



II PATHWAYS TO IMPACT COMMUNICATION, APPLICATION



Swiss Programme for Research
on Global Issues for Development

Development relevance counts

1. Contribution of research to reducing global problems relevant for development
2. Quality of the strategy for application and communication to stakeholders
3. Getting research results into policy or practice (application)
4. Potential economic, environmental, and societal impact of the project



Pathways to impact

Results and the potential longer-term impact matter!

Research \neq linear, short term undertaking; not all research results = predictable or end up being policy or practice relevant.

➡ Reflect upon possible pathways to impact from the outset

Guiding questions:

- What is the underlying model for understanding changes within and between different components of human and natural systems?
- What changes does research seek to capture, explore, and explain?
- What might these changes mean for the issue at stake and for the reduction of poverty and global risks?
- Who are the relevant stakeholders? Who are the beneficiaries? Who the losers?
- What are the enablers or drivers, whether natural or human, which cause, facilitate or prevent change (enabling conditions)?



Communication and getting research into use

- Communication / application = integral part of research
Communication strategy linked to pathways to impact
- Knowledge translation is an on-going and iterative process
 - Knowledge must be managed and translated for key stakeholders
 - Identify communication channels through which to influence, inform or build relationships with stakeholders
 - What are potential deliverables/products?

➔ *Per project, 10 % to 15% for communication and implementation / application*

