Institution: The Open University

Unit of Assessment: C24 Anthropology and Development Studies

a. Context

Knowledge exchange is fundamental to the OU's central mission to be 'open to people, places, ideas and methods'. The International Development at the Open University (ID@OU) approach to impact designs research in collaboration with stakeholders, working from their needs to develop research outputs and offer feedback loops through workshops; internships; press and policymaker briefings; advisory group meetings; and long-term working relationships with major partners. We take a systematic approach to research impact, mapping categories of stakeholders against expected outputs and opportunities for benefit. Fundamental to our research is a commitment to capacity building, which is done through the development of co-productive processes between researchers and users of research, data production and management, as well as the evaluation of impact. This systematic approach allows us to extend and diversify the significance and reach of our research by and with user groups. It is focused on five areas: public engagement; in-country and regional partnerships; work with international policymakers and networks; impact on firms and business associations; and impact on practitioners and professional services.

b. Approach to impact

Building on OU strengths
Commitment to impact in international development is a core component of the OU's social justice mission. Millions of people from over 200 countries actively engage with the OU via our global presence on our open access research repository, Open Research Online (23,000 OU publications and 40,000 visitors per month), iTunes U (one of the largest and most popular in the world; 28m downloads since it was established in 2011) and OpenLearn (over 11m visitors). Our leading-edge technologies are used around the world to break down geographical and social barriers to knowledge, research and development. Our impact in development studies has immense public reach through award-winning research-based media dissemination. Our many partnerships with policymakers mean that our shaping of debates and policy often unfolds as an iterative process, supported by our extensive network of graduates. We have also been instrumental in shaping *how* research impact is captured and maximised by the UK Department for International Development (DfID), through **Clark**'s leadership of DfID's programme to gain practical and commercial uptake of its funded research, *Research Into Use.* We have had institutional support in these endeavours from the OU's International Development Office (IDO), the Maths, Computing and Technology and the Social Sciences Faculties, the Innovation Knowledge and Development (IKD) Research Centre, and the Innogen Centre's Communications and Policy Officer, who all work with ID@OU to develop and effect our particular approach to impact. We have also benefitted from a long-standing partnership with the BBC.

Achieving reach with significance
Our approach to impact between 2008-2013 has aimed to achieve reach with significance in five distinct ways. We describe each below, with examples and signposting to case studies, in the following section:

(1) Direct engagement with publics
Yanacopulos and **Mohan** have undertaken a set of high profile projects in disseminating ID@OU research findings via the public understanding of development through our partnership with the BBC *African School*, *Chinese School*, *Syrian School*, Comic Relief, and the *Why Poverty?* TV Series. *Syrian School* won the prestigious Japan Prize for excellence in educational programming. The *Why Poverty?* Series was aired to an estimated 0.5 billion viewers across 72 countries, and one of its instalments won the Tribeca Film Festival NYC Audience Award.

(2) Long term in-country and regional partnerships with researchers and policymakers
Countries where ID@OU researchers have long-term research partnerships include South Africa,

Tanzania, Kenya, Ghana and India. Since 2008, these partnerships with strongly policy-linked research peers have continued to generate in-country working relationships with national policymakers that have demonstrably influenced national and regional policies. For example, **Mackintosh**'s 15-year research programme with Tanzanian colleagues on the operation of local health and medicines markets, the regulatory challenges, and the positive effects of local pharmaceutical production on access to essential medicines, has had international impact across Africa and Europe. **Clark**'s role as Technical Advisor to the Director of the African Centre for Technology Studies (ACTS) builds on many years work in Africa running a university and advising the New Partnership for Africa's Development (NEPAD). Following **Kingiri**'s PhD at OU, she became Research Director at ACTS. Working with ACTS, **Kingiri**, **Clark** and **Hanlin** have shaped Kenyan Innovation Policy. This work, in addition to ESRC Innogen Centre funding, has had strong institutional support over many years from IKD, IDO and OU Faculties.

(3) Close working with international policymakers and international policy-linked networks
The ESRC Innogen Centre's work (**Kale**, **Chataway**, **Wield**) has also focused on how science and technology regulation and governance can facilitate advances in the pharmaceutical and other life science industries, which have impacted international policy (OECD, Scottish Government); this was advanced in 2013 with a set of high profile policymaker workshops, funded through dedicated impact funding from ESRC and designed with our Communications and Policy Officer to achieve maximum impact. Our capabilities work (**Anand**) has been central to a shift within international policies towards measurement of wellbeing and progress through the empirical use of Amartya Sen's capabilities concept; this occurred through collaboration with the OECD and dissemination through its Better Life Index and other networks, supported by guidance from OU impact specialists and strategic investment from the Open University Research Office. **Mugwagwa**, as part of a full-time secondment to the NEPAD Office of Science & Technology, worked as an expert member of the African Biosafety Network of Expertise and helped craft harmonised drug regulation within the African Union, NEPAD and African Network for Drugs and Diagnostics Innovation. **Chataway**, in her secondment as Director of Innovation and Technology Policy at RAND Europe, led and participated in research teams commissioned and supported by the UK Department of Health, European Commission, European Parliament, BBSRC, DEFRA, DfID, Wellcome Trust, Gates Foundation, Pfizer, Merck, Gilead Foundation and GSK.

(4) Direct impact on strategy at firm and business association level
ID@OU researchers uniquely work directly with private sector actors and are able to trace direct impacts. **Kaplinsky**'s on-going work with the business services sector to develop clustering, benchmarking and internship programmes in South Africa (RSA) has had a demonstrable impact in improving growth and efficiency, and in extending industrial policy formation on supply chain management from RSA into other African, Central European and Asian countries. **Chataway**'s research on the pharmaceutical sector has resulted in high-level policy publications with contributions by two senior South African Ministers (Trevor Manuel and Derek Hanekom), while **Banda** has directly influenced African firms' funding strategies. Under the auspices of strategic and dissemination funding from the Innogen Centre, **Chataway** and **Wield** used a high level 'Pharma Futures' workshop to engage a range of firms, regulators and policymakers in constructing scenarios for regulatory science based on their research on the interaction between regulation and innovation. **Clark** and colleagues' Best Bets Africa identifies promising initiatives arising from existing agricultural research and puts them into use in ways benefitting the poor in individual African countries.

(5) Impact on practitioners and professional services
Johnson, Pinder and Wilson's long-standing partnership with the Kulika Charitable Trust in Uganda, where OU MSc graduates use ID@OU research in their work in a range of state and non-state development organisations, has influenced local and national policies in Uganda. **Clark** and **Hanlin**'s research-based workshops, in partnership with ACTS, led the Kenyan government to ask them to advise on the 'rebranding' of innovation within the Government's science, technology and innovation policy. **Kaplinsky**'s research on how to respond to the challenges of Asian suppliers has shaped South African consultant advice to its government on industrial policy, as well as to several hundred firms in the auto components and apparel sectors looking at supply chain

management. His work has focused on the strengthening of local business services firms, the largest such firm drew on OU research to develop practical programmes to support local industry, including developing an internship programme and employing 30 professionals.

c. Strategy and plans

We intend to build impact even more fully into the work we do. We plan to achieve this by doing the following:

1) Continuing to embed our 5-pronged approach to impact through engagement with the Open University's RCUK Public Engagement in Research Catalyst project to become an 'Open Research University'. This includes continued active involvement in the public understanding of international development through dissemination of our research via BBC programming with significant viewer reach.

2) As part of the new Innogen Institute strategy, targeting and integrating three groups who are instrumental to our co-productive partner-based approach to research and impact: innovators (scientists, medics, farmers, firms); government and regulators (multilaterals, OECD, EU); and public advocacy groups (patient advocacy groups, NGOs). This includes identifying policy interaction opportunities at local, national and international levels, and developing a series of high-level policy workshops for civil servants, ministers, executives, regulators and innovators. These will be supported by continued work with key partners, such as ACTS, RAND Europe and the Globelics Academy.

3) Creating a strategic media plan to boost impact, with support from the OU's International Development Office (IDO), and the Innogen Communications and Policy Officer. Media initiatives will include: targeted, timely press releases; the development of a 'media centre' across our web platforms (news, videos, podcasts, blogs, expert contacts, a strengthened social media presence through Twitter, Facebook, LinkedIn, and YouTube); and development of links with local and national journalists, desk editors and feature writers working in our areas of expertise.

4) Providing internal support from the Maths, Computing and Technology and Social Sciences Faculties, the Innovation Knowledge and Development and Innogen Centres for training and facilitation of impact and media training initiatives.

5) Working in concert with the IDO to promote and strengthen local partnerships to generate further impact and to expand the international development calendar of events, such as the seminar series, symposia, conferences, newsletters and high profile speaking events. This will also include: policy interaction at local, national and international levels; news and parliamentary monitoring; and, political party engagement events.

In progressing this strategy we will be further embedding impact training into our doctoral research training programmes through lectures, workshops and dissemination of best practice. We shall also integrate impact into our work with our partners in the Global South.

d. Relationship to case studies

Our case study evidence exemplifies one or more of our five approaches to impact. Our case study on the rising powers in Africa is an example of impact via work with policymakers and companies (approaches 2, 3 and 4). The case study discussing the impact of our core area of excellence in the African private sector in development focuses on the innovation-development nexus in Africa related to health and agriculture (approaches 2, 3, 4 and 5). The case study on creating and implementing appropriate governance of the life sciences is related to this and shows how we have had policy impact on the understanding of regulation, public advocacy and governance that facilitates pharmaceutical innovation (approaches 1-5).