



Research Uptake Strategy

Phase 2 – Conducting Research

Plan for 2020/21



RESPONDING TO COVID 19

NOTE:

This Research Uptake Strategy was written pre-COVID.

The programme has since pivoted to integrate the impact of COVID into research projects. It is also using its networks to surface and share information rapidly on what works to protect people and economies within transport systems.

This document sets out objectives and activities for COVID response and core programming (to reflect logframe). However, COVID response will be inherent in all core activities for the next 12-18 months.

COVID 19 OBJECTIVES

The communications objectives for the COVID response campaign of effort are to:

- position the HVT programme as an authoritative source of information about what works to protect people and economy within transport systems in LICs.
- position the HVT programme as a reliable thought leader leveraging the experts and their connections.
- demonstrate the programme's agility to respond to a global emergency.

COVID 19 COMMS OUTPUTS

The COVID response communications take three forms:

- **Understanding stakeholder needs** e.g. surveys and analysis
- **Thought leadership on what works** e.g. The ‘Call for collective action for international transport stakeholders to respond to the COVID-19 Pandemic’ and papers on financial stimulus and keeping people safe on public transport
- **Mobilising partnerships for action** e.g. webinar partnerships with the newly created Inclusive Access Network, Climate Parliament and the World Road Council (PIARC). HVT is supporting sector collaboration via SuM4All Taskforce mobilisation

News, events and views on COVID 19 will continue to dominate communications output for the medium term.

PHASE 2 CORE OBJECTIVES

Commission research projects to help policy makers and practitioners make decisions that help high volume road and rail transport become greener, more accessible, more affordable, more inclusive and safer.

Drive demand and competition for research grants.

Position the programme as the 'go-to' resource for user-centric, usable research about HVT in Low Income Countries (LICs).

PHASE 2 RU OBJECTIVES

Improve knowledge about HVT in LICs

Drive the uptake and use of research findings by LIC practitioners and development partners

Build capacity for LICs to use research in policy processes

Build capacity of researchers to do the research and to drive research uptake

 **COMMUNICATIONS**

 **CAPACITY BUILDING**

RESEARCH UPTAKE COMPONENTS

Communications

Stakeholder
Engagement

Capacity Building

MEL

RESEARCH UPTAKE SIMPLIFIED

Communications and
Stakeholder Engagement

Capacity Building

MEL

RU IN THE RESULTS CHAIN



1. Research generation
2. Capacity development
3. Comms and engagement
4. Management

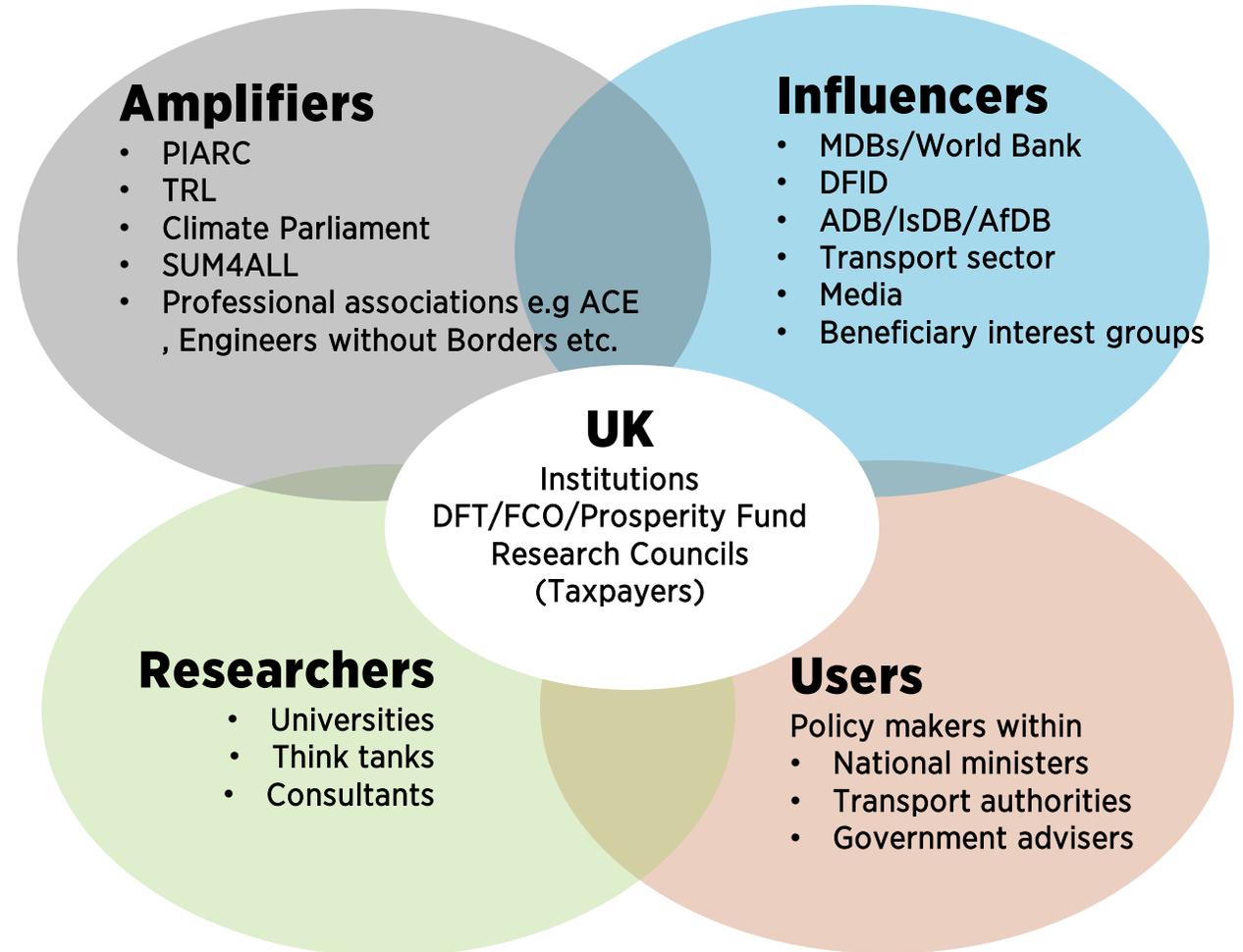
1. Citations in articles and codes
2. Citations in standards
3. Co-funding/savings
4. Practical changes for women and the vulnerable

1. Policy makers using evidence
2. Policy documents containing evidence
3. Infrastructure

RU PLANNING MODEL



STAKEHOLDERS



DESIRED RESPONSES

	USERS	RESEARCHERS	AMPLIFIERS	INFLUENCERS
KNOW	HVT is a UK Aid-funded programme commissioning research on high-volume transport in LICs. It aims to make transport greener, more accessible, more affordable, more inclusive and safer.			
THINK	HVT is a centre of excellence for relevant, accessible and useful cutting edge research into HVT in LICs.			
DO	<ul style="list-style-type: none"> • Evaluate proposals • Feedback on research uptake plans • Participate actively at knowledge sharing events. 	<ul style="list-style-type: none"> • Compete/bid • Stay in touch with user perspective • Create knowledge products and share • Participate actively at learning events. • Engage with policy processes. 	<ul style="list-style-type: none"> • Share learning events • Join forces for key campaigns • Collaborate on products • Advocate • Steer updating of historical research 	<ul style="list-style-type: none"> • Attend learning events • Disseminate research products • Incorporate learnings into ToRs/ advice/ new programmes • Advocate

EXPANDING THE RESULTS CHAIN



**COMMS AND
CB ACTIVITIES
AND REACH**

**AUDIENCE
ENGAGEMENT,
AWARENESS AND
UNDERSTANDING**

**AUDIENCE
ACTIONS**

Things we do and
the number of
people we reach

→ The way audiences
engage with the things
we do and how their
awareness and
understanding
develops over time

→ The impact of the
things we do to
drive action to
participate or use
research



INSIGHTS TO SHAPE PROGRAMME

MDBs spend \$16bn on transport a year.
The World Bank Global Transport Practice is a valuable opinion former group.



Harness MDBS to amplify message and reach (especially relevant for COVID).

There is much research in the transport sector. It will be valuable to users to make relevant links to drive uptake.



Use the TAP as thought leaders to curate, compare and build.

Users are more likely to implement the research if they are engaged throughout the process.



Create roles for involvement throughout the procurement and research cycles.

Some opinion leaders have major influence e.g. Ministers, Climate Parliament, SUM4ALL.



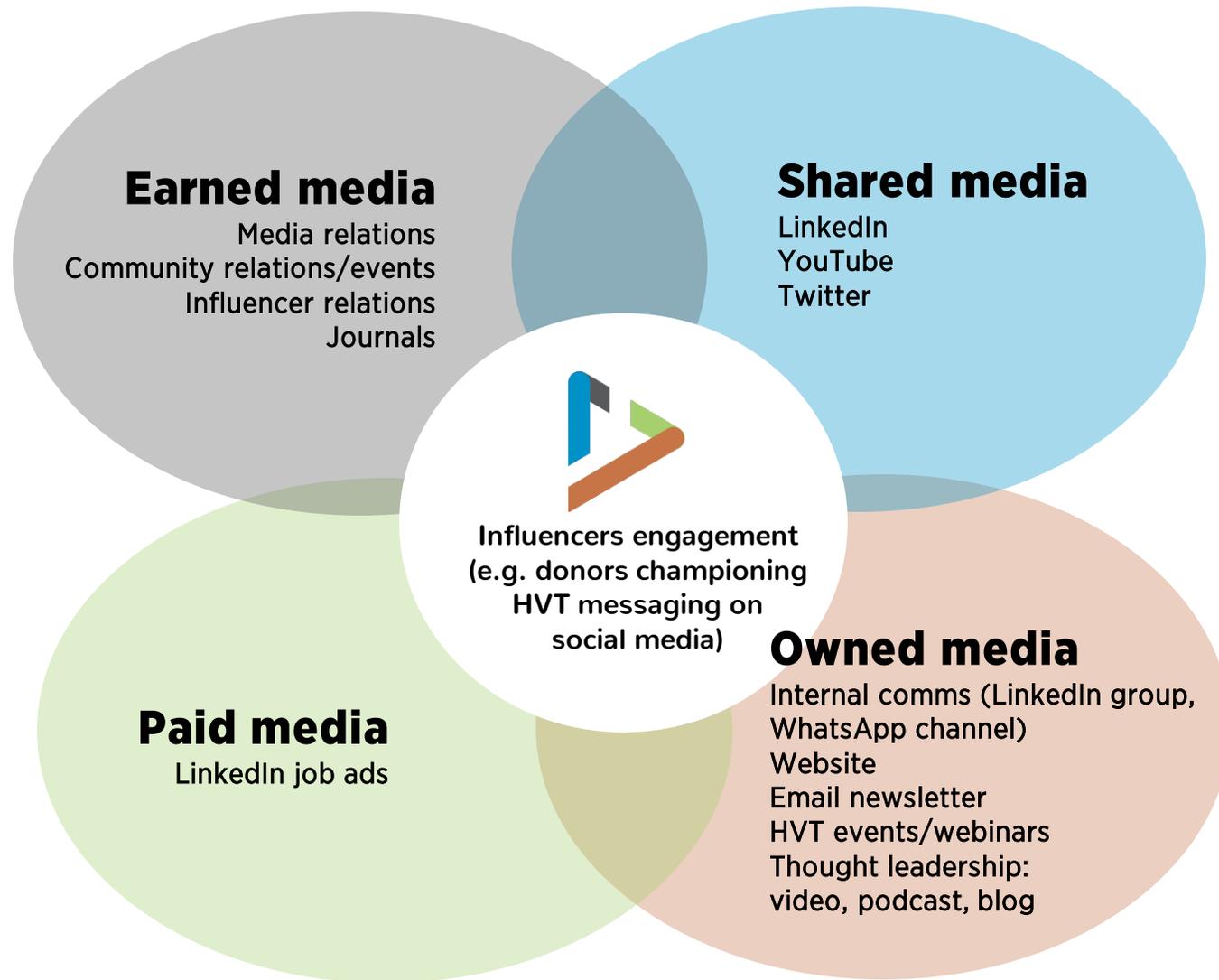
Harness key opinion leaders to convey messaging/content wherever possible.

Future generations of decision makers will have the greatest impact on using research



Engage the future generations at appropriate points to future proof

TOOLS TO DELIVER PROGRAMME



COMMUNICATIONS OVERVIEW



1

Liason with Research Suppliers to curate findings and products

This is how it will work:

Before commission

- Outreach to potential suppliers to optimise scale and quality of research pool
- Request individual RU plans as part of bids

During research phase

- Setup online community of practice (e.g. WhatsApp) to keep conversation flowing between the HVT Hub (TAP and PMU)
- Ensure researchers mirror approach with their target users
- Review and build individual RU plans

After the research

- Distil research content and repackage into digestible briefs and knowledge products; disseminate via online and offline channels

This is how it will work:

- Central planning and production from the HVT hub of research and knowledge products in the form of blog posts, articles, thought leadership pieces, videos, podcasts, animations
- Focus on impact stories/case studies
- Dissemination and outreach via online channels (website, newsletter, journals, social media) and offline channels (side events, workshops, conferences)
- Ensure adequate presence in refereed journals – bearing in mind long lead times
- Consider edited book

This is how it will work:

- Trends forecasting report developing using cultural signals from grassroots – ethnography study – across generations and minorities ensuring all perspectives
- A bit like the ‘Future of Mobility’ meets ‘Cultural Trends 2018’
- Use external provider
- Enables us to stay current and future proof
- Identifies what we need to be thinking about in the future
- Provides news hooks for media coverage and to secure partners for third party endorsement

* NB – all face-to-face events are now on hold due to COVID-19. We are in close contact with organisers to plan for new dates or bring the events online.

This is how it will work:

- Cultivate relationships with transport and mainstream media to maximise coverage.
- Attend a minimum of four major transport-related events or events on themes tackled by HVT (e.g. inclusion, climate change) and seek speaking opportunities on panels using thought leaders from amplifier partners and/or TAP. (online or in-person if social distancing can be observed)
- Organise side events as part of bigger conferences, e.g. TT and World Road Congress. (online or in-person if social distancing can be observed)
- Investigate opportunity to organise smaller, HVT ‘own’ workshops (if budget allows). (online or in-person if social distancing can be observed)
- Leverage DFID organised cadre events and other programmes to join forces on comment.

* NB – all face-to-face events are now on hold due to COVID-19. We are in close contact with organisers to plan for new dates or bring the events online.

This is how it will work:

- Host side events after major conferences to produce a point of view from the next generation of policy makers (online or in-person if social distancing can be observed)
- Identify attendees by approaching current policy makers (‘users’) within governments. Position the event as a learning and developing opportunity
- Invite a leading attendee of the main event to download the key points/conclusions
- Use a facilitator to draw out the opinion of the younger generation to focus on ‘so what’s next?’
- Summarise findings/point of view and share on social media etc.

This is how it will work:

The HVT hub will organise quarterly webinars to:

- Distil insights and findings emerging from different research themes and COVID responses to draw parallels and collate/curate content to make connections across portfolio.
- Review new research in light of old to make connections between current and past and what needs to be updated
- Ensure suppliers user-centric and research uptake remains a priority
- When possible, the webinars will take place in parallel to a transport related event joined by HVT stakeholders and will also be streamed online
- Consider strategic partnership with SUM4ALL

This is how it will work:

- ‘Show and tell’ final event, which brings together major HVT research findings of the year
- Connections conference building bridges between academic, policy and practitioner communities
(online or in-person if social distancing can be observed)
- Prominent speakers – from Ministries to influencers (e.g. donors, MDBs and lobby groups) – take the floor. Use friends of HVT e.g. Jamie from ADB
- Consider strategic partnership with SUM4ALL

This is how it will work:

- Organise two small workshops (online or in-person if social distancing can be observed) per year to cultivate relationships with selected amplifiers and ‘influence’ them, by:
 - Disseminate HVT insights and research products
 - Exchange learning
 - Discuss joint attendance at events where they would champion HVT findings

CAPACITY BUILDING OVERVIEW

1

Liason with Research Suppliers to monitor their CB activities

2

Content curation (studies and publications)

3

Talent development / employment equity

Working with TUMI, CSC, Universities, professional associations

4

Leveraging Events and Workshops

5

Leveraging MDB Workshops and Events

This is how it will work:**BEFORE COMMISSION:**

- RU plans will include a CB component as part of proposals submitted.

DURING RESEARCH PHASE

- Review and build CB component as part of RU plans

AFTER RESEARCH

- Distil outcomes and lessons learned from CB activities, repackage and disseminate via online and offline channels

This is how it will work:

- Work in partnership with others implementing CB activities e.g. TUMI, the CSC, Walk 21 and link with HVT policy briefs and guides
- Co-ordinating with Research Suppliers and linking their content with complementary HVT publications
- Use HVT products to promote awareness raising with a focus on CB initiatives

This is how it will work:

- Cultivate relationships with transport and mainstream media to maximise coverage
- Incorporate CB activities into HVT workshops/ Next Gen Roundtable and other events e.g. Climate Parliament, World Road Congress
- Work with universities and professional associations to develop curricula and accreditations to ensure young and emerging engineers develop sustainable transport
- Investigate opportunities to develop a workstream around the job opportunities for this young talent and female economic empowerment (women engineers/ women working in transport)

4

Leveraging Events and Workshops

This is how it will work:

- CB will be integrated into quarterly webinars and the Connections Conference organised by the HVT and further opportunities identified
- Leverage events hosted by Research Suppliers for wider HVT opportunities (online or in-person if social distancing can be observed)

5

Leveraging MDB Workshops and Events

- Seek opportunities for partners to support institutional CB activities, utilising wider events/fora/workshops

PHASE 2 EXIT

Ensure knowledge is easily accessible and manageable following project close down – use the HVT website.