

## What is impact?

“For REF[2014], impact defined as:

*“an effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia” (HEFCE, 2011)*

# Why does impact matter?

- Engage with the public – inspire them about science and why it matters
- Help guide policy and influence funding
- Opportunities beyond academia (e.g. industrial funding, other careers etc)
- REF now has major impact component – case studies

# What types of impact are there?

**Policy** – perhaps easiest to demonstrate impact (change in policy), though not always outcomes

**Industry** – impact can be clear but value can be hard to pin down

**Outreach/engagement** – easiest to do, hardest to show impact

## Example 1: Citizen science games and videos

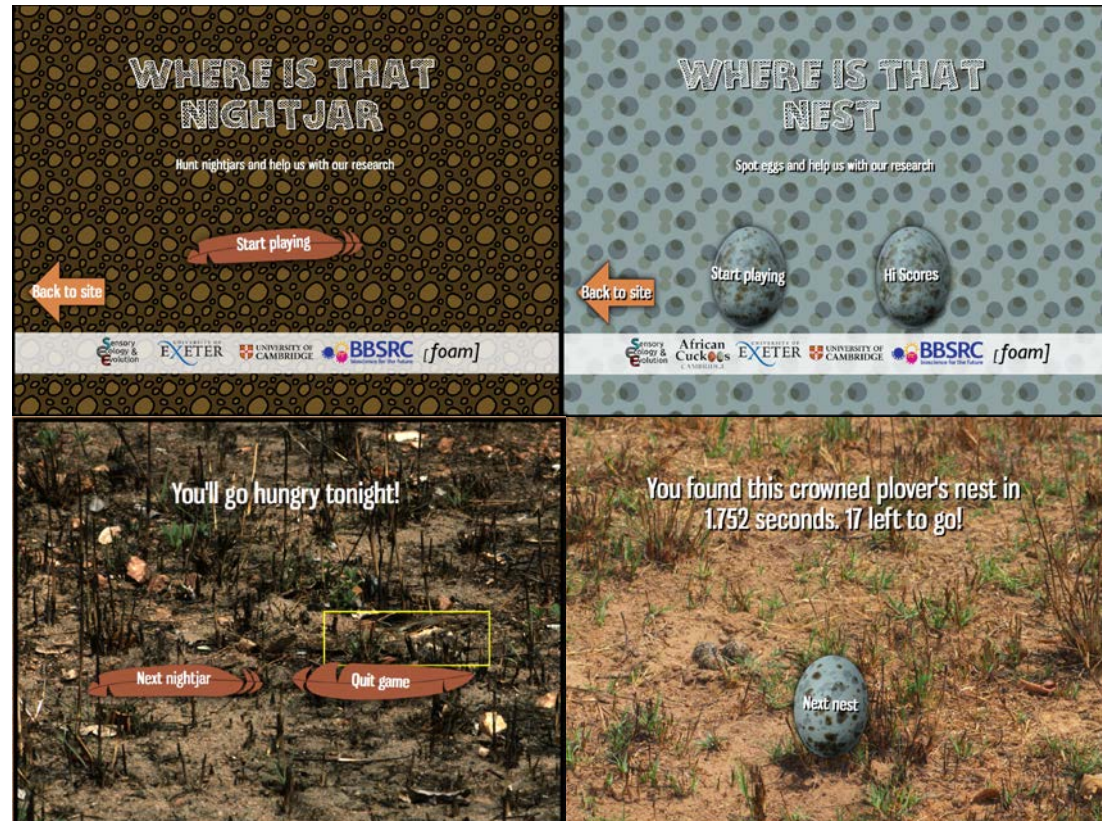
Stem from BBSRC grant on camouflage in birds

Games made with local company  
(> 60,000 players)

Videos with BBSRC (one has >  
500k YouTube views)

BBSRC Schools Regional  
Champion

Used in Key Stage 4 school  
resources, in media, books, blogs,



Games fed back into research papers & new game with NHM London

Work with Qinetiq

But how to show change in behaviour etc due to participation?

## Example 2: Image analysis and animal vision software

Software made as part of BBSRC grant

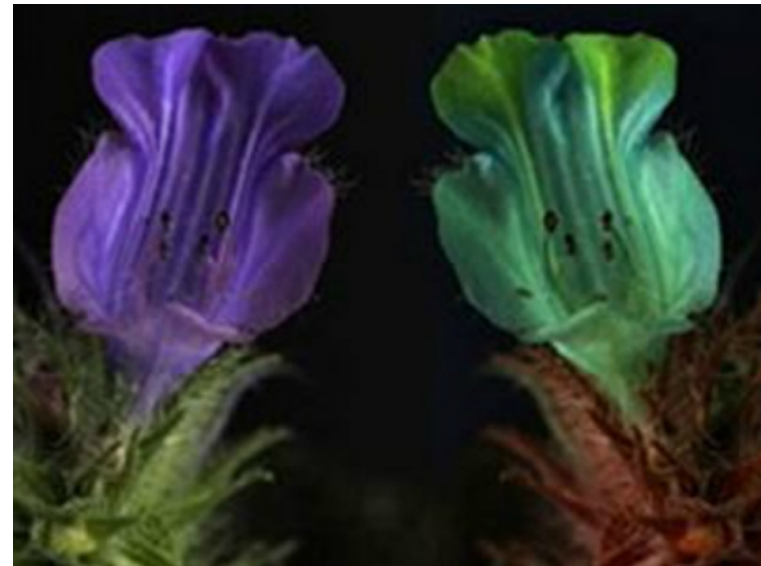
Freely available software, open access, open source code etc

Covered widely in media and large public interest

PDRA on Countryfile etc

Preliminary collaboration with Rentokil – huge company

Collaboration with artists, horse racing community etc



But how to show actual benefits and financial gains?