CREATING OUR FUTURE
Info Pack Contents

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Background to the campaign
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
BACKGROUND TO THE CAMPAIGN

What is the campaign process?

**July 2021**
- Creating our Future is launched, inviting people to tell us their ideas.

**Until End of November 2021**
- Campaign events and activities are run to generate ideas from public before submissions deadline.

**December 2021**
- Our Expert Committee review all ideas submitted and begin to prepare a report for Government.

**March 2022**
- The full campaign report is submitted to Government with your ideas to inspire future research in Ireland.

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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?

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

**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

Join Ireland’s Biggest Brainstorm!
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:

1. 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

2. Participate in the Roadshow
   - Participate in our Roadshow and have conversations with the public

3. Organise Events
   - Integrate a brainstorming session into your existing research events or talks, or hold dedicated sessions

4. List Your Event & Get Support
   - List your event on our website and get support from the campaign

5. Promote The Campaign
   - Promote our campaign content and activities in your newsletters and on your social channels

6. Engage Friends & Family
   - Run a mini-brainstorm with your family and friends

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
How researchers can get involved
HOW RESEARCHERS CAN GET INVOLVED

1. Speak at Events

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.

Speak at Events

Speak about your work at one of our stakeholder run events to give context to the campaign.
HOW RESEARCHERS CAN GET INVOLVED

2. Participate in the Roadshow

Participate in our Roadshow and have conversations with the public

- 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.

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.
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:

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.

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.

Integrate a brainstorming session into your existing research events or talks, or hold dedicated sessions.
List Your Event & Get Support

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
5. Promote the Campaign

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).

Promote our campaign content in your newsletter and social channels.
6. Engage Family & Friends

Engage Family & 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.

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

1. **Introduce the Campaign**
   - Introduce the campaign, why it’s happening, the process and what happens to submitted ideas.

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.

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).

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.

- 2 minutes
- 2 minutes
- 7 minutes
- 4 minutes

Use our ‘Quick Brainstorm’ slide deck to assist you.

Ideas generated can be based on a topic/theme you’ve just discussed or be broader. Both should be encouraged.
# HOW TO RUN A CREATING OUR FUTURE BRAINSTORM

## Full brainstorm

<table>
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<tr>
<th>Step</th>
<th>Description</th>
<th>Time</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Introduce the Campaign</strong></td>
<td>5 minutes</td>
<td>Introduce the campaign, why it’s happening, the process and what happens to submitted ideas. For larger events, we can provide a campaign rep.</td>
</tr>
<tr>
<td>2</td>
<td><strong>Provide Research Context</strong></td>
<td>5-10 minutes</td>
<td>Involve researchers in your conversation to inform your discussion and to share why your ideas help their work.</td>
</tr>
<tr>
<td>3</td>
<td><strong>Introduce Brainstorm</strong></td>
<td>1 minute</td>
<td>Remind people of principles and to keep track of their ideas on paper so they can submit them at the end.</td>
</tr>
<tr>
<td>4</td>
<td><strong>Provide The Question</strong></td>
<td>1 minute</td>
<td>Unveil the question to the participants without any prompts or questions/answers.</td>
</tr>
<tr>
<td>5</td>
<td><strong>Brainstorm 1</strong></td>
<td>5-7 minutes</td>
<td>Get participants time to write down at least two ideas before asking if anyone would like to share their idea.</td>
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<td>6</td>
<td><strong>Brainstorm 2</strong></td>
<td>5-7 minutes</td>
<td>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.</td>
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<tr>
<td>7</td>
<td><strong>Brainstorm 3</strong></td>
<td>5-7 minutes</td>
<td>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.</td>
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<tr>
<td>8</td>
<td><strong>Idea Submission</strong></td>
<td>1 minute</td>
<td>Direct people to the website and ask them to submit their ideas. Each participant should have 5+ ideas at this point.</td>
</tr>
<tr>
<td>9</td>
<td><strong>Wrap-Up</strong></td>
<td>2 minutes</td>
<td>Thank everyone, get feedback and ask them to do the same process with their family or friends.</td>
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Use our ‘Full Brainstorm’ slide deck to assist you.
HOW TO RUN A CREATING OUR FUTURE BRAINSTORM
Principles for great brainstorms

Great brainstormsgenerate 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

Stress the importance of every idea – big or small

Don’t allow criticism of ideas

Try to prevent anyone from dominating or speaking too much

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

Make the atmosphere fun and engaging
Other materials available
### OTHER MATERIALS AVAILABLE

**Supporting materials**

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<th>Supporting Material</th>
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<td>Brand Guidelines</td>
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<td>PowerPoint and Word Templates</td>
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<td>Info Sheet</td>
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<td>‘Quick Brainstorm’ Slide Deck</td>
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<td>‘Full Brainstorm’ Slide Deck</td>
<td>DOWNLOAD</td>
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</tbody>
</table>
THANK YOU
Follow-Up

Thank you for contributing to the campaign

We’ve Created Our Future together!

Visit
creatingourfuture.ie
to submit your ideas

eMail
events@sfi.ie
to contact us