

# Knowledge Exchange and Impact (KEI) Funding Introduction

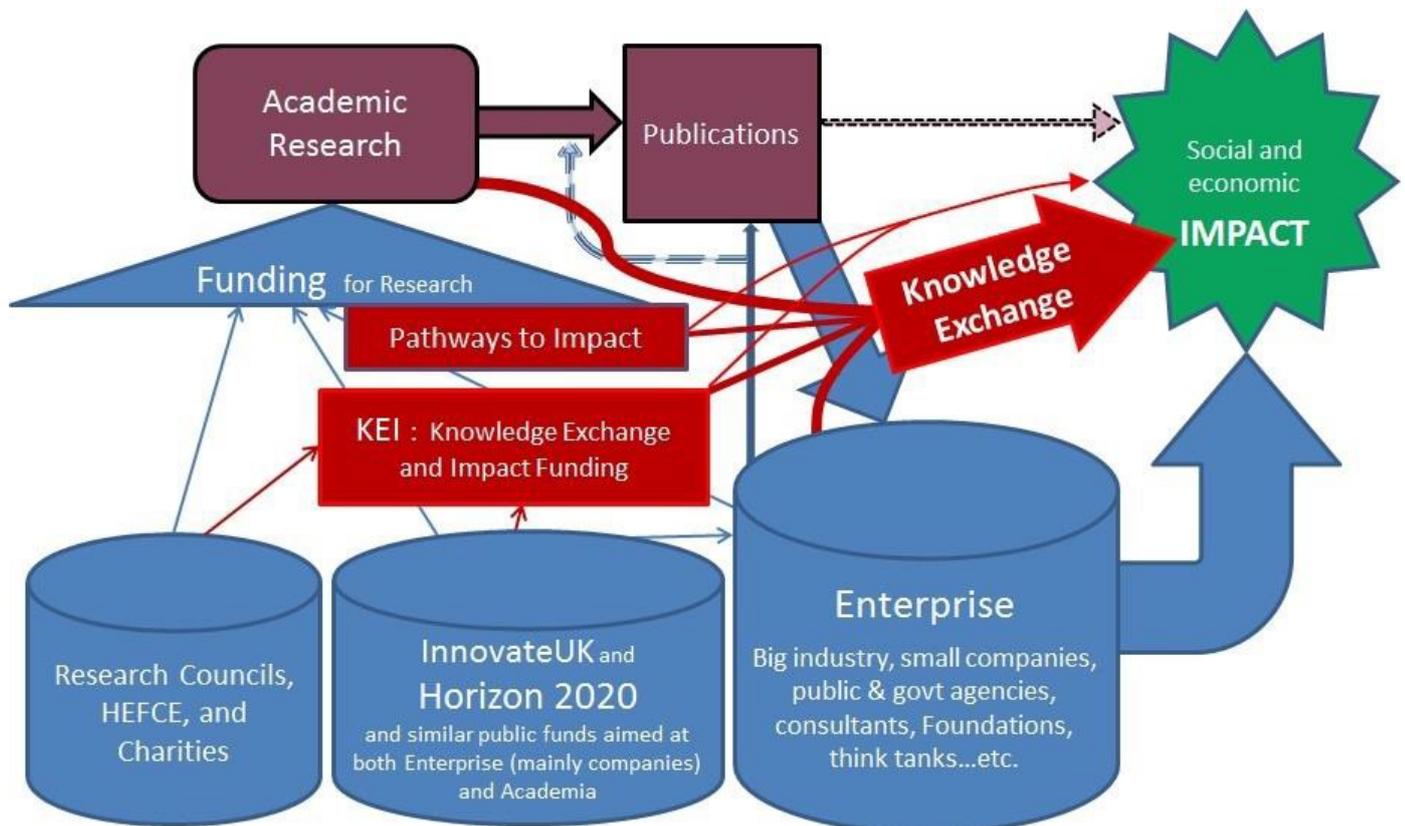
This is a basic overview. Further guidance is available to accompany this Introduction, describing approaches to KEI projects, specific funding streams, and tips for successful bids.

**Impact** is effect beyond academe.

**Knowledge Exchange** is working collaboratively with parties outside academe, for Impact.

## What KEI funding does...

It funds fast, direct routes to Impact.



Academic publications (e.g. journal articles) can lead to impact. The route is mainly through research-based knowledge and discoveries being noticed and used by those who put them into practice, such as public enterprise making new policy, or private enterprise making new products.

KEI funding gets academic research and enterprise **working together** directly.

Impact happens: informed **new practice, policy and products are developed**.

KE is exactly what it says: the exchange of knowledge: Enterprise gets an evidence-base for action, and can test ideas and theories for new practice, policy or products. Researchers gain by learning what is needed, get useful data, manage the correct interpretation of their work, and can help shape new theory and analytical techniques.

## **EXAMPLES**

The [Oxford Impacts series](#) includes about 100 examples and several [films](#).

[Stopping floods cheaply, with public confidence](#): A methodology for flood management decision-making with civic involvement was developed and tested in Pickering. Floods are down.

[Innovative genomics](#): Pioneering the validation of new targets for drug discovery, through a new model of academic–industrial collaboration.

[Million women](#): The largest epidemiological study of its kind has improved Hormone Replacement Therapy for an entire generation.

[Reforming the IMF and the World Bank](#): Voting powers at the IMF and World Bank have been revised to govern and represent better the borrowing concerns of less developed nations.

[Influencing HIV/AIDS policy in India through mathematical modelling](#): Mathematical research helped shape the Indian Government’s response to the growing HIV/AIDS crisis

## **What do you wish to achieve?**

Most people conducting research wish to have real effects in society. Can you envision the end benefits and outcomes of your work? What does success look like?

If you can clearly describe a social change, or economic benefit, that you wish to make happen, and that your research is intended to investigate, then you could get KEI funding.

If your expectation is that benefits will arise from your research because research is intrinsically beneficial, then research funding, rather than KEI funding, is your best route to impact.

## **Notes on KEI funding**

1. “External” means **external to universities**. It usually excludes University libraries and museums.

2. Get external **collaborators to co-write bids**, to ensure everyone agrees and is committed - and if they can find match funding (or in-kind support) that will help.
3. Timescales are usually **quicker** than for research projects.
4. Is there is a related research bid? If so, include your KEI aims, and funding need, in the bid. E.g. for Research Council bids, describe KEI in the **Pathways to Impact**, section and get it costed in the budget.
5. **Tell other people** that you are doing it. Tell [KEIT](#), the University's KEI Team. Tell your Research Facilitator. Definitely tell any intended external collaborators.

## **HOW TO FIND KEI FUNDING**

KEI funding includes such streams and programmes as Impact Acceleration Accounts, Research Councils' "Follow-on Funds", Proof-of-concept funding, KE Fellowships, "Innovation Partnership Schemes (IPS)", Knowledge Transfer Partnerships (KTP), Pathways to impact, "Strategic Research Impact Scheme", CASE studentships, funding schemes aimed at "Innovation", "R&D", and "product development", "Flexible Interchange Programme (FLIP)", Policy Placements, Industrial/Business Fellowships, and Policy Fellowships. There are many more.

Here are five routes to finding KEI funding opportunities:

1. Ask Research Facilitators and colleagues, particularly those with KEI funding experience.
2. Research Council Follow-on Funds.
3. [http://www.admin.ox.ac.uk/researchsupport/findfunding/ke\\_public&industry/](http://www.admin.ox.ac.uk/researchsupport/findfunding/ke_public&industry/)
4. Use search engines such as [ResearchProfessional](#) and Google.
5. <http://www.admin.ox.ac.uk/researchsupport/findfunding/internal-kei-ops/>

For more detailed guidance see 'KEI Funding Guide #2: Details to applying for funding'.

Version: 29Jan15  
Matt Smart, KEIT, Research Services  
[matthew.smart@admin.ox.ac.uk](mailto:matthew.smart@admin.ox.ac.uk)