

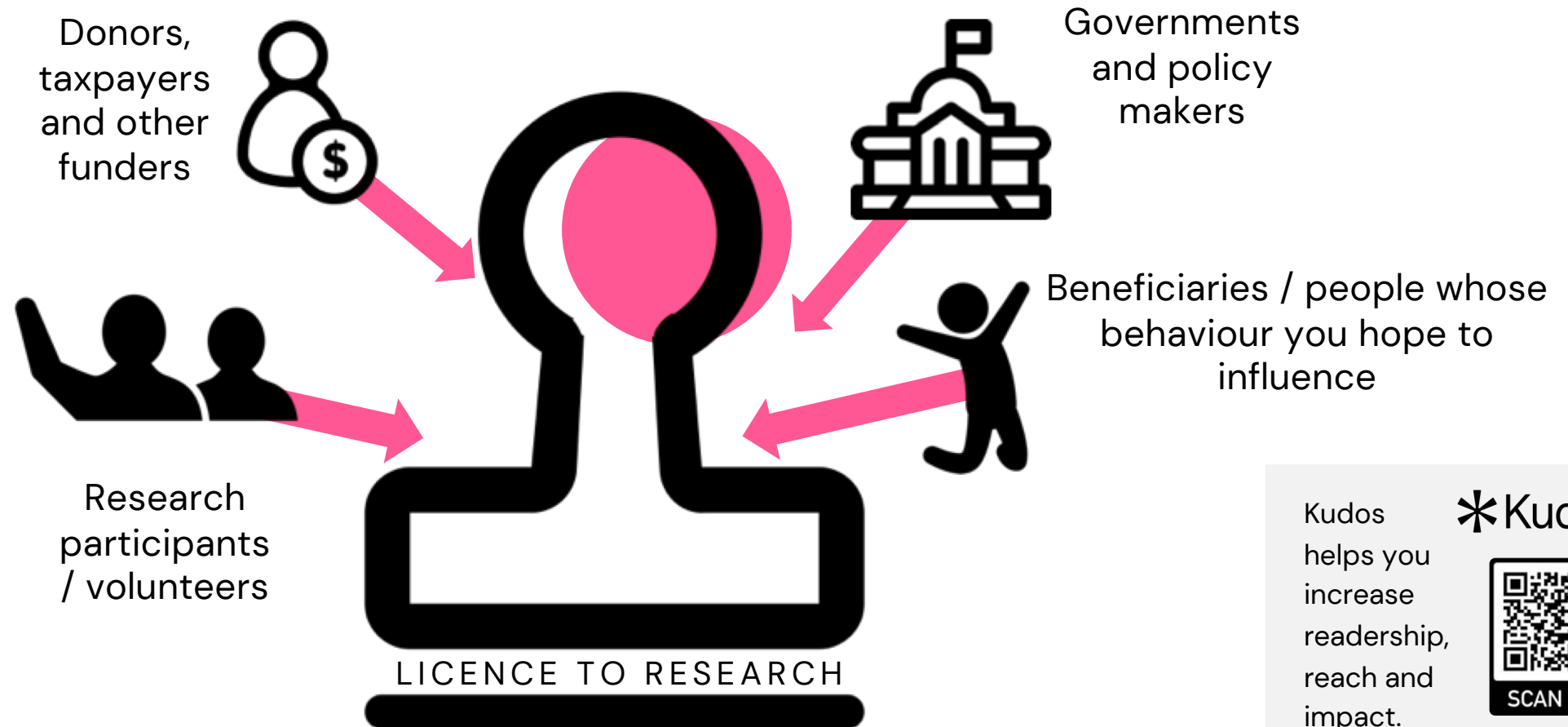
# What is research impact?



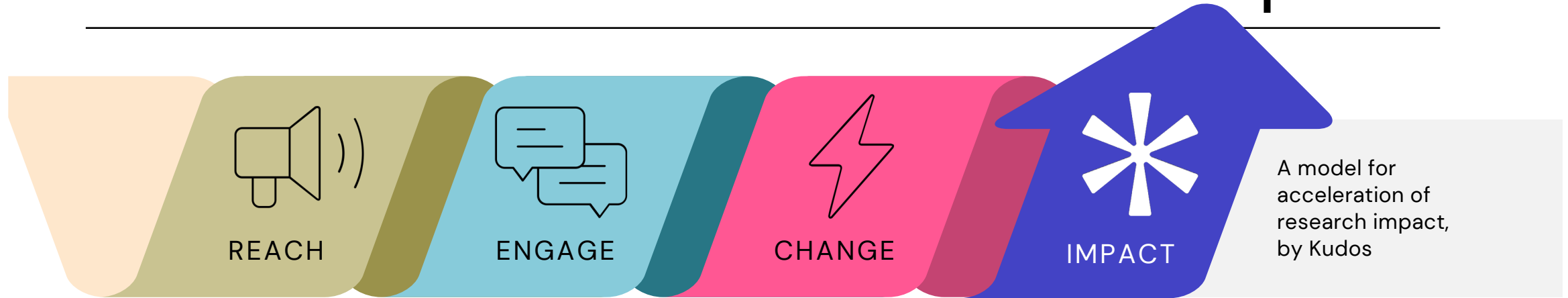
BASED ON THE WORK OF PROFESSOR MARK REED



# Why does research impact matter?



# How do we achieve research impact?



Reach the audiences that can best build on or benefit from your work: different communication channels

Engage those audiences – help them understand your research with plain language summaries, key message, visual, video and audio materials

Change behaviours, attitudes, awareness, processes, policy and so on

Amplify that change, for example, from local to national to international

