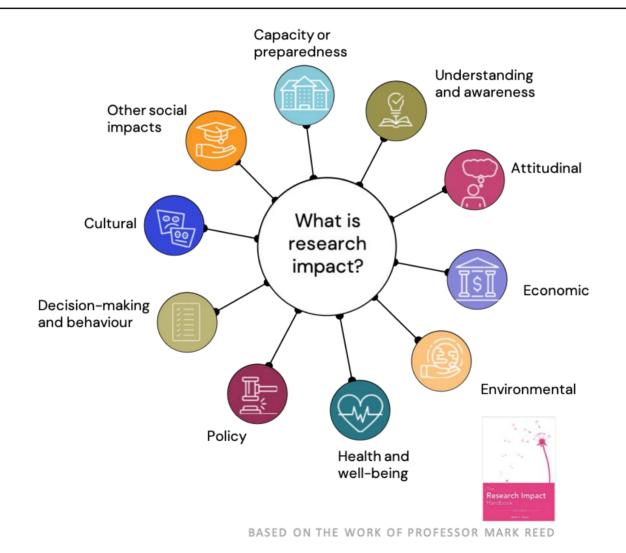
## What is research impact?



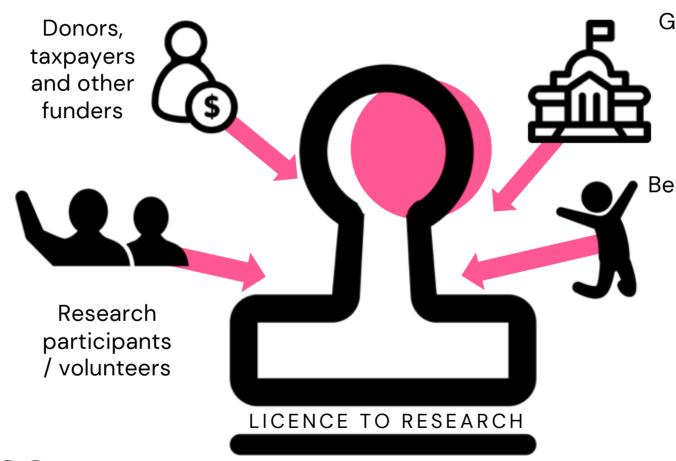


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## Why does research impact matter?



Governments and policy makers

Beneficiaries / people whose behaviour you hope to influence

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Science needs Stories

## How do we achieve research impact?



Reach the audiences that can best build on or benefit from your work: different communication channels Engage those audiences

– help them understand
your research with plain
language summaries, key
message, visual, video
and audio materials

Change behaviours, attitudes, awareness, processes, policy and so on Amplify that change, for example, from local to national to international

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