



# RESEARCHER AND RESEARCH COMMUNITY Info Pack

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v1



# CREATING OUR FUTURE Info Pack Contents



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# Background to the campaign



## BACKGROUND TO THE CAMPAIGN

# What is Creating Our Future?



A National  
Conversation  
on Research  
in Ireland

**Creating Our Future** is a Government of Ireland campaign to stimulate a national conversation that generates ideas from the public to inform the direction of research in Ireland



## BACKGROUND TO THE CAMPAIGN

### What are we asking the public?



**Tell us your idea for what researchers  
in Ireland should explore  
to create a better future**

Your idea could be based on

- **an opportunity or challenge you see for yourself, your community, Ireland or the world**
- **a topic you are curious or passionate about**

and would like researchers to explore



## BACKGROUND TO THE CAMPAIGN

# Why is the campaign happening?



While we might not always think about it, research and innovation affect nearly every part of our lives.

The COVID-19 pandemic in particular has shown the importance and value of research and innovation in our lives – medically, socially, politically and economically.

Ideas are the starting point for all research and innovation.

Anyone, anywhere can have an idea that inspires research and innovation. It could be based on an opportunity or challenge that someone has identified in their own life, for their community, for Ireland or for the world. Or it could be based on a topic that someone is curious or passionate about.

Creating Our Future wants to hear them all – whatever facet of life they relate to.

All ideas will be captured, shared, and will help inform the future direction of research and innovation in Ireland.

You can submit your ideas on our website.

# [creatingourfuture.ie](https://creatingourfuture.ie)



**Submit Your Ideas**



# BACKGROUND TO THE CAMPAIGN

## What is the campaign process?



## BACKGROUND TO THE CAMPAIGN

# What happens after the report is submitted?



The full campaign report is submitted to Government with your ideas to inspire future research in Ireland

Researchers can utilise the report to inform and inspire their current and future research

The report will contribute to informing Ireland's policy on research and innovation

There is potential for additional Government funding to be made available to address challenges identified by the public





## BACKGROUND TO THE CAMPAIGN

# What are the campaign's objectives?



A National  
Conversation  
on Research  
in Ireland

1

Stimulate over 10,000 ideas from the public to inform the direction of research in Ireland

2

Engage with members of the public who might not normally be engaged with research or a campaign like this

3

Generate better awareness of the value and impact of research in Ireland



# The role of researchers



# THE ROLE OF RESEARCHERS

## What are the campaign's activities?

Between now and the end of November 2021, the campaign will be reaching out to engage people, groups and communities across Ireland

Join Ireland's Biggest Brainstorm!

### Advertising and PR



TV, radio, press and social & digital advertising campaign supported by PR

### National Roadshow



National Roadshow travelling to 33 locations across 26 counties over 11 days

### Thematic Events



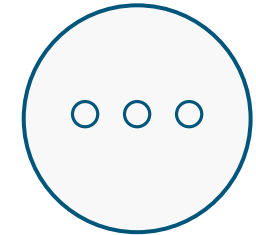
Four thematic events with our campaign Ambassadors that engage the public

### Stakeholder Events



Stakeholder run events linked to and supported by the campaign that generate ideas

### Other Activities



Variety of other activities including outreach programme to schools



# THE ROLE OF RESEARCHERS

## Why should researchers get involved?

### Benefit for the Campaign

Brings to life the work of researchers and the researcher community

Provides the context around why we are asking the public for ideas

Provides engaging content for the public at events or at our Road Show

### Benefit for the Researchers

Raise your profile amongst the public

Utilise the campaign as an opportunity to speak about your work and area of interest

Build better awareness across Ireland as to the value and impact of research



# THE ROLE OF RESEARCHERS

## How can researchers support?

In addition to submitting your own ideas, you can play a part by signing-up to get involved in the campaign activities below

Provide your contact details and research area using our sign-up form and we'll follow-up with opportunities as they emerge

You'll also be invited to join, if they want, a weekly drop-in Zoom call on Thursdays to get updates and for Q&A

FORM

### Participate at Events



Speak about your work at one of our stakeholder run events to give context to the campaign and hear the public's ideas

### Participate in the Roadshow



Participate in our Roadshow and have conversations with the public

### Organise Events



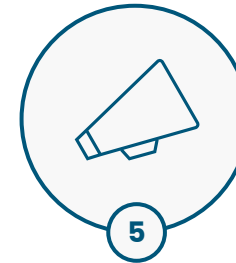
Integrate a brainstorming session into your existing research events or talks, or hold dedicated sessions

### List Your Event & Get Support



List your event on our website and get support from the campaign

### Promote The Campaign



Promote our campaign content and activities in your newsletters and on your social channels

### Engage Friends & Family



Run a mini-brainstorm with your family and friends



# How researchers can get involved



# HOW RESEARCHERS CAN GET INVOLVED

## 1. Speak at Events



### Speak at Events



Speak about your work at one of our stakeholder run events to give context to the campaign

Having a researcher speak at our stakeholder organisation events really brings research to life for the participants and provides inspirational context to their brainstorming activities

Stakeholder organisations across the country are organising dedicated Creating Our Future sessions to generate ideas for submission

These sessions can be themed around a topic of interest for the organisation or be a dedicated brainstorming session

We can link relevant researchers to relevant stakeholder organisation events (e.g. linking a youth researcher to a youth organisation)

Researchers can attend the event (most will be virtual) to speak about their work, the impact it has, and converse with the public



# HOW RESEARCHERS CAN GET INVOLVED

## 2. Participate in the Roadshow

### Participate in the Roadshow



Participate in our  
Roadshow and have  
conversations with the  
public

Having researchers available to speak to the public about their work brings the value and impact of research to life for participants

Engaging with the public can provide inspirational context for idea generation

Our Roadshow will travel to  
33 locations across 26  
counties over 4 weeks to  
engage the public with the  
campaign

Based on your location, we'll  
invite you to visit the  
Roadshow when it is close to  
your location to have  
conversations with the  
public about your work

These conversations will  
bring research to life for the  
public and inspire them to  
generate ideas for  
submission to the campaign





# HOW RESEARCHERS CAN GET INVOLVED

## 3. Organise Events

Researchers or the research community can integrate a campaign brainstorming session into an existing event/activity or organise a new dedicated one

There are three categories of events/activities that can support the campaign

### Organise Events



Integrate a brainstorming session into your existing research events or talks, or hold dedicated sessions

#### Events & Activities that Target your Staff/Colleagues



Tag a brainstorm on to your staff meeting or away-day or organise a dedicated session aligned with Ireland's Biggest Brainstorm

#### Events & Activities that Target your Members/Network



Tag a brainstorm on to your existing planned event (talk, webinar, meeting) on your existing research area or run a dedicated session aligned with Ireland's Biggest Brainstorm

#### Events & Activities that Target the Public



Tag a brainstorm on to your existing planned event (talk, webinar, meeting) on your existing research area, or run a dedicated session aligned with Ireland's Biggest Brainstorm



# HOW RESEARCHERS CAN GET INVOLVED

## 4. List Your Event & Get Support

### List Your Event & Get Support



List your event on our website and get support from the campaign

The campaign team can promote your event or activity and provide support in terms of a campaign spokesperson, event incentives or postcards

Let us know what events/activities you are running and what support you need

List your event with us so that we can promote it on our website. We need the details of the event, date, time, location and how to take part

Let us know if you'd like a campaign spokesperson to get involved in your event to explain the context of the campaign

Let us know too if you'd like to avail of our incentivisation program (for budget, vouchers, prizes etc) if your event is targeting hard to reach demographics or young people

Let us know too if you'd like us to send campaign postcards that your participants can use to send their ideas to the campaign by FREEPOST

FROM END OF SEPTEMBER, USE DEDICATED FORM ON OUR WEBSITE

UNTIL THEN EMAIL US

[events@sfi.ie](mailto:events@sfi.ie)



# HOW RESEARCHERS CAN GET INVOLVED

## 5. Promote the Campaign

### Promote the Campaign



Promote our campaign content in your newsletter and social channels

Promote the campaign and its activities and events to your colleagues and networks get others to attend them (e.g. Roadshow, Thematic Events)

Each Friday, we'll send you a quick update to Researchers by email on campaign progress and the upcoming events/activities and content to share

You should try where possible to utilise this content in your newsletters, ezines and on your social and digital channels with your staff, member networks and the public

We'd also love if you could get friends and family to drop-down to our Roadshow if it visits your locality or attend our thematic events with Ambassadors (announced soon)



# HOW RESEARCHERS CAN GET INVOLVED

## 6. Engage Family & Friends

### Engage Family & Friends



Run a  
mini-brainstorm with  
5+ of your family and  
friends

If everyone who engages with the campaign shares it with their family and friends, we can develop real exponential growth and a multiplier effect

'Pay It Forward'  
by sharing the campaign  
concept with your family  
and friends and get them  
to submit their ideas

The campaign question is  
an ideal dinner table  
discussion topic with family,  
to round out a book-club  
meeting, or to initiate a  
conversation with friends  
about things that matter

You can simply ask the  
question and show the  
website submission form or  
utilise the brainstorming  
techniques to run a mini-  
brainstorm session with your  
family or friends



# How to run a Creating Our Future brainstorm



# HOW TO RUN A CREATING OUR FUTURE BRAINSTORM

## Types of brainstorms



There are two types of brainstorms you can run depending on the event type you have and how much time you have

Every brainstorm should have a facilitator – someone who can lead the group through the process – in many cases the Campaign Champion but we can provide a campaign rep for large events

### Quick Brainstorm (15 mins)

suitable for tagging on to existing meetings or events

or

### Full Brainstorm (45 mins)

suitable for Creating Our Future focused meetings or events



# HOW TO RUN A CREATING OUR FUTURE BRAINSTORM

## Quick brainstorm



Ideas generated can be based on a topic/theme you've just discussed or be broader. Both should be encouraged.

1

### Introduce the Campaign

Introduce the campaign, why it's happening, the process and what happens to submitted ideas.

2 minutes

2

### Introduce Brainstorm

Remind people of principles and to keep track of their ideas on paper so they can submit them at the end

3

### Show the Question/Prompts

Show the question along with the prompts and thematic areas as the basis for the brainstorm

2 minutes

4

### Generate and Share Ideas

Give people time to generate an idea (5 mins) before asking if anyone would like to share their idea with the group (2 mins)

7 minutes

5

### Submit The Ideas

Direct people to the website submission form to submit their idea or ideas (if you used these) thank them and ask them to share with family & friends

4 minutes

Use our 'Quick Brainstorm' slide deck to assist you



# HOW TO RUN A CREATING OUR FUTURE BRAINSTORM

## Full brainstorm



1

### Introduce the Campaign

Introduce the campaign, why it's happening, the process and what happens to submitted ideas. For larger events, we can provide a campaign rep

5 minutes

2

### Provide Research Context

Involve researchers in your conversation to inform your discussion and to share why your ideas help their work

5-10 minutes

3

### Introduce Brainstorm

Remind people of principles and to keep track of their ideas on paper so they can submit them at the end

1 minute

4

### Provide The Question

Unveil the question to the participants without any prompts or questions/answers

1 minute

5

### Brainstorm 1

Get participants time to write down at least two ideas before asking if anyone would like to share their idea

5-7 minutes

6

### Brainstorm 2

Unveil the question prompts and get participants to write down at least two more ideas before asking anyone who hasn't shared yet to share one of their ideas

5-7 minutes

7

### Brainstorm 3

Unveil the thematic areas to spark creativity and get participants to write down at least two more ideas before asking anyone who hasn't shared yet to share an idea

5-7 minutes

8

### Idea Submission

Direct people to the website and ask them to submit their ideas. Each participant should have 5+ ideas at this point.

1 minute

9

### Wrap-Up

Thank everyone, get feedback and ask them to do the same process with their family or friends

2 minutes

Use our 'Full Brainstorm' slide deck to assist you



An Roinn Breisoidéachais agus Ardoideachais,  
Taighde, Nuálaíochta agus Eolaíochta  
Department of Further and Higher Education,  
Research, Innovation and Science



# HOW TO RUN A CREATING OUR FUTURE BRAINSTORM

## Principles for great brainstorm



Great brainstorm generate great ideas. It's important set the right tone and atmosphere to encourage everyone to think and contribute

Create a safe space where everyone feels included – extroverts and introverts

Try to prevent anyone from dominating or speaking too much

Stress the importance of every idea – big or small

You can focus ideas on a topic you've discussed but also allow for broader ideas to be generated

Don't allow criticism of ideas

Make the atmosphere fun and engaging



**Other materials available**



## OTHER MATERIALS AVAILABLE

### Supporting materials



A National  
Conversation  
on Research  
in Ireland

Brand Guidelines

DOWNLOAD

Logos

DOWNLOAD

Graphical Elements

DOWNLOAD

Virtual Backgrounds

DOWNLOAD

Poppins Font

DOWNLOAD

PowerPoint and Word Templates

DOWNLOAD

Info Sheet

DOWNLOAD

'Quick Brainstorm' Slide Deck

DOWNLOAD

'Full Brainstorm' Slide Deck

DOWNLOAD



An Roinn Breisoideachais agus Ardoideachais,  
Taighde, Nuálaíochta agus Eolaíochta  
Department of Further and Higher Education,  
Research, Innovation and Science

# THANK YOU Follow-Up



Thank you for contributing to the campaign

We've Created Our Future together!

**Visit**

**[creatingourfuture.ie](http://creatingourfuture.ie)**



**to submit your ideas**

**eMail**

**[events@sfi.ie](mailto:events@sfi.ie)**



**to contact us**



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