



Doha, Qatar  
**The International School  
 on Research Impact Assessment**

“Learning to assess research with  
 the aim to optimise returns”

# ADVOCACY

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 AQUAS  
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الصندوق القطري لرعاية البحث العلمي

Qatar National Research Fund

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ASPIRE  
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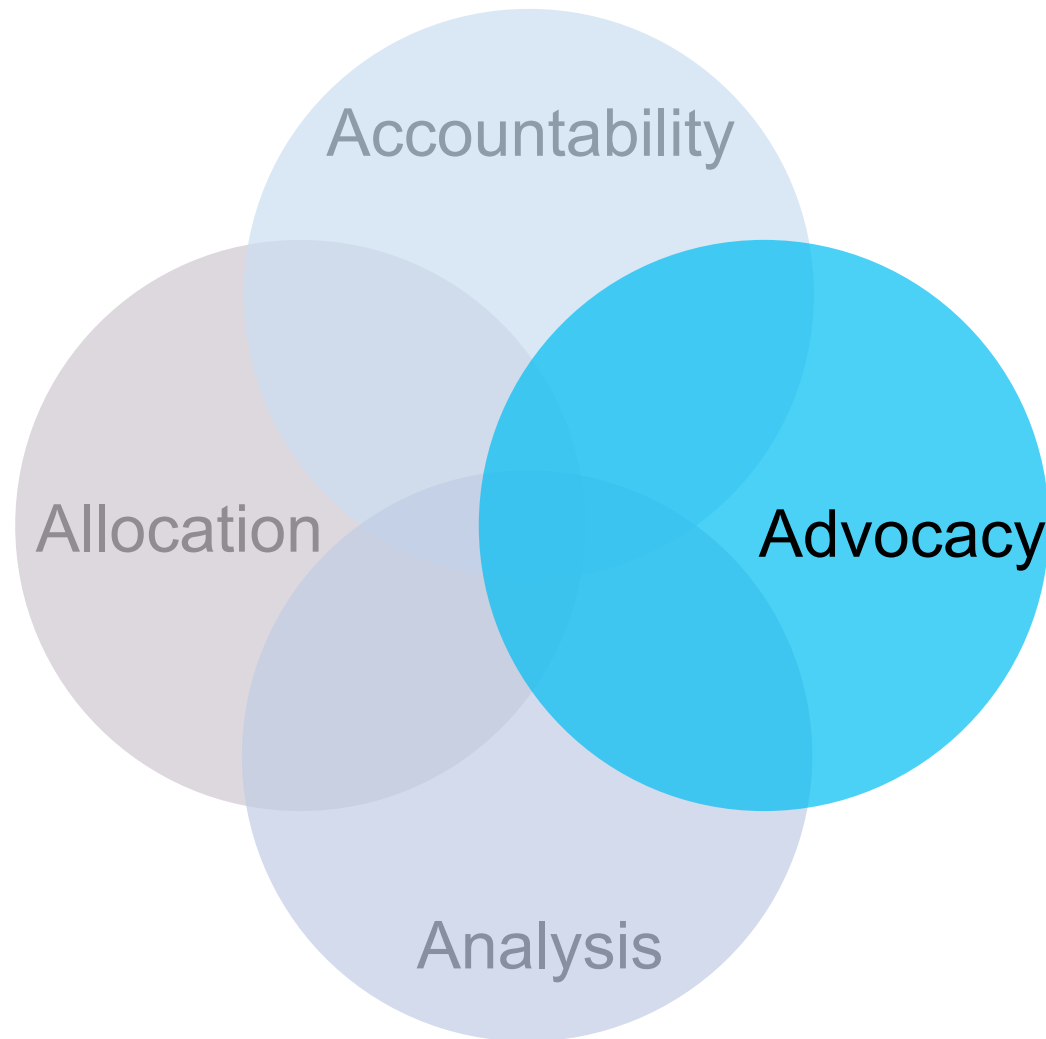


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# WHY TO ASSESS RESEARCH IMPACT?

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# LEARNING OUTCOMES

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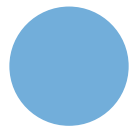
- To know when and where to use an advocacy approach
- To become familiar with the concepts that are typically being considered in an advocacy approach



# CONTENTS

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- Why, when and for whom to use advocacy?
- Considerations for using RIAs for advocacy
- Approaches and examples of RIAs
- Key messages





**WHY, WHEN AND FOR  
WHOM TO USE AN  
ADVOCACY APPROACH**

# WHY USE ADVOCACY?

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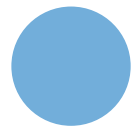
- To make the case for (more) support in research
- To secure funding in context of austerity
- To make the case for research of quality (avoid waste)



# WHEN TO TAKE AN ADVOCACY APPROACH?

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- Charity wanting to get additional donations
- Redefinition of government priorities/strategies
- Government funder looking to secure funding in austerity
- Changing funding cycles
- University wanting to take a strategic reorientation
- Riding on public opinion



# WHO IS THE TARGET AUDIENCE OF YOUR ADVOCACY EXERCISE?

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Public funder

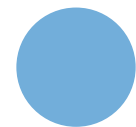
Research user  
body (e.g.  
health services)

Academia

Corporations or  
industry

Charity  
governing  
board

Public in  
general





# PRIMARY DRIVERS OF RESEARCH

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## 'Curiosity' driven (advancing knowlegde)

- Impact factor
- Number of indexed publications
- Citations

## Meritocratic (prestige)

- Number of Prizes, awards, Doctor Honoris Causa
- Professional carriers

## Capacity driven

- Number of PhD
- Number of researchers

## Market-driven (profits)

- Lisensed patents
- Number of spin-off and start-up
- New drugs introduced into market
- Company profits

## Economic –driven

- Spillover
- Added value
- Jobs created
- Income from taxes

## Social / health driven

- Cases
- Health gain (QALY)
- Net monetary benefit (cost-benefit)
- Time lag (long term)





# CONSIDERATIONS FOR USING RIA FOR ADVOCACY

# GLOBAL HETEROGENEITY



## Local 'history' on using RIA, in terms of

- Previous studies carried on and implications
- Applications of studies
- Demand / need for such studies

## Resources for advocacy studies

- Information
- Skills
- Capacity

## Contextual R+D policy

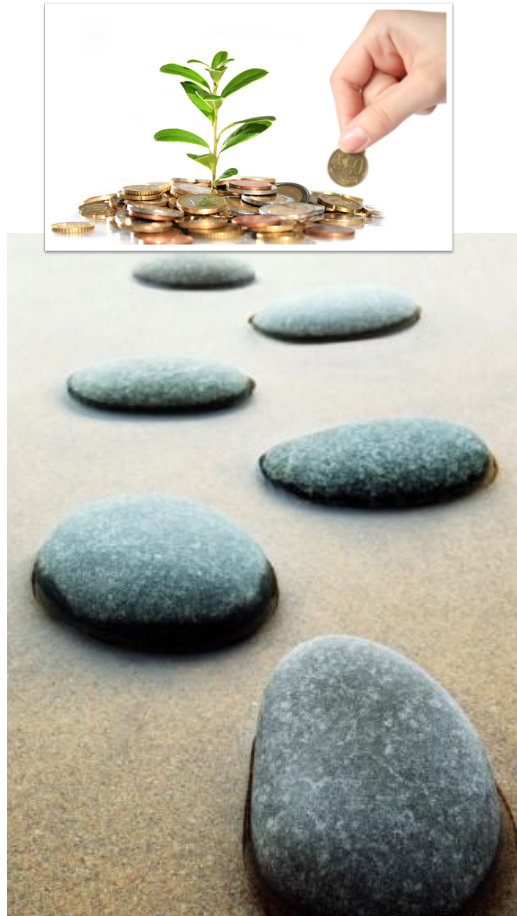
- State of the art in R+D policies

## Receptivity of the environment

- Contextual capacity to uptake research results into impact (e.g. local entrepreneurship, private investors, intellectual property advisors,
- Consider low and middle income countries, for example

# QUALITATIVE EVOLUTION OF ADVOCACY

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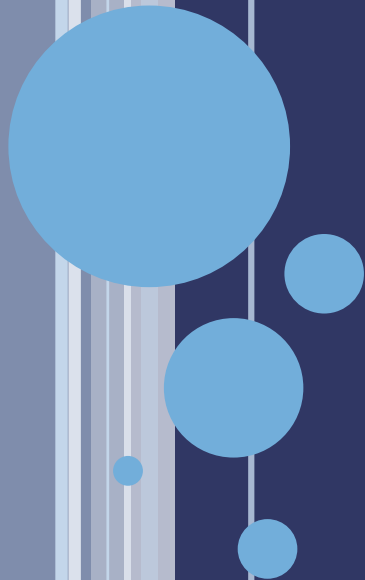
Increasing  
value / reducing  
waste

Demonstrating  
economic and  
health value

Making the case  
for research  
funding



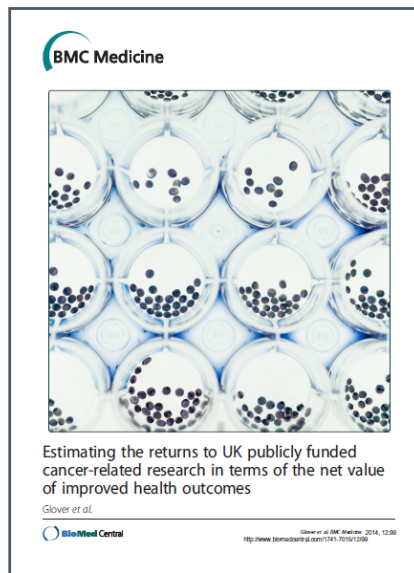
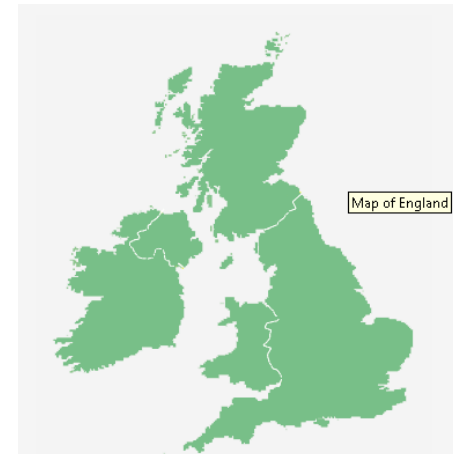
# APPROACHES AND EXAMPLES OF RIA



# ECONOMIC RETURNS AND OTHER MEASURES PEOPLE CARE ABOUT



# CASE EXAMPLE 1: ESTIMATING ECONOMIC AND HEALTH BENEFITS OF CANCER RESEARCH IN THE UK



Study commissioned by multiple research funders in the UK and published in 2014

While the stated aim of the study is around accountability for public funds, the approach and 'bottom-line' findings are advocacy tools

This study took place in an austerity funding environment where evidence of financial returns on investment is a valuable tool to maintain funding

Study used a combination of methods (including bibliometrics, health economics and economic analysis)

Each £1 invested provides annual return of 40% to UK

Spillover  
around  
33%

Health  
gain:  
7-10 %

Time-  
lag:  
17-19  
years

# CASE EXAMPLE 2: SHORT TERM ECONOMIC IMPACT IN CATALONIA



## DIRECT IMPACT

- Output: 34,4 M€
- Gross Value Added: 18,8 M€
- Employment: 572 jobs
- Fiscal revenues: 4 M€

## INDIRECT IMPACT

- Output: 17,6 M€
- Gross Value Added: 6,5 M€
- Employment: 93 jobs

## INDUCED IMPACT

- Output: 16,1 M€
- Gross Value Added: 8,3 M€
- Employment: 169 jobs
- Fiscal revenues: 6,6 M€

68,1 M€ activity  
33,6 M€ de gross value added  
834 jobs  
10,6 M€ fiscal revenues

**Input output tables:** short term spillover (multiplier) of biomedical research institutes: 2

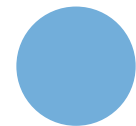




# KEY MESSAGES

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- There is a time and place for advocacy RIAs
- That time and place is determined by a number of factors (context, target audience, reason for advocacy, etc.)
- Doing RIA is only one (but not the only one) strategy for research advocacy
- There are certain aspects to take into account when doing advocacy RIA (method, design, understand stakeholders, etc.)
- There are examples that people can build on for their own advocacy RIA
- Advocacy is also oriented to improve research efficiency and reduce waste



# THANK YOU!



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