

## Pathways to Impact

This section explains how we plan to deliver our engagement strategy with the target audiences outlined above.

### Pathways for engaging the research community

Consistent with our overall strategy, engagement with the research community starts when the research itself does, and makes significant use of informal but influential contact. Our researchers will be encouraged and facilitated to communicate with the very best in their respective areas right from outset. In many cases, such contact needs little support beyond the identification of researchers and research networks, and mentoring where appropriate. But we will also provide more structured support in various ways.

We will host a programme of events, including Centre-level conferences, more specialist workshops, and regular public lectures and research seminars at both LSE and Leeds. We will continue to participate in major academic conferences worldwide, specialist workshops and to give seminars at other research institutions. We have set aside significant funding to do so.

We will also support short academic visits to and from CCCEP. In recent years, CCCEP has hosted researchers from all over the world for visits ranging from a few hours to several weeks, while CCCEP researchers themselves have visited universities as far away as e.g. the United States and Japan.

At a higher level, continual dialogue is facilitated through CCCEP's representation on the steering committees and editorial boards of major academic organisations and journals respectively.

As the research process reaches its conclusion, we will maximise the possibilities for publishing our work. Subject to journal policies, we aim to publish all of our latest research in our own peer-reviewed, open-access working paper series (now containing one hundred titles). Our strategy is then to publish papers in prestigious and high-impact academic journals, though it may also be appropriate to contribute chapters to edited volumes and to author monographs, where possible/appropriate to be published by the leading university presses.

### Pathways for engaging policy-makers, business and the voluntary sector

Our engagement with public policy-makers, business and the voluntary sector is led by a dedicated Policy and Communications Team. This team is part-funded by ESRC, but enjoys substantial leverage, mainly from GRI, but also from an in-kind contribution by Leeds. The GRI contribution alone is worth c. £300,000 per year. Indicative of our emphasis on engagement, the team is exceptionally large for a university research centre, with:

- a full-time Policy and Communications Director, Bob Ward;
- a full-time Policy Communications Manager leading our engagement with public policy-makers and with businesses with a policy interest;
- a Public Communications Manager leading our engagement with the voluntary sector and civil society;
- a planned part-time post for a Communications Officer;
- three full-time Policy Analysts specialising in responsive-mode research with a policy angle;
- a full-time Web Officer maintaining the CCCEP website;
- a planned post for a full-time Media Officer.

Drawing on these resources, and applying the guiding principles set out above, CCCEP Phase Two will:

- Encourage *continual two-way dialogue* with research and non-research communities throughout the life of each project, by working with theme and project leaders to identify

**key target audiences** and develop engagement and communications plans that draw, where appropriate, on the Steering Committee and on existing networks and relationships.

- On **extensive engagements** with wider audiences, a key pathway to impact is our website. As well as the standard features one would expect to see in a research centre's website, including descriptions of staff and research projects, lists of outputs etc., [www.cccep.ac.uk](http://www.cccep.ac.uk) has a distinctive identity based on a professional design and already includes more advanced features such as bespoke commentary/content and social media including Twitter. In Phase Two, we will further develop the website, especially expanding bespoke content, with the aim to eventually attract in excess of 5,000 unique visitors per month. Other extensive engagements include our media work and wider public communications. We already have plans in train, funded by GRI, to appoint a dedicated Media Relations Officer to help increase coverage in the broadcast, print and on-line media both in the UK and internationally. Furthermore, following detailed market research on where we can have most impact on public debate and consciousness, our Public Communications Manager will also provide tailored online content for the wider public, as well as more focused and detailed content for undergraduate students at UK higher education institutions, a demographic ideally placed to change in a productive way the context for decision-making on climate change.
- On **intensive engagements**, we will continue to engage frequently with key decision-makers in a wide range of organisations, including international organisations like the UNFCCC, World Bank and OECD, UK central-government departments such as DECC, selected local governments, businesses and NGOs. While these engagements are often individual-specific, a key aspect of our engagement activities is that we maintain a strategic overview, primarily through our Policy Communications Manager.
- On **formal engagements**, we will continue to communicate with decision-makers and other stakeholders through dissemination of policy briefs and papers and responses to official inquiries etc. CCCEP already has a successful range of policy briefs, professionally typeset and printed on subjects and issues of fundamental interest to a broad range of decision-makers. It also has a series of policy papers, produced in-house, for the rapid dissemination of information relating to immediate issues, or targeted at a narrower range of audiences.
- On **informal engagements**, building on the extensive network of contacts that have been developed during Phase One, we will continue to engage in consultations and to provide advice and support to key decision-makers. These relationships will be reinforced in Phase Two through, for instance, support for CCCEP members with advisory roles, the continuation of Visiting Fellowships for individuals from outside academia, and the hosting of regular informal meetings for staff and external contacts in key research areas.
- To provide **timely and appropriate** forms of communication, CCCEP researchers will be encouraged to work with the responsive-mode Policy Analysis team to produce policy briefs, policy papers and targeted background research that might support presentations or simply representations at informal meetings.
- To facilitate **learning on engagement and communications**, we will share best practice and benchmark activities and performance against other ESRC research centres and related centres, and we will continue to engage on the issue of evaluation through the activities of Living With Environmental Change (LWEC) on this topic.