

<p>Institution: University College London</p> <p>Unit of Assessment: 27 - Area Studies</p> <p>a. Context Since its foundation in 1915, UCL's School of Slavonic and East European Studies (SSEES) has been alert to the needs of the region covered by its research, which stretches from Finland to the Balkans and from Germany to the Russian Federation. As the climactic years 1989-91 demonstrated, those needs are not always predictable. Flexibility therefore lies at the heart of our cross-disciplinary approach to contemporary events and requirements. Disciplines represented at SSEES range from medieval history and literature to contemporary economics, sociology, politics and anthropology. Our research generates a correspondingly kaleidoscopic variety of impacts for research users in and beyond the UK. These fall broadly into six inter-related categories:</p> <p>Contributions to national and international policy debate about political and economic transformation in Central and Eastern Europe. Staff are regularly invited to advise government officials, diplomats, and international organisations such as the European Commission (EC), European Bank for Reconstruction and Development (EBRD), UNESCO and World Bank.</p> <p>Informing national and international debate about contemporary issues in Central and Eastern Europe. Our research has improved the quality of information available to the BEARR Trust (British Emergency Aid to Russia and the Republics) and the LGBT community, in both the UK and the SSEES region, on issues of health, wellbeing and migration.</p> <p>Informing British judicial opinion. We have provided expert witness for extradition and commercial cases in the UK.</p> <p>Conferring benefits on the private sector. We have contributed to the development of tools used by international corporations to manage the risk of corruption.</p> <p>Influencing university syllabi. Our research has prompted universities in Russia, Ukraine, Kazakhstan, Tajikistan and Croatia to introduce or develop health economics as a discipline.</p> <p>Interpreting personal and collective experiences, past and present. Our research is used to interpret the varied cultures and histories of the SSEES region for its own inhabitants; for migrants who have settled in London; and for a British public still inclined to think of 'Eastern Europe' as an undifferentiated whole.</p> <p>The last of these types of impact derives mostly from humanities research concentrated in the SSEES Centres for Russian Studies, South-Eastern Europe, and the Study of Central Europe; the others rest primarily on social science research, concentrated in the Centres for Comparative Economics and for European Politics, Security and Integration. However, these boundaries are intentionally flexible: indeed, it is our multi-disciplinary approach that encourages the London embassies of our region to regard SSEES as the natural forum for international dialogue about the region's cultural heritage and contemporary global role – a significant type of impact in itself.</p> <p>b. Approach to impact Despite the diversity of its research interests, SSEES takes a common approach to providing targeted extra-academic benefits to its key user groups. That approach is inherently dynamic, being driven by the changing needs of the SSEES region and shaped as far as possible in consultation with the end users of our research. It is underpinned by a fundamental belief that, without a profound knowledge of the region's languages and cultures, policy-making in Central and Eastern Europe will be ineffective and inter-cultural understanding impeded.</p> <p>In light of the Unit's ambition to improve the quality and efficacy of public policy across the area covered by our research, provision of expert advice to policy-makers is the first cornerstone of our approach to impact. We share research insights with governmental and other policy-making bodies in and beyond the UK and have contributed to policy-making in the area of international security, to UK policies relating to particular countries and the SSEES region as a whole, and to EC and UN policies on economic modernization in Central and Eastern Europe. On the basis of his research on international security, Ciută was invited to participate in the Transatlantic Conference of the 59th NATO Summit in Bucharest (2008) and the inaugural consultation conference on NATO's new strategic concept (2009). In 2010 he briefed senior officials from the US Department of State and the Romanian Ambassador to the US about the impact of US bases in Eastern Europe. Gordy, an expert on post-conflict reconciliation in the Balkans, took part in the FCO</p>
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Leadership Conference on 26 March 2009 and joined the Chatham House Working Group on Challenges for Europe, Russia and Other Former Soviet States. After helping to persuade the EC to support REKOM (a fact-finding commission for S.E. Europe) at the Brussels Seminar on Transitional Justice and European Integration (Dec 2009), he twice visited Sarajevo with REKOM (2011, 2013). **Sikk**, a specialist on party politics, briefed the British Embassy in Tallinn, *The Economist*, and Zachary Rothstein of Control Risks on the weakness of the extreme Right in the European Parliament elections in 2008-9. He has continued to brief outgoing British diplomats, including the defence attaché to the Baltic States (2012). As an authority on the Constitution of 3 May 1791 (Europe's first written constitution), **Butterwick** was invited by the Polish Constitutional Tribunal to lecture to an audience of politicians, diplomats and judges in 2008. In many cases, our advice is specifically intended to shape the policy agendas of particular international organizations. Since 2006, the National Bank of Poland's Monetary Policy Council has used forecasting techniques commissioned between 2003 and 2009 from **Makarova** and Charemza (Leicester) to help determine interest rates and reserve levels. **Manchin's** research on international tariff barriers provided policy guidance for the G20 meeting in autumn 2010 and has been widely cited in the international press (e.g. *The Economist*, 6 July 2013). **Korosteleva** met the Belarusian Prime Minister at the House of Lords in November 2008 and participated in the first Belarus Investment Forum; in November 2011, she was interviewed by Belarus's Consul-General about the possible consequences of moving to a free-float currency regime. She presented the results of her analysis of the impact of sanctions on Belarus to the European Parliament in June 2012. **Bruno** served as an Additional Expert contributor to the chapter on 'Foreign Direct Investment flows' in the EU Competitiveness Report 2012, written for a readership of policy-makers and think-tanks.

The second cornerstone of the Unit's approach is our **work with the private sector, NGOs and community groups**. **Ledeneva's** research has helped international corporations to develop tools to minimize the risk of corruption in their organizations (for more, see UCL27-LED). **Mole's** contribution to the debate on the well-being of LGBT migrants shows how they might overcome potential double marginalisation—as ethnic minorities within the host society and as sexual minorities within the ethnic diaspora community—by forging 'queer diasporas' to provide social, economic and psychological support. He wrote research reports on LGBT in the Baltic States for QUartEERa, a group for Russian-speaking LGBT migrants in Germany, whose meetings he attended in Berlin (2011-12). Framing his project in consultation with potential beneficiaries, Mole contacted the Head of International Equality and LGBT Equality (HM Government), the Policy and Programmes Officer (International Lesbian and Gay Association-Europe), and the Secretary of the European Parliament Intergroup on LGBT rights.

The Unit's commitment to (re)connecting wide ranging non-academic audiences with key facets of their heritage through **public engagement activities** provides the third cornerstone of its approach to impact. This includes extensive **media engagement** reaching wide public audiences both within and beyond the UK. Since 2008, SSEES staff have made more than 80 such broadcasts: **Graham** discussed Russian humour on Radio 4's *Today* programme (18 Mar 2011); **Mole** and **Butterwick** were interviewed for BBC1's *Heir Hunters* (2011); **Nivorozhkin** warned of the dangers of capital flight from Cyprus banks on *The World Tonight* (Radio 4, 21 Mar 2013); and **Rady** was interviewed about the Hungarian politician Gyula Horn on *Last Word* (Radio 4, 5 July 2013), rights of resistance (Kossuth Radio, 15 June 2013), and Transylvanian history (TV Cluj Direct, 27 May 2013). **Duncan** and **Ledeneva** broadcast often on the BBC, Voice of Russia and other stations. **Dixon** talked about Catherine II of Russia on *Woman's Hour* (Radio 4, 11 Mar 2009), and participated in interactive broadcasts, responding to listeners on *Morning with Pat Kenny*, the Republic of Ireland's most popular talk show (12 Mar 2009). His discussion of the building of St Petersburg on *In our Time* (Radio 4, 30 Apr 2009) prompted an extensive internet response.

Indeed, we extend the reach of public engagement via the use of **digital and online media**.

Young, who unveiled London's plaque commemorating Herzen's Free Press with the Mayor of Camden (26 June 2013), discusses the historical experience of Russians in London in her blog (<http://www.sarahjyoung.com>). Launched in August 2009, it now has an appreciative, engaged readership. Visits to the site increased from 739 in 2009 to 25,849 in 2013 (to 31 July); its reach was further extended through its inclusion in features on blogs published by the Macle hose Press and the *New York Review of Books*. We have supported our staff's capacity for online audience engagement by launching the **SSEES research blog** in autumn 2012. The blog provides a forum to share good practice within the Unit and a platform for staff to gain experience of writing for and

engaging with a wide non-academic audience. It was accessed from 79 countries in its first 3 months. **Sikk's** 'Where do London's new Europeans live?' (Jan 2013) was viewed 472 times in 5 days; **Hanley's** 'Eastern Europe: parties and the mirage of technocracy' was translated by *Hospodarske noviny* (26 June 2013, online).

Media exposure of our research insights enhances public awareness of key issues and also helps to shape media discourse, sometimes in unexpected ways. Findings from **Aleksov's** work on religious extremism in Serbia, *Südosteuropa* (2008), were republished in 2009 by 'Women in Black', a feminist anti-militarist network in Belgrade, and by others in the Serbian Coalition for a Secular State. Conventional media also show a marked interest in our research. The front page of Serbia's main daily newspaper, *Politika* (5 Apr 2010), commented extensively on a paper given by **Milutinović** at Columbia University, now published as 'What common Yugoslav culture was and how everybody benefited from it', in *After Yugoslavia*, ed. R. Gorup (Stanford UP, 2013). *Doba seniorů* (Jan 2009), the journal of the Czech pensioners' federation, interviewed **Hanley** about his work on old-age interest groups; *Project-M* (Jan 2011), a magazine produced for the pension industry by Allianz Global Investors, also cited him. His research on party politics is regularly quoted in the Czech and Slovak press and elsewhere (*Pravda*, 20 June 2011, 6 June/9 Aug 2013; CNN website, 27 Jan 2013; the Chinese *Sianlian Life*, Feb 2013). *Solidarity/Solidarities* (2009), organized by **Beasley-Murray** as part of *Children of the Revolution 1989-2009*, was reported by the BBC, Polish TV, and newspapers in C. and E. Europe. Interviews about the conference were given to Australian radio and to the *Yoimuri Shimbun*, Japan's biggest-selling broadsheet. With the European Parliament's London office, **Beasley-Murray** and **Zusi** organized the Sakharov Prize debate on dissent at Europe House and discussed it in *The Independent* (online, 6 Dec 2012).

Our public engagement activities extend beyond the media to live events and contributions to the public programmes of our external partners. The V&A consulted **Bogatyrev** about the selection of items from Russia and its own collections for its *Treasures of the Royal Courts: Tudors, Stuarts and the Russian Tsars* exhibition (March-July 2013). In connection with this exhibition, Bogatyrev gave a public lecture at the Brompton Library on Anglo-Russian contacts in the 16th and 17th centuries (Mar 2013). The V&A also invited **Dixon** to a workshop (June 2013) designed to ensure that the interpretation of the *Enlightenment in Europe 1600-1800* galleries, due to re-open in 2015, reflects the latest historical research. Dixon led the sold-out 'Saturday Showcase' for the Hermitage *Catherine the Great* exhibition (National Museum of Scotland, 6 Oct 2012). With Aiken (UCL Slade), **Duijzings** developed the *Cities/Methodologies* exhibitions in London (annually from 2009) and Bucharest (2010). Among the five experimental films involving people of all ages and backgrounds made by Duijzings in collaboration with Novaković (Leverhulme Artist at SSEES, 2010), is *Lebensraum/Living Space* (2009), an 80-minute record of a public reading on the streets of London of Duijzings' diary of fieldwork in war-torn Yugoslavia. Screened in London, Vienna and Bucharest (2009); the film is available online at <http://archive.org/details/LebensraumLivingSpace>.

Recognizing that no single institution, however large, has the resources to generate a fully comprehensive, sustainable flow of highly-trained area expertise, we also take full advantage of collaborative, cross-institutional pathways to impact. The Centre for East European Language Based Area Studies (CEELBAS), a partnership with nine other UK HEIs launched at UCL in 2007, has made a particularly important contribution to our approach to the **transfer of specialist knowledge**. Funded by the AHRC and British Academy and led from UCL, CEELBAS promotes a wide variety of research collaborations, knowledge exchange and postgraduate training. It has encouraged and facilitated **dialogue between researchers and users from the diplomatic, business and NGO communities**, not only with reference to the social sciences, but also to the humanities. For example, a partnership with The Russian Media House publishing company led to the appearance of articles drawing on the expertise of **Rubins, Davidson, Ledeneva, and Graham** in the UK Russian-language magazines *New Style* and *Pulse UK* in 2010-11.

Since advice is most likely to be sought from established research leaders, long trusted by end-users, a central feature of our approach has been to support our staff to develop sustained relationships with appropriate users from the earliest stages of their careers. To this end, we provide annual **SSEES Research Support grants of up to £5000 for impact-related research activity**. In 2012, for example, we supported podcasted knowledge exchange workshops, co-funded by CEELBAS, on 'Russia's Skolkovo in Comparative and Historical Context' (speakers included L. Broyd, FCO, and C. Lenihan, V-P Moscow Skolkovo Foundation), and on 'Shale Gas

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and Renewable Energy' (featuring the Ukrainian Deputy Ambassador and lawyers from Warsaw and Kiev). In 'Transition Economics meets New Structural Economics' (2013), speakers from EBRD, EC, and the former chief economist of the World Bank participated alongside SSEES staff at all levels of seniority. We also support all our pathways to impact by ensuring **productive synthesis with UCL's approach**, capitalising on the contributions made by the **UCL Impact Scholarships** for PhD students such as Rebmann (2010-14), who works on trust and enterprise; by the **UCL Festival of the Arts** (see UCL27-BRA); and by the **UCL Public Engagement Unit**, whose annual Public Engagement Prize was awarded to SSEES in 2009.

c. Strategy and plans

Our efforts to maximise the impact of our future research will focus particularly on the following:

Enhancing collaborative approaches: We will develop our informal partnerships by expanding the range of events we co-fund with user-groups such as EBRD, Chatham House and the Russo-British Chamber of Commerce. We shall also seek to expand the range of these partnerships; for instance, by collaborating with the British Library in 2014 on a conference and related events celebrating the 450th anniversary of the origins of printing in Russia.

Remaining flexible and responsive to the changing needs of all user groups. In an increasingly global and networked world, national and regional boundaries are highly permeable. The Unit's recent successful ventures into twitter and blogging have increased the reach of its research impact. By creating a formal social media strategy, we aim to build new networks, particularly in SSEES's region, and identify new areas of interest worldwide. This strategy will draw on the innovative work of UCL's Centre for Digital Humanities to link the use of social media with increased access to research.

Embedding an 'impact culture' through training for postdocs and PGR students and by encouraging them to consult potential user-groups when framing their research projects. We have already made a start here (Berdiak, for example, has been awarded UCL Public Engagement Unit funding), and plan to extend our activities through the UCL Mellon Programme, e.g. in the work of Szostek (2013-15), who is researching the potential impact of international scholarly exchange.

Developing an integrated approach to impact, co-ordinated by the Heads of Research.

Impact will be incorporated into job specifications for all new appointments; scholars whose research has had proven impact will mentor and support every stage of colleagues' projects. More robust systems will be set up to capture, monitor and evaluate the reach and significance of our impact, and that information used to provide best practice examples for colleagues.

d. Relationship to case studies

Our commitment to **the provision of advice to public policy-makers** is exemplified by Wilson's secondment to the European Council on Foreign Relations (2008-10), where he helped shape policies towards Russia and the six countries of the Eastern Partnership (UCL27-WIL), and by Radošević's extensive advice on technological modernisation for the EC, World Bank, OECD, UNESCO, UN Economic Commission for Europe, and several national governments in the SSEES region (UCL27-RAD). UCL27-LED illustrates our **efforts to benefit the private sector** by contributing to the development of management tools to limit the risks of corruption in international corporations and by providing expert witness in the UK courts. UCL27-GER demonstrates the capacity of our research to **respond to an urgent need in the SSEES region** by influencing university syllabi in several countries through the introduction and development of health economics. By exposing the potential for mutual understanding and misunderstanding between various national communities, with a focus on the experience of east European communities in London, UCL27-BRA offers an original example of **public engagement activity** undertaken to (re)connect non-academic audiences with their heritages. Although the disciplines supporting these case studies vary widely – in addition to the emergent field of corruption and informality, they range from the politics of democracy to technological transfer and from health economics to travel literature – all five exemplify the common features of our approach. Each shows the importance of distinctive cultural and/or historical perspectives as the basis for fruitful research impacts bearing on the SSEES region. Each has benefited from wider collaboration (with CEELBAS or with the UCL Public Engagement Unit). While our other case studies describe impacts arising from the work of established leaders in their fields, UCL27-GER demonstrates the capacity for younger scholars within the UoA to achieve significant impacts.