# WIN Engagement Mission

To support *engaged research* that delivers real-world impact, we aim to involve *diverse stakeholders*, provide *tools and resources*, and share *best practice*.

## Mission

### Increase Research Impact through Engaged Research & Diversity

- **Increase diversity** in research by involving stakeholders from diverse backgrounds with different stages of the research process.
- **Inform and inspire** diverse groups through engagement at all stages of education.
- **Consult and collaborate** with community champions and ensure a thorough feedback loop to inform research processes.

## Aims

### Increase Research Impact through Engaged Research & Diversity

- Number of WIN research projects that can be described as engaged research increases.
- Number of individual non-academic stakeholders involved in research increases.
- Stakeholders feel their views are considered.

### Provide Practical Tools for Engaged Research for Researchers

- Support researchers to **develop pathways to impact**
- **Build capacity** within the Engagement team and wider PI network for early identification of opportunities.
- Provide training, feedback and opportunities.
- **Develop pathways to impact** mapped onto research programmes at WIN.
- Create a database of diverse people wanting to be involved in our research development.

### Share WIN’s Engagement and Scientific Expertise Widely to Increase WIN Impact

- **Share** our engagement practice.
- **Connect** with relevant industry, policy, and scientific partners to share our research and engagement outcomes to maximise impact.
- **Write ups** of engagement projects in academic and professional journals.
- WIN presence at academic and engagement conferences and society events.
- **Collaborations with national partners** (e.g., charities) to promote use of WIN ‘products’ to gain greater impact.

## Means / Activities

- **Increase diversity** in research by involving stakeholders from diverse backgrounds with different stages of the research process.
- **Inform and inspire** diverse groups through engagement at all stages of education.
- **Consult and collaborate** with community champions and ensure a thorough feedback loop to inform research processes.
- **Support** researchers to **develop pathways to impact**
- **Build capacity** within the Engagement team and wider PI network for early identification of opportunities.
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## Impact

### Outcomes

- **WIN researchers have greater understanding of the value of engaged research**
- Engaged research, with an intention to make an impact on society, becomes an embedded norm in WIN research culture.

### Projected Impact

- **Greater benefit for stakeholders**
- **Our high-quality engagement has a wider reach**