



Engagement, influencing impact training for Danida supported researchers

Dates of training: Thursday 2, Thursday 9, Monday 20 & Thursday 23 June 2022.

1-3pm CET (plus 30 minute drop-in) Zoom link will be sent directly to the participants

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)

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.
- There will be a 30 minutes drop in at the end of each session for any questions or concepts you want to discuss with facilitator Rowena Harding and the representatives of Danida Fellowship Centre. They will also be available to answer queries throughout the course period (and immediately afterwards).

2 Jun / 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:

- Defining approaches to engagement and advocacy
- Building engagement into research methodologies and an overview of methodologies, including co-production, action, and participatory research
- Identifying and mapping stakeholders

9 Jun / 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 continued
- Engaging with stakeholders
- Developing an impact strategy

20 Jun / 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

23 Jun / 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!?

Main facilitator

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:

- 2 June: **Jacqueline Goldin**, Professor, University of the Western Cape, South Africa
9 June: **Jan Vang**, Professor, Head of Section, University of Southern Denmark.
Maya Pasgaard, Postdoctoral Research Fellow, Aarhus University working with sociopolitical perspectives of nature management
20 June: **Ann Kingiri**, Senior Research Fellow at the African Centre for Technology Studies, ACTS
23 June: **Harriet Gimbo**, Programme Quality, Learning and Impact Advisor, ActionAid International.

Further questions

You are welcome to contact Vibeke Quaade vq@dfcentre.dk and Lars Arne Jensen 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.

Danida Fellowship Centre – Hostel
Hostrupsvej 22
DK - 1950 Frederiksberg C.

Danida Fellowship Centre - Administration
Tidemandsvej 1
DK – 4300 Holbæk

Contact

dfc@dfcentre.dk
+45 35 36 13 22
dfcentre.com

 @danidafellowshipcentre
 @FGC_Fellowship
 Danida Fellowship Centre

 danidafellowship
 Danida Fellowship Centre