a 30 minute drop-in at the end of each session for any questions or concepts you want to discuss. They will also be available to answer email queries throughout the course period (and immediately afterwards).

1 Sept / Session 1:

What is research engagement, influencing and impact? What can it achieve?

Aim:

Focus on understanding what can be meant by engagement, outreach and advocacy and the benefits of integrating engagement approaches into research methodologies.

Including sessions, case studies and group work on:

- Danida's/DFC approach to research and impact and new strategy: Knowledge in Action, 2021-25
- Defining approaches to engagement and advocacy
- Building engagement into research methodologies and an overview of methodologies, including co-production, action, and participatory research

8 Sept / Session 2:

Engaging the right people

Aim:

Why and how to strategically engage with stakeholders - and what this can achieve.

Including sessions, case studies and group work on:

- Stakeholder mapping
- Engaging with stakeholders
- Developing an impact strategy

15 Sept / Session 3:

Engagement and activity tactics

Aim:

Explore practical ways that researchers can think about engaging and communicating with stakeholders to achieve impact.

Including sessions, case studies and group work on:

- Different engagement activities for different audiences over the lifetime of a project
- Creative ideas to engage with less work in different settings, cultures, environments
- How to engage policy audiences and questions
- Further developing your impact strategy

22 Sept / Session 4:

Research into action: partnerships, politics and progress.

Aim:

Review and reflect on some of the key themes of the course. How can you tell if your activity is working?

Including sessions, case studies and group work on:

- Influencing change: the potential for working with partners
- Monitoring and evaluation for transformational change
- Further developing your impact strategy
- Sessions and skills tailored to participant's needs
- ...and where to next!?

Facilitators

Chris Jordan

Chris Jordan has worked in development communications, campaigns, advocacy and research of the last 15 years. Chris is currently the Communications and Impact Manager at the Global Development Institute at the University of Manchester, where he is leading the development of a communications and uptake strategy for the new £32 million African Cities Research Consortium.

Chris Jordan worked in advocacy and campaigns at ActionAid UK for almost ten years, with a particular focus on tax justice issues. He was an integral member of the team that helped propel tax up the development agenda.

Rowena Harding

Rowena Harding is a former journalist and public relations practitioner who has spent the last 20 years delivering strategic communications and marketing campaigns for development and social justice NGOs, research institutes and campaigning organisations. She has delivered training and support to global development researchers in the UK, Africa and Asia looking to increase the impact of their research and has been recently working with government-funded initiatives to increase their reach with civil society groups. She has been embedded within the Global Development Institute at the University of Manchester, and appreciates the many time pressures on today's researchers. She hopes to help researchers gain confidence in getting their research where it needs to go!

Guest speakers with relevant practical experience to each session's theme will broaden the perspectives:

- 1 September: **Tine Gammeltoft**, Professor at University of Copenhagen, and **Nguyen Thi Thuy Hanh**, Associate Professor at Hanoi Medical University
- 8 September: **To be confirmed**
- 15 September: **Jacqueline Goldin**, Professor, University of the Western Cape, South Africa
- 22 September: **Harriet Gimbo**, Programme Quality, Learning and Impact Advisor, ActionAid International

Further questions

You are welcome to contact Vibeke Quaade vq@dfcentre.dk , Pernille Friis research@dfcentre.dk if you have questions related to this programme.

Sharing of knowledge is essential for finding sustainable solutions to global challenges. Danida Fellowship Centre support the creation of new competences and skills aimed at transforming knowledge into action.

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