

**COMMUNICATING RESEARCHED SOLUTIONS  
FOR UPTAKE AND UTILISATION:  
STRENGTHENING RESEARCH ORGANISATIONS**

**Funding research communication for outcomes, impact  
and audiences – a research communication support  
facility**

**SEMINAR AT THE STELLENBOSCH INSTITUTE FOR  
ADVANCED STUDIES**

**14 SEPTEMBER 2009**

## SEMINAR ORGANISERS

Abigail Mulhall – Team  
Leader - Research  
Uptake,  
DFID

[a.mulhall@dfid.gov.uk](mailto:a.mulhall@dfid.gov.uk)

Megan Lloyd-Laney  
Communications –  
Research Uptake,  
DFID

[m.lloyd-laney@dfid.gov.uk](mailto:m.lloyd-laney@dfid.gov.uk)

Diana Coates

[diana.coates@gmail.com](mailto:diana.coates@gmail.com)

Johann Mouton -  
Director, CREST,  
University of Stellenbosch

[jm6@sun.ac.za](mailto:jm6@sun.ac.za)

John Kirkland – Deputy  
Secretary General,  
ACU

[j.kirkland@acu.ac.uk](mailto:j.kirkland@acu.ac.uk)

# CONTEXT

## WORKING TO MAKE GLOBAL AID MORE EFFECTIVE

STATEMENT FROM DFID MARCH 2009

“In recent years international donors have put aid to poor countries under much closer scrutiny. There has been an increasing focus on clear objectives and measuring results. By being clear on the outcomes that DFID wants to achieve, development efforts can be steered towards those goals. By measuring progress towards the goals, better policy decisions can be made and better strategies designed.

At a meeting in Morocco, more than 60 delegates of developing countries met representatives from international aid agencies to discuss the challenges of ‘[managing for development results](#)’. They endorsed a set of core principles on how best to support poorer countries’ efforts to manage for results:

- focusing the dialogue on results at all phases of the development process
- aligning programming, monitoring and evaluation with results
- keeping measurement and reporting simple
- managing for, not by, results
- using results information for learning and decision making .”

# COMMUNICATING RESEARCH FOR DEVELOPMENT IMPACT

OUTPUTS - disseminating; 'publishing' using traditional and new media

OUTCOMES - awareness, diffusion, uptake, utilisation

AUDIENCES/READERSHIPS - diverse and segmented, multi-directional

IMPACT – policy and practices – beneficiary communities

# PURPOSE OF THE SEMINAR

- EXPLORATORY
- ALIGNING KNOWLEDGE AND RESOURCES
- RESEARCH COMMUNICATORS – WHO ARE THEY
- RESEARCH COMMUNICATION – HOW CAN IT BE MANAGED
- INFORMATION SHARING  
‘KNOWN-UNKNOWN’S’
- DISCUSSION TO INFORM THE SCOPING OF THE RESEARCH COMMUNICATION SUPPORT FACILITY