



Digital Economy Theme:

'Telling Tales of Engagement' Competition 2011

Call for Case Studies – closes 4th November 2011

Summary

The Digital Economy Theme has been highlighted¹ as a key area of Research Council investment that can demonstrate impact across a number of business sectors, government and society.

To help capture these impacts the RCUK Digital Economy Theme is running a competition designed to capture the impact that your digital economy research is having. Three prizes of up to £10,000 are available to support researchers to further tell the story of the impact your research has had in an interesting and engaging way to a wider audience.

Contents

- Summary**
- Background**
- Prize**
- Scope of Competition**
- Judging Criteria**
- Eligibility**
- Key Dates**
- How to Apply**
- Guidance on completing the proforma**
- Contacts**
- Proforma**

Background

Research Councils UK defines impact as 'the demonstrable contribution that excellent research makes to society and the economy'. Impact embraces all the diverse ways that research-related skills benefit individuals, organisations and nations. These include:

- Fostering global economic performance, and specifically the economic competitiveness of the United Kingdom
- Increasing the effectiveness of public services and policy

- Enhancing quality of life, health and creative output.

A key aspect of this definition is that impact must be demonstrable. It is not enough just to focus on activities and outputs that promote impact, such as staging a conference or publishing a report. Evidence of the research impact is required, for example, that it has been taken up and used by policy makers or has led to improvements in services or business.

The Digital Economy Theme has been highlighted² as a key area of Research Council investment that can demonstrate impact across a number of business sectors, government and society.

The second All Hands Digital Economy conference: Digital Engagement provides a great opportunity for digital economy researchers to not only demonstrate the academic impact of their research but also show the wider impact.

The focus of this competition is to capture the wider, non-academic impact that your digital economy research is having, and to offer you the chance to win funding to allow you to continue to tell your story in an interesting and engaging way to a wider audience.

Funding is available to support three grants, each for £10,000, to support an activity/ activities that will allow you to tell your impact story to a wide audience. Activities include but are not limited to are: video or podcast production, public lecture series, artistic interpretation (sculpture, painting and dance) or specialised media training or attendance at a high profile, non-academic focused conference.

Projects will be 18 months in duration (January 2012 to July 2013, these dates are flexible).

Scope of competition

Entries to this competition must be able to demonstrate the impact of their digital economy research and to answer the following questions:

- What is the research field?
- What is the impact of the research?
- Who/ what did the research have impact upon?
- What has changed as a result of the impact of the research?
- How does the entrant propose to 'tell the story' of the impact?

The digital economy research described above does not need to be supported by the Research Councils UK.

Attached is a proforma to be completed by all entrants. Entrants are required to complete the proforma and submit a PowerPoint slide that summarises their entry in an interesting and engaging way. This slide will be available on the All Hands: Digital Engagement website and displayed at the conference.

Judging Criteria

A Panel comprising of industrialists, senior academics and Research Council staff will assess the entries on the following criteria before selecting the winning entries:

- Strength of research impact evidence;
- Potential scope for further impact;
- Originality and fit for purpose of activity/activities to tell impact story.

Eligibility

Entrants

All researchers employed or registered at a UK Higher Education Institute eligible for RCUK grant funding (<http://www.epsrc.ac.uk/SiteCollectionDocuments/FundingGuide.pdf>) and **registered to attend the Digital Economy All Hands Conference: Digital Engagement** are eligible to apply. This includes research assistants, post-doctoral research assistants, PhD students, fellows, lecturers, professors.

Industrialists or international researchers registered to attend the conference interested in applying can do so by partnering with an eligible UK researcher as a named partner.

Applications are not limited to individuals, a team of researchers can apply but a lead person must be named. The prize money can be split between the team as appropriate.

For applicants not eligible for EPSRC grant funding (PhDs, post-doctoral researchers, RAs) an eligible named advisor is required to receive the grant funding.

Research

The research must be within the remit of the RCUK Digital Economy Theme but does not need to be/have been supported by the Research Councils.

All research described must have demonstrated impact to some extent.

Entries will be accepted from researchers that have already used their research in an activity to demonstrate its impact, for example a video, public lecture, but wish to widen the potential audience or explore complementary activity/ activities that are new.

Key dates

- Closing date for the submission of entries: 4th November 2011
- Judging Panel meeting: 16th November 2011
- Announcement of winners: 16th November 2011 (Conference Banquet)
- Grants applications by: December 2011
- Grant duration: January 2012 to July 2013

How to Apply

Please complete the attached proforma and provide a PowerPoint slide that summarises the research and its impact and e-mail them both to the following address tellingtalesofengagement@epsrc.ac.uk.

Entrants should note that the PowerPoint slide submitted with the proforma will be viewable (after the deadline) on the Digital Engagement Conference website (<http://de2011.computing.dundee.ac.uk/>) and the RCUK Digital Economy Website (<http://www.rcukdigitaleconomy.org.uk/>) therefore it is advised that:

- No material that is confidential is included in the application.
- The necessary permissions to share the information are sought in advance from the relevant people.
- The information contained may potentially be used for publicity material by the Research Councils and third parties. Notification of this will be given to entrants where possible.

Successful Entries Only

Following the competition, successful applicants should prepare and submit their proposal using the Research Councils' Joint electronic Submission (Je-S) System (<https://je-s.rcuk.ac.uk/>) by December 2011.

The proposal must comply with current Research Council guidelines on format and content. Further information is available on the Je-S website (<https://je-s.rcuk.ac.uk/Jes2WebLoginSite/Login.aspx>) and in the EPSRC Funding Guide (<http://www.epsrc.ac.uk>).

For applicants not eligible for EPSRC grant funding (PhDs, post-doctoral researchers, RAs) an eligible named advisor is required to receive the grant funding and make the application to JeS.

The deadline for receipt of proposals is Friday 4th November 2011

Guidance on completing proforma

| Question | Guidance |
|--|---|
| Please describe the research field (max ~100 words) | Please describe the research area that you are working in. |
| Please describe the impact of the research (~1000 words) | Please describe the impact of the research detailing what this impact was; who or what it has had impact upon and any change that has been brought about as a result of the research. Please provide evidence (quotes, meeting details, etc) to support research impact where possible. |
| Please describe how you propose to further 'tell the story' of the impact (~500 words) | Please describe your ideas on how you want to use the £10k to tell the story of the impact that your research has had |
| Please detail other related activities to demonstrate the impact of the research | Please detail any material that you have already produced that demonstrates the impact of your research e.g. video, poster. |
| Powerpoint slide to summarise research and its impact | Please provide a PowerPoint slide that describes your research and the impact that it has had in an interesting and engaging way. This slide will be displayed at the All Hands Conference and website. |

Contacts

If you have any questions, please contact:

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