

<p>Institution: University of Cambridge</p>
<p>Unit of Assessment: UoA24 Anthropology</p>
<p>a. Context</p> <p>Anthropology at Cambridge has a track record of getting its research into the public domain in ways that have benefits for communities, civil society organisations, industry and national/international institutions. In anthropological research, the most significant impact is on the individuals and communities who are the subjects of research and very often also collaborators in the research process. Attention is also given to the way in which research provides evidence for policy and practice at local, national and international levels. Impact is not a unilinear process, nor of a single type, and varies with research domain and process. Some research has immediate policy relevance, while other benefits may be unintended or emerge only over time. Concrete examples are provided below of how the main types of impact relate to the range of research undertaken in the divisions.</p> <p>We seek to apply our research to enhance people's understanding of self and other; to enhance the critical purchase of public discourse and reflection on a range of issues both directly anthropological and with implicit or explicit anthropological dimensions; to improve the information and argument available to policy-makers; and to help schoolteachers and other educators widen their horizons and inform their practice. Our research has touched the lives of people around the world through international organizations, civil society organisations, and cultural and educational networks and institutions. Our case studies illustrate this breadth.</p> <p>During the period of assessment, a range of beneficiaries from DFID, the World Bank, the UK, Bangladeshi and Mongolia governments, the EU, Museums in Vietnam, Russia, and New Zealand, and local community organisations in Alaska, Mexico, the Pacific and Amazonia have all directly benefitted from the unit's research. A further key type of impact which is not highlighted in the case studies relates to education, not just within the communities directly involved in the research, but also in the UK more generally through outreach to Schools. Examples include work on climate change with young people in the UK, Alaska and Mexico (Sneath, Irvine, Bodenhorn, Diemberger).</p>
<p>b. Approach to impact</p> <p>The unit's approach to impact is characterised by collaboration across a wide range of different constituencies. Staff work with individuals and communities whenever possible to design research methodologies and delineate potential outcomes, thus improving the impact and potential benefits of research. It is departmental policy in both social and biological anthropology to encourage members of staff, ECRs and postdocs to seek out opportunities and accept invitations to disseminate their research to communities, civil society organisations, governments and other audiences/users. Notable examples in the period – in addition to the submitted case studies - include the major Fiji Exhibition (Herle), research on Tibetan manuscripts (Diemberger), learning in Mexico and Alaska (Bodenhorn) and the development of a natural painkiller in the Amazon (Barbira Friedman), all involving the design of research and impact with the communities concerned (see http://www.socanth.cam.ac.uk/about/outreach-and-engagement/). Early discussion with funders and civil society organisations is essential in specifying the potential connections between policy and research objectives, as in the work on nutrition and health in Nepal and Bangladesh (Mascie-Taylor). National institutions and authorities are engaged over longer periods to ensure collaborative development of research goals and associated impacts (see case studies on Mongolia, Bodies and Vietnamese Heritage). A further example was the Fiji Exhibition coordinated by Cambridge anthropology involving 9 official partners: The British Museum (London, UK), Fiji Museum (Suva, Fiji), Maidstone Museum & Bently Art Gallery (Maidstone, UK), Musée du Quai Branly (Paris, France), National Museum of Scotland (Edinburgh, UK), Peabody Essex Museum (Salem, MA, USA), Pitt Rivers Museum (Oxford, UK), Smithsonian Institution (Washington DC, USA) and the World Museum Liverpool (Liverpool, UK).</p> <p>Impact is taken into account and enhanced by all research structures at School, Faculty and University level. For example, access to HEIF funding (see below) and two Research Facilitators were appointed in the current cycle by the School of the Humanities and Social Sciences who can</p>

offer advice on impact-related activities . In 2011-12 the School launched a pilot programme of postgraduate placements in non-HE institutions and this successful pilot is now being rolled into a university-wide scheme. Since 2008 the University has hosted a showcase for humanities and social science research in its annual autumn Festival of Ideas (which drew 14,000 people in 2012) in addition to the long-running spring Science Festival, both of which have featured anthropology research (in 2008, 2009, 2010, 2012 and 2013). These festivals are the subject of close audience evaluation (see <http://www.cam.ac.uk/cambridge-festival-of-ideas/about/past-festivals>) and contributors get a chance not only to disseminate their research but also to reflect and build on their communication skills. Since 2007 Anthropology postgrads and postdocs have made use of the University's public-engagement training through its 'Rising Stars' programme and offered masterclasses, workshops and lectures to public audiences.

In both Divisions, the approach to impact has three strategic aims:

Community Collaborations: All research projects in Cambridge anthropology work collaboratively with local communities whenever possible. For example, in collaboration with Torres Strait Islanders, Dr **Herle** has researched hundreds of the Museum of Archaeology and Anthropology's (MAA) Torres Strait prints and negatives, originating from Haddon's 1888-89 research; she returned copies of all the photographs and associated documentation to their communities of origin in 2011 and has MOUs with three Torres Island communities for further collaborations. A major loan of Torres Strait material was arranged to the Queensland Museum in Brisbane as part of a celebration of Torres Strait Art and Culture also involving the Queensland Gallery of Modern Art, the State Library and the Performing Arts Centre. Wherever possible, Cambridge anthropology seeks to bring community organisations, representatives and leaders into research networks and develop collaborative pathways to impact. A recent example involves a Leverhulme Networking Grant: 'Blackfoot Collections in UK Museums' (2013-2014) Partners: Department of Anthropology, University of Aberdeen; The Royal Albert Memorial Museum and Art Gallery, Exeter; Mookaakin Culture and Heritage Society /Kainai Nation, Alberta; Canada Long Time Trail Society/Piikani Nation, Alberta; Canada Siksika Nation Museum/ Siksika Nation, Alberta; Canada Blackfeet Tribal Preservation Office Montana USA. Blackfoot contact with objects held in European museums has been minimal to date, but a series of reciprocal research visits will improve identification, interpretation and care of the museum collections. On Blackfoot territory in Canada and the USA, the results of the research will be made available to the communities through discussions and events designed to develop future cultural and educational projects.

Working with non-academic users: Cambridge anthropology has an established track record of multi-stakeholder events that bring together policy makers, non-academic beneficiaries, business and research teams. For example, a two day international symposium on the geopolitics and geoeconomics of Mongolia's natural resource strategy held in 2013 brought together academics with Mongolian and UK businesses, political leaders and local communities (**Bulag**); and a recent business event on investment in Russia drew directly on research on post-Soviet elites and wealth creation to explore risk (**Ssorin-Chaikov**). Work in Nepal and Bangladesh with governments and international aid agencies has had a major impact on child health and nutritional status (**Mascie-Taylor**). Knowledge transfer strategies with regard to the potential impact of research on policy have informed the Divisions engagement with the University's Centre for Science and Policy (CSaP) which works to develop long running relationships between researchers and policy makers, and enhance the impact of research on policy. This is an ongoing and developing relationship and 5 of CSaP's Policy Fellows met with a range of members of both Divisions in 2012-13 alone.

At home: Bringing the results and significance of research close to home is a key part of the unit's strategy. Cambridge anthropology has developed an approach to impact that goes beyond policy and communication to encouraging a sustained engagement with the UK public through public events, outreach and education. Here the Museum of Archaeology and Anthropology (MAA) plays a lead role. For example, in 2009-2010, Dr Anita **Herle** acted as Lead Curator on the *Assembling Bodies: Art, Science and Imagination* exhibition, which explored some of the ways that bodies are imagined, understood and transformed in the arts, social and biomedical sciences. More than 120,000 visitors registered during the course of the exhibition, when the gallery was also used for artists' workshops, outreach activities for families and schools and a public dance performance. A Teachers' Guide with links to the National Curriculum for primary, secondary, and 6th form

students was developed and distributed to schools throughout the Cambridge region (<http://maa.cam.ac.uk/assemblingbodies/schools/>). One result of the exhibition was that MAA became regional representative in the 2012 Cultural Olympiad with its *Unlimited: Global Alchemy* project, uniting a former artist-in-residence, the museum and disabled inhabitants of South African townships. In another project on Tibetan manuscripts, workshops on art and religion were held in primary and secondary schools in Cambridge and South Cambridgeshire, focusing on Buddhist artistic production, the cultural understanding of books as artifacts and ritual objects and on printing technology (**Diemberger**). Cambridge Anthropology, in collaboration with the Faculty of Education, has been recently awarded a large grant (AHRC £875,000) for research on understanding perceptions of environmental change in East Anglia. The research will involve the generation of a database of narratives, reflections, and memories which will create a valuable resource for local communities, with the potential for further expansion. The project was designed and planned from its inception with knowledge transfer and educational goals as key aims, and it involves a series of schools activity days to devise lesson plans based on key research activities. These will be made available online on the project website alongside the database of narratives (**Bodenhorn, Diemberger, Irvine, Sneath**). Taken together these projects provide examples of the effective communication of research with direct benefits for members of the public, for schoolteachers and pupils, and for other educators.

c. Strategy and plans

Anthropology at Cambridge has developed a strategy for impact based on the early review of the potential impact of projects from the beginning of research inception and design, and this has been incorporated into the departmental oversight of research projects. It is well recognised that not all research will have equal impact, but the core of the strategy is based on collaboration with beneficiaries, users and funders. In addition, the Divisions are planning to build on successes with existing impact models within the Divisions to further enhance mechanisms for effective knowledge transfer and the communication of research findings. During the period of assessment, anthropology has been particularly successful in winning HEIF grants (1 HEIF 4 and 4 HEIF 5) – through internal University competitions - to support pathways to impact, processes of assessing the nature and extent of impact, and to enhance impact acceleration. These include projects on knowledge sharing in times of crisis between Latin American and UK trade unions (**Lazar**); resource management and mining in Mongolia (**Bulag**); understanding climate change (**Sneath, Diemberger, Bodenhorn, Irvine**); training NGO staff to improve food security for the poor (**Mascie-Taylor**); gender and food security in Bangladesh (**Mascie-Taylor**). The strategic aim over the next five years is to use these 5 case studies, as well as others, to develop and try out existing and new methodologies for engaging government, industry, NGOs and communities with anthropological research.

Within the same period, the main strategic goal is to have all staff, ECR and PHD students engaged on research projects actively involved in knowledge transfer activities at appropriate stages and levels – local, national and international. Cambridge anthropology is also involved in increasing the exposure of young researchers to enhanced training and first-hand experience of knowledge exchange through the University's ESRC Doctoral Training Centre and the integrated Social Science Research Methods training programme. In 2011-12 the School launched a pilot programme of postgraduate placements in non-HE institutions and this successful pilot is now being rolled into a university-wide scheme. Since 2007 the University has provided public-engagement training for postgrads and postdocs through its 'Rising Stars' programme. In addition, the Centre for Research in the Arts, Social Sciences and Humanities (CRASSH) supports a postdoctoral forum on impact, outreach and engagement, as well as a series of cross-faculty seminars for staff and ERC researchers involving researchers and non-academic users. The University is currently piloting a sustainable and co-ordinated support structure across the social sciences to promote wider and more effective engagement with the ESRC impact agenda, with a Cambridge Impact Fund of £350,000 as well as enhanced communication between ESRC and the University researcher base, using learning from knowledge transfer activities across the University, including EPSRC initiatives. Cambridge anthropology is working directly with this new initiative to develop more effective strategies of communication and policy engagement of relevance to different kinds of anthropological research.

In addition, the Centre for Science and Policy (CSaP), the Public Engagement Team and

Cambridge Enterprise work to broaden and strengthen existing channels of communication and collaborations for the exchange of information and staff between social science researchers and government departments, NGOs and business, while the University's Public Engagement Team has developed general training courses on knowledge transfer and impact that are run through the University's Personal and Professional Development Training. Over the next five years, Cambridge anthropology will develop further formal mechanisms for collaboration and co-operation with these initiatives.

d. Relationship to case studies

The case studies chosen provide different examples of the unit's approach to achieving impact, and they also demonstrate the way in which research undertaken overseas can have an impact not just in one specific location, but in other contexts around the world.

Working with communities to effect policy change:

The case study on **infection** involves research on controlling parasitic infections which has led to the development of new policy and public health interventions in Bangladesh with a sustained impact on the improved health and well-being of the poor. The research has had direct impact on organisations who support public health in Bangladesh, including the Government of Bangladesh (GoB), The World Health Organization (WHO) and World Bank. This case study has influenced the development of the impact approach within Cambridge anthropology, exemplifying how to work collaboratively with government and donor agencies to achieve maximum impact.

The case study on **poverty and malnutrition in South Asia** is an example of an independent research project analysing a set of governmental actions which subsequently gave rise to new research and consequent changes in government and donor policies. The project was planned with policy and practice in mind, and has had a crucial impact on the choice of poverty indicators in Bangladesh, Nepal and beyond. This provides an example of enhanced impact through planning at the early stages of research design.

The case study on the **environmental impact of pastoral management strategies** is an example of how long term collaborative work with communities can provide new models for tackling social change and its impact on livelihoods, as well as addressing issues of biodiversity, sustainability and indigenous knowledge. Collaboration at both community and institutional levels allowed the research to have a more significant and sustained impact over time. This case study provided the insights necessary to develop the pathways to impact approach of the current climate change work in the UK being undertaken by the division (also involving **Sneath**). The impact of this case study was the result of detailed empirical knowledge being made available through long-term collaboration with institutional decision-making partners.

The case study on **human bodies** demonstrates how work on conceptual issues and their connections to values and attitudes can bring a new perspective to bear on public understanding and debate, as well as influencing evidenced based policy. A key aspect of this work was its comparative basis – with its initial impetus in Melanesia – and it demonstrates the importance of anthropology's ability to 'bring insights back home', to apply conceptual innovation to new areas of public policy challenge, and to provide policy makers with new information and forms of argument.

The case study on **heritage in Vietnam** demonstrates the key role of communities as co-researchers, and the value that public engagement from the earliest days of the research can have for enhancing impact. Existing work in social anthropology at Cambridge on educational outreach within Alaska, Mexico, UK and elsewhere, as well as previous research in Vietnam, informed the approach taken in this case study to the preservation of culture and heritage. This case study also exemplifies collaboration between HEI and non-HEIs to enhance public awareness and understanding, not only in the country of study, but also in the UK. Dr Susan **Bayly** of the Division of Social Anthropology and MAA hosted the Director of the Vietnam National Museum of Fine Arts, Hanoi and a team of colleagues at a major public event for the Cambridge Festival of Ideas (see above) in October 2013 to explore dramatic and on-going changes in the visual culture of Vietnam through a focus on one of the country's greatest living artists Mr. Nguyen Tu Nghiem.