

Impact Masterclass

Communication for increasing research impact

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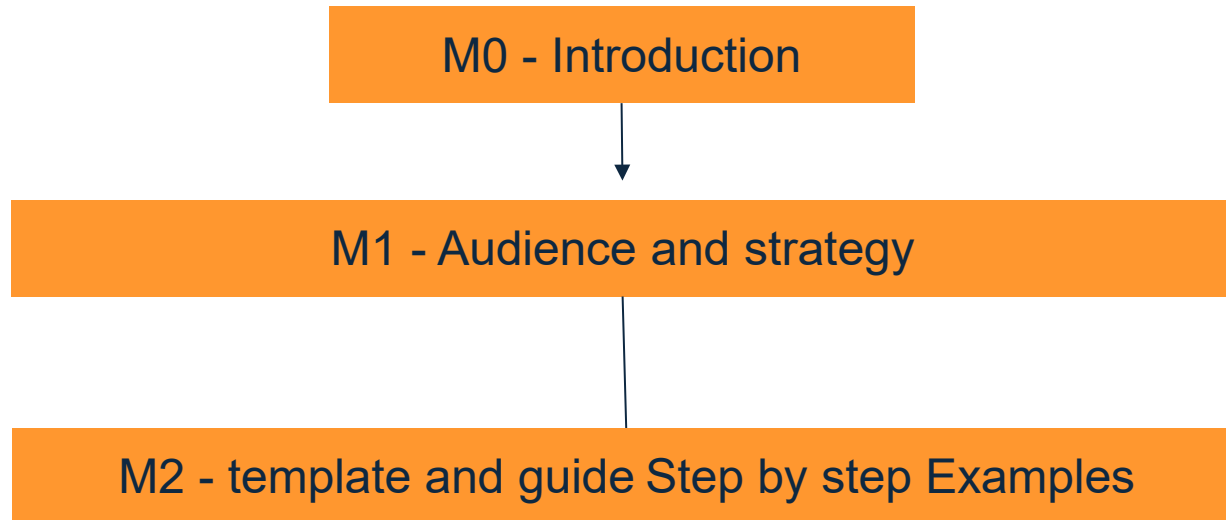
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Module 3 – Government and Industry deep dive

Core learning modules



Specialised short modules

M3 - Government
and Industry

M4 - Public and
Media

M5 - Strategic Social
Media

Resources

Policy Brief

Writing Guide

Template

Executive Summary

Writing Guide

Template

**Communication Insights and
Useful Resources**

Workbook

Structure of Module 3

- ☐ Aims and outcomes.
- ☐ Main drivers for government.
 - ☐ Specific Government information needs
 - ☐ What this means for a policy brief?
- ☐ Main drivers for industry and professional bodies.
 - ☐ For profit organisation
 - ☐ Peak bodies organisation
 - ☐ Not for profit organisation
 - ☐ Specific Industry information needs.
- ☐ **ACTIVITY 4 - INTERESTS, GOALS & INFORMATION NEEDS**

Aims:

- To understand the information needs of a policymaker.
- To understand the information needs of industry.

Outcomes:

To understand what policymakers and industry need from research.

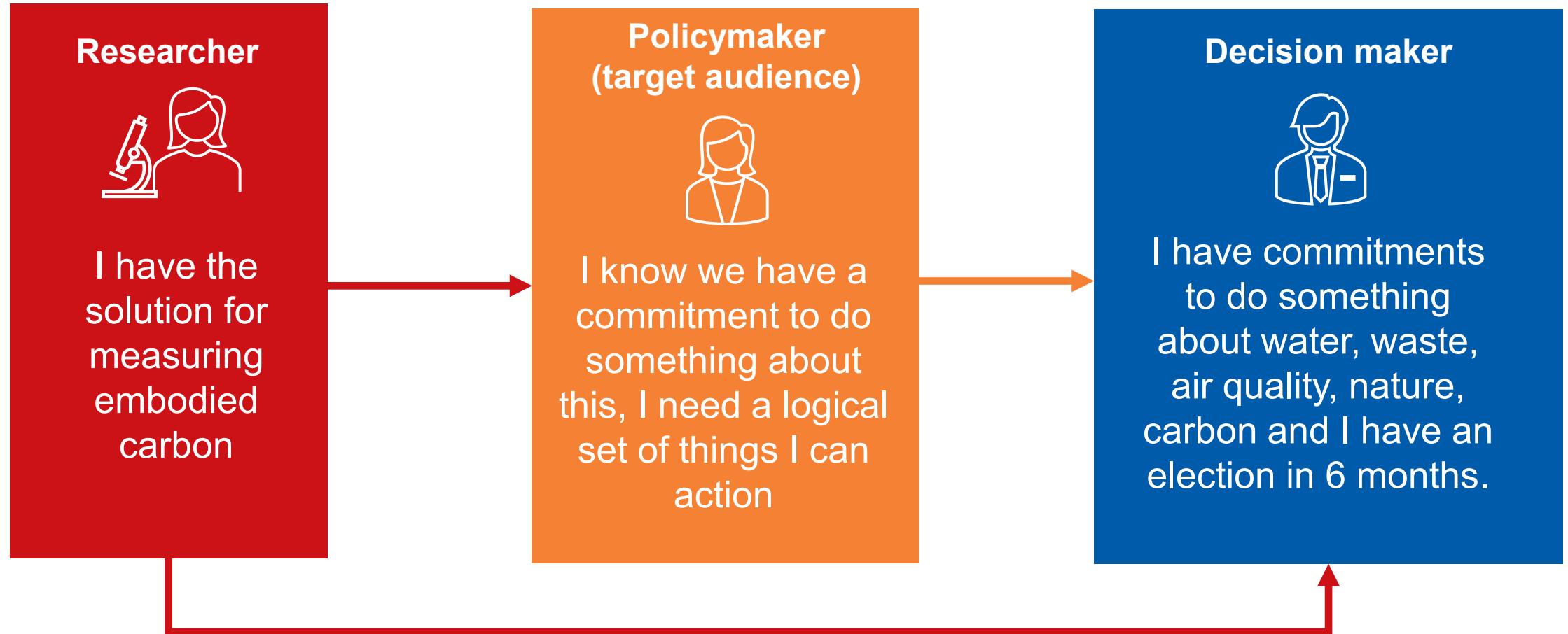
To understand how to articulate information according to the sector type.

Main drivers for Government

The key government drivers to keep in mind are:

- They want to minimise future risk economically, socially, culturally and environmentally.
- They want to address issues that are important to their constituents.
- They need to provide a safe and secure place for industry to operate and community to live.

Understanding you audience in a policy context



Specific Government information needs

Information presented to Government for action needs to be:

1. Clear and brief;
2. Have actionable insights;
3. Have policy relevance;
4. Be evidence-based;
5. Have clear implications;
6. Be socially acceptable (what the is public generally comfortable with);
7. Include which stakeholders may be for or against the outcomes of the research.

Case study



<https://www.ilcn.org/nothing-plain-about-plain-packaging/>

Plain Packaging for Tobacco Products (2012)

Studies showed that branded packaging influenced perceptions of cigarette quality and desirability, especially among youth.

Research suggested that plain packaging, combined with graphic health warnings, could reduce smoking initiation and encourage smokers to quit.

Public health research highlighted the potential for plain packaging to reduce smoking rates and improve public health outcomes.

Plain Packaging for Tobacco Products (2012)

Clear and brief: clear messages

Have actionable insights: clear steps to implementation

Have policy relevance: impact of health and wellbeing of citizens

Evidence-based: strong evidence of impact

Have clear implications: \$7billion in health costs saved




Be socially acceptable: acceptability of smoking decreasing

Assessment of stakeholders:

- **For:** health advocacy NGOs (eg Cancer Council), health and medical peak bodies
- **Against:** tobacco industry, tobacco growing countries

What does this mean for a policy brief?

Which policy recommendations to articulate?

Policy instruments	 Regulation (the stick)	 Economic means (the carrot)	 Information (the sermon)
Affirmative	Prescriptions	Subsidies, grants, in kind services	Encouragement
Example	A minimum standard of performance in equipment or systems.	Funding for research and development into a particular technology.	A policy that requires disclosure to the market or to the government of particular information.
Negative	Proscriptions	Taxes, fees, physical obstacles	Warning
Example	A phase-out of particular materials or equipment.	A tax to discourage a particular behaviour.	Communications materials to help people make better choices.

Impact opportunity – Annex 80 example

Annex 80 had 37
recommendations

Grouping them helped to
identify themes and focus

That then supported the
development of the policy
recommendations

		POLICY MECHANISMS					TECHNOLOGY TARGET		DISRUPTIONS MITIGATED		
	Resilient Cooling of Buildings Policy Recommendations – Summary Annex 80	REGULATION	INFORMATION	INCENTIVES	R&D	STANDARDS	SPECIFIC	AGONOSTIC	HEATWAVE	POWER OUTAGE	COST
A1	ADVANCED SOLAR SHADING / ADVANCED GLAZING										
1	Encourage the adoption of advanced windows through technical guidelines or policies		√			√	√		√	√	\$ - \$\$
2	Provide in-depth guidance to support the uptake of solar shading technologies		√				√		√	√	\$
3	Offer incentives and rebates to install advanced solar shading / glazing			√			√		√	√	\$ - \$\$
4	Add code requirements for external movable solar shading to reduce solar heat gains through glazed areas		√			√	√		√	√	1-3%
A2	COOL ENVELOPE MATERIALS										
5	Add cool-surface prescriptions for indoor thermal environment					√	√		√	√	\$

How Annex 80 recommendations are policy levers

Recommendations for policymakers

The IEA EBC Annex 80: Resilient Cooling of Buildings has considered wide ranging opportunities to address the need for resilient cooling, with significant benefits identified by adopting the following cool envelope approaches:

- **Expand cool-roof policies to include cool walls, accounting for roof-wall differences in materials and physics.** Every building energy standard, green building program, product rating program, and product certification program that already incorporates cool roofs should be expanded to include cool walls.
- **Expand existing requirements in the National Construction Code for cool roofs and walls.** Provide appropriate pathways (J1V2 and NatHERS) to credit the use of solar reflective and thermal radiative (sky cooling) roofs and walls to reduce the interior heat gain of buildings. International building energy codes such as [International Energy Efficiency Code \[IECC\]](#) and [California Title 24 Part 6](#) feature these approaches.
- **Offer rebates for manufacturers or homeowners to offset initial cool surface product premiums.**
- **Create a training and certification program for roof and wall contractors to (a) understand cool surface benefits and (b) locate and apply/install products.** This will help them understand the benefits of cool roofs and walls, communicate these benefits to their customers, and apply/install cool surface products.



Main drivers for Industry and Peak Bodies

For-Profit Industry

Peak Bodies

Not-for-profit Industry

There are many drivers in the for-profit industry sector, key ones to consider are:

- To increase market share and make money!
- To meet the expectations of investors and the market.
- To meet regulations and comply with legal requirements.
- To retain licence (and social licence) to operate.
- To meet short- and long-term strategies.

Peak bodies are member-based organisations that represent a specific industry.

There are many drivers for peak bodies, mostly related to supporting their members. Key ones to consider are:

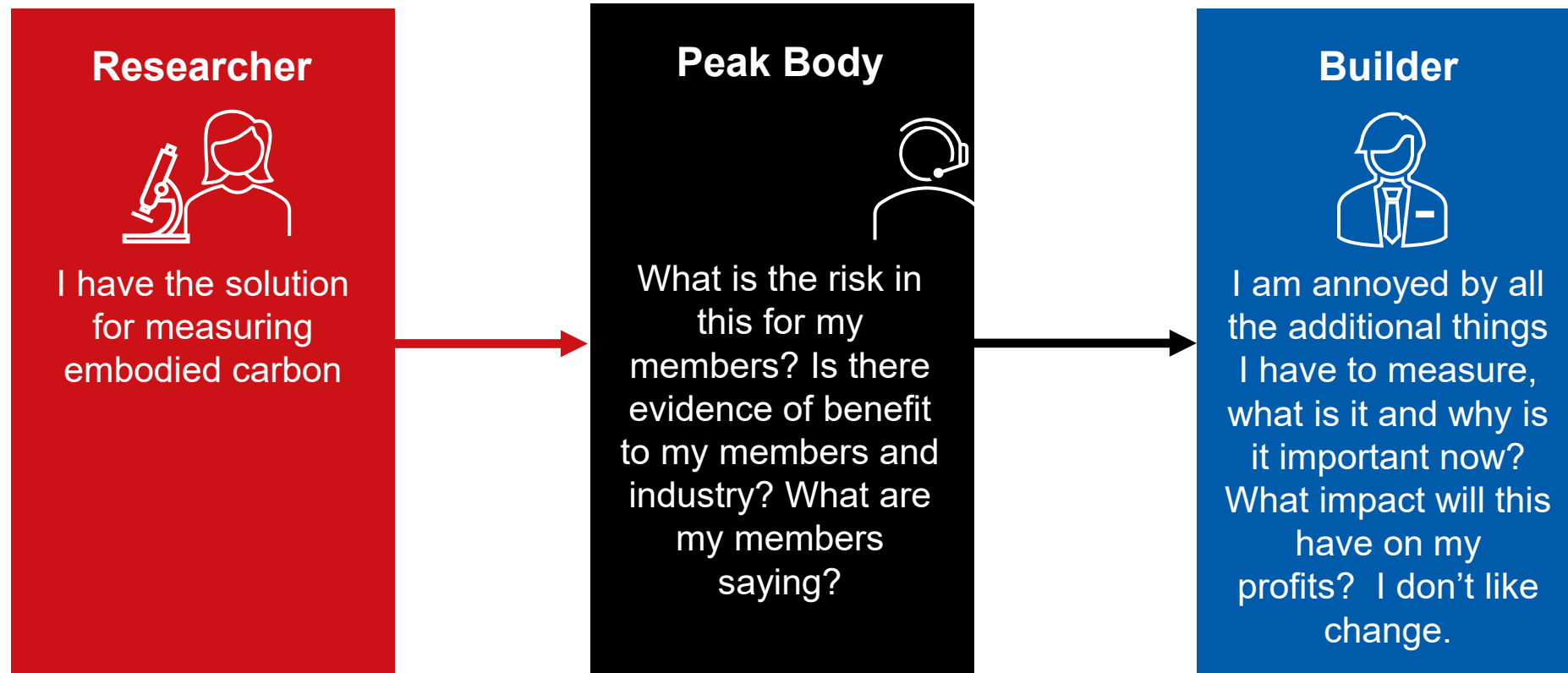
- To advocate for the interests of members.
- To provide value for members through courses, information, newsletters, networking and so forth.
- To grow membership.
- And to have influence so as to better support members.

Not-for-profit organisations deliver a product or service without the need to create a profit. As they do not need to provide a surplus return to investors their drivers are different, some are:

- To reinvest in the organisation.
- To deliver on their short- and long-term strategy.
- To retain their reputation.
- Activities that achieve the organisation's altruistic or mission-related goals.
- Activities that attract funding.

Reality of influencing industry – fictional example

A researcher wants to influence embodied carbon outcomes in the building industry through sharing research on measuring embodied carbon.



Industry's priority is profit, financially and reputationally. To connect your research to them it needs to:

- Be evidence-based.
- Be very clear and consistent.
- Include practical ways forward such as tools, measures and data solutions to make implementation smooth.
- Include realistic costs and benefits.
- Include implications for the Directors of the business.

Case study – Microplastics

Research showed it was an issue

Media published articles

Industry Impact:

- Microbeads ban in cosmetics
- Shift to bioplastic
- Circular economy rise
- Reduction in single use plastics



Case study – microplastics research information

- Be evidence-based: clear facts and data.
- Be very clear and consistent: show universal impact.
- Include practical measures such as tools, measures and data solutions to make implementation smooth. Show clear solutions (circular economy, viable alternatives, etc.)
- Include realistic costs and benefits for industry: clear connection to their reputation.
- Include Director implications: Director duties, long-term strategy around the licence to operate and evolving Environmental, Social, and Governance (ESG) reporting requirements.

Activity 4

Think about the government, industry and non-profit entities that have a stake in your research. Document the important things to keep in mind for each key stakeholder.

If you created a stakeholder analysis table in Module 1, revisit it and add further insights from this deep dive.

STAKEHOLDER	INTERESTS, GOALS & INFORMATION NEEDS

Next steps: specialised modules

Deep dive modules that will support you with specific further communication of the Annex outcomes:

- Module 4: focus on the Public and the Media
- Module 5: use Social Media strategically to build your profile and increase the influence of your research










Case study - Why you needed to understand them

Plastic bags, computer and TV waste, building waste:

- Which is the most significant waste issue?
- Which gets more media and public attention?



Introduction to platforms (Anglosphere)

-   - Microblogs: X/Twitter, Bluesky, Threads
-   and others
-  - LinkedIn
-  - Facebook
-  - Instagram
-   - YouTube and TikTok

Thank you
