STAKEHOLDER ORGANISATIONS

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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.
BACKGROUND TO THE CAMPAIGN

What is the campaign process?

**July 2021**

Creating our Future is launched invited 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 all ideas submitted and begin to prepare a report for Government

**March 2022**

The campaign report is submitted to Government with your ideas to inspire future research in Ireland
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 stakeholder organisations
THE ROLE OF STAKEHOLDER ORGANISATIONS
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 4 weeks

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 STAKEHOLDER ORGANISATIONS

Why should stakeholder organisations get involved?

**Benefit for the Campaign**

- Building wider awareness and enhanced engagement with the campaign
- Support in engaging hard to reach demographics that are pivotal to the success of the campaign
- Established conduit for the ideas of your members and the public that you engage with through your activities

**Benefit for the Stakeholder Organisation**

- Platform to raise the profile of topics that your organisation is interested in
- Engaging activity to include your organisation’s audiences in to create a better future
- Increased awareness of the needs of your organisation’s audiences to inform your own work
THE ROLE OF STAKEHOLDER ORGANISATIONS
How can stakeholder organisations support?

**Campaign Champion**
1. Assign a Campaign Champion to promote the campaign in your org. and liaise with us on events and activities

**Organise Events**
2. Engage your staff, members and the public through events and activities

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

**Promote the Campaign**
4. Promote our campaign content and activities in your newsletter and social channels and get involved

**Engage Friends & Family**
5. Run a mini-brainstorm with your family and friends
How stakeholder organisations can get involved
HOW STAKEHOLDER ORGANISATIONS CAN GET INVOLVED

1. Campaign Champion

Having a Campaign Champion in each stakeholder organisation is the best way to maximise the potential of the campaign

Assign a Campaign Champion to promote the campaign in your org. and liaise with us on events and activities

Each stakeholder organisation interested in being involved in the campaign should assign a Campaign Champion using the online form available below

These Campaign Champions can support the campaign by promoting the campaign’s content internally and to the organisation’s network

They should aim to link the campaign to existing events or activities to generate ideas for submission or organise dedicated events or activities

They will be invited to join, if they want, a weekly drop-in Zoom call on Thursdays to discuss campaign progress or should they have any feedback or questions

FORM
2. Organise Events

Engage your staff, members and the public through events and activities.

- **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), the topic of which aligns with the campaign, 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), the topic of which aligns with the campaign, or run a dedicated session aligned with Ireland’s Biggest Brainstorm.

Stakeholder organisations can integrate a campaign brainstorming session into an existing event/activity or organise a new dedicated one.
HOW STAKEHOLDER ORGANISATIONS CAN GET INVOLVED

3. List Your Event & Get Support

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

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

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 or a researcher to get involved in your event to explain the context or talk about research.

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 members 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

List your event on our website and get support from the campaign.
HOW STAKEHOLDER ORGANISATIONS CAN GET INVOLVED

4. Promote the Campaign

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

- Each Friday, we’ll send you a quick update to the Campaign Champions 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 drop down with colleagues 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.
5. Engage Family & Friends

Run a mini-brainstorm with 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 at least five of 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:

Quick Brainstorm (15 mins)
suitable for tagging on to existing meetings or events

Full Brainstorm (45 mins)
suitable for Creating Our Future focused meetings or events

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.
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, thank them and ask them to share with family & friends.

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>
<thead>
<tr>
<th>Step</th>
<th>Task Description</th>
<th>Duration</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduce the Campaign</td>
<td>5 minutes</td>
</tr>
<tr>
<td>2</td>
<td>Provide Research Context</td>
<td>5-10 minutes</td>
</tr>
<tr>
<td>3</td>
<td>Introduce Brainstorm</td>
<td>1 minute</td>
</tr>
<tr>
<td>4</td>
<td>Provide The Question</td>
<td>1 minute</td>
</tr>
<tr>
<td>5</td>
<td>Brainstorm 1</td>
<td>5-7 minutes</td>
</tr>
<tr>
<td>6</td>
<td>Brainstorm 2</td>
<td>5-7 minutes</td>
</tr>
<tr>
<td>7</td>
<td>Brainstorm 3</td>
<td>5-7 minutes</td>
</tr>
<tr>
<td>8</td>
<td>Idea Submission</td>
<td>1 minute</td>
</tr>
<tr>
<td>9</td>
<td>Wrap-Up</td>
<td>2 minutes</td>
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#### Key Points:
- **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.
- **Provide Research Context**: Involve researchers in your conversation to inform your discussion and to share why your ideas help their work.
- **Introduce Brainstorm**: Remind people of principles and to keep track of their ideas on paper so they can submit them at the end.
- **Provide The Question**: Unveil the question to the participants without any prompts or questions/answers.
- **Brainstorm 1**: Get participants time to write down at least two ideas before asking if anyone would like to share their idea.
- **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.
- **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.
- **Idea Submission**: Direct people to the website and ask them to submit their ideas. Each participant should have 5+ ideas at this point.
- **Wrap-Up**: Thank everyone, get feedback and ask them to do the same process with their family or friends.

*Use our ‘Full Brainstorm’ slide deck to assist you*
Great brainstorming sessions generate great ideas. It’s important to 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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<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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<tr>
<td>‘Full Brainstorm’ Slide Deck</td>
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An Roinn Bhrisóideachais agus Ardoldeeachais, 
Tuigthe, Nuaithiúchta agus Eolaíochta 
Department of Further and Higher Education, 
Research, Innovation and Science
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