

# Aspect

## Dedicated Social Science Support and Messaging

Format	Key communications elements/messaging	Key benefits for business	Key benefits for researches
<ul style="list-style-type: none"><li>• Accelerators</li><li>• Studentships e.g.</li><li>• CASE for social science</li></ul>	<ul style="list-style-type: none"><li>• Opportunity to 'do good'</li><li>• Tailored language – impact, sustainability etc and not commercialisation</li><li>• Social science as core and not add on to STEM</li><li>• Explore opportunities and scope for impact</li><li>• Openness / exploratory nature of work</li></ul>	<ul style="list-style-type: none"><li>• Human centric research</li><li>• Increase profitability / sustainability or better practices</li><li>• Low commitment way to explore opportunities and build partnerships</li><li>• Access to wide knowledge base</li></ul>	<ul style="list-style-type: none"><li>• Relatable language and examples</li><li>• Structured framework to engage with industry partners</li><li>• Timed engagement</li><li>• Test drive or test the water if new to collaboration</li><li>• Driver beyond making money</li><li>• Identifying new opportunities / opening new routes</li></ul>

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## Frameworks to Understand opportunities

Format	Key communications elements/messaging	Key benefits for business	Key benefits for researches
<ul style="list-style-type: none"><li>• Frameworks</li><li>• Facilitated</li><li>• Events</li><li>• 1-1 Mapping support</li><li>• Problem</li></ul>	<ul style="list-style-type: none"><li>• Applications and industry needs as the driver not research led</li><li>• Interdisciplinary and collaboration</li><li>• Openness / exploratory nature of work. Identifying new sectors and applications for research</li><li>• Explore opportunities and scope for impact</li></ul>	<ul style="list-style-type: none"><li>• Access multiple disciplines and determine fit</li><li>• Co-development of projects and collaborations</li><li>• Low commitment way to explore opportunities</li><li>• Downstream access to funding and support</li><li>• Building business case or evidence base around the business</li></ul>	<ul style="list-style-type: none"><li>• Applications led approach will help to identify new opportunities / opening new routes</li><li>• Being at the forefront of change and building strong industry networks</li><li>• Carving out niche or personal positioning as a researcher</li><li>• Identify opportunities and collaborators</li><li>• Stronger likelihood of downstream funding and support if they have a partner and clearly defined industry needs</li><li>• Understand models for industry engagement</li></ul>

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## Role models and visibility through social media

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<ul style="list-style-type: none"><li>• Communications and sharing policies</li><li>• Training and support for researchers</li><li>• Highlight best practice social media usage e.g. Twitter and LinkedIn and users guidelines for researchers</li><li>• Multimedia</li></ul>	<ul style="list-style-type: none"><li>• Prompts on key themes</li><li>• Support and formats for engagement</li><li>• Fun / variety</li><li>• Build your own community and opportunities</li><li>• Position as core career development activity</li></ul>	<ul style="list-style-type: none"><li>• Visibility and insight into social scientists work across various disciplines</li><li>• Connecting with the individual</li><li>• Short and easy to consume info and inspirational media</li><li>• Credibility of academic insight and research</li><li>• Builds their knowledge and understanding</li><li>• Informs decision making</li><li>• Profile and status of working with researchers</li></ul>	<ul style="list-style-type: none"><li>• Knowhow and confidence to talk about research and build industry networks</li><li>• Seeing people like me (career stage, demographics )</li><li>• Visibility and status – evidence to support career progress</li><li>• The process itself can encourage researchers to identify opportunities</li></ul>

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## Event and themed based opportunities

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<ul style="list-style-type: none"><li>• Partnering</li><li>• Sandpit / co-development events</li><li>• Speaker events</li><li>• Space to explore opportunities for business</li><li>• Facilitated introductions / navigating university environment</li></ul>	<ul style="list-style-type: none"><li>• Urgency</li><li>• Human aspects of business</li><li>• Shared cause or purpose</li><li>• Sectoral approach good to use for resistant or new academic audiences</li></ul>	<ul style="list-style-type: none"><li>• Clear applicability of research</li><li>• Clear benefits</li><li>• Relevance</li></ul>	<ul style="list-style-type: none"><li>• Humanising business/ building connections</li><li>• Reinforces need and relevance of what they are doing</li><li>• Wider contribution to societal problems and impact</li><li>• Exploring new avenues for impact</li></ul>