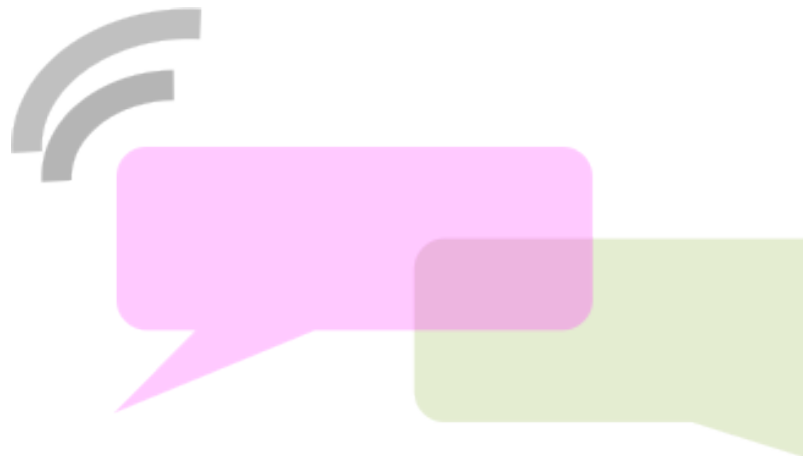


Designing an impact plan

1. Take a look at the example impact planning matrix over the page
2. Referring back to your stakeholder analysis, complete your own matrix for your research, starting with stakeholders who have most influence/interest first
3. In your own time, compile this into an impact plan with the following headings:
 - a. Impact objectives
 - b. Key messages (summarised from your impact planning matrix)
 - c. Target audiences: your stakeholder analysis table, with stakeholders grouped into categories (e.g. patient groups, health professionals etc) and listed in priority according to interest and influence
 - d. Activities and resources: list activities chronologically from your impact planning matrix and identify the resources you will need to make these happen (this may include help from others and training). If you don't have the right resources, how might you adapt your activities or get the resources you need? Check the timings of activities with those who have responsibility for them and make sure that it aligns with your research plan
 - e. Monitoring: Make sure each of your indicators is measurable and that you have the means to collect the data. Establish a means of monitoring your progress towards impacts e.g. an agenda item on a monthly project meeting, or by using an online impact tracking tool



Impact outcome or objective	Target stakeholders	Key messages	Delivery mechanism (KE activity)	Impact indicators (and means of measurement)	Risks	Risk mitigation	Responsibility	Timing
Restore 20 million hectares of damaged peat bog by 2025, based on published research into the methods and benefits of restoration	<ul style="list-style-type: none"> Ministers in Defra and devolved administrations Environmental evidence analysts in Government departments Government environment agencies 	<ul style="list-style-type: none"> 80% of UK peatlands are damaged and this has important costs to society Damaged peatlands are making it harder to meet policy targets for climate, water & biodiversity We have robust methods to restore bogs Bog restoration can deliver climate, water & biodiversity policy goals 	<ul style="list-style-type: none"> Develop Peatland Code to publically demonstrate progress towards policy statements on private-public partnerships for conservation Policy brief Presentations to policy analysts Briefings to Ministers via trusted NGOs and other contacts Input to development of Peatland Code 	<ul style="list-style-type: none"> Peatland Code developed, piloted & launched with high-level support from Government Sponsorship funding levels (Peatland Code Register) Number of hectares of land restored per year (Peatland Code Register) 	<ul style="list-style-type: none"> Change of Government to one opposed to Peatland Code Change of Minister to one opposed to Code Backlash from environmental NGOs opposed to carbon offsetting 	<ul style="list-style-type: none"> Launch Peatland Code before end of this parliament Help civil servants develop effective Ministerial briefings Develop a non-offsetting version of the Code for initial launch, from which NGOs can benefit before considering carbon markets 	Mark Reed and Clifton Bain (IUCN)	<p>2013-14: Inputs to develop Code</p> <p>2014: Policy brief and presentations, briefings to Ministers</p> <p>November 2015: Peatland Code launch</p>
	<ul style="list-style-type: none"> UK based SMEs and multi-national corporations 	<ul style="list-style-type: none"> Peatlands are inspiring, iconic landscapes that are crucial to society Bog restoration can tell a powerful story on the path to companies become carbon neutral Peatland carbon is as cost-effective as woodland carbon but there are added benefits 	<ul style="list-style-type: none"> Develop Peatland Code to give guarantees to business sponsors that their money will deliver quantifiable carbon benefits Short film Brochure for sponsors about the Peatland Code Catalogue of sponsorship opportunities Brokerage and 	<ul style="list-style-type: none"> Sponsorship funding levels (Peatland Code Register) Number of hectares of land restored per year (Peatland Code Register) 	Lack of interest from businesses	Commission market research	Mark Reed, Clifton Bain, James Byrne (Wildlife Trust), Chris Dean (Moors for the Future) and the Peatland Alliance (RSPB, National Trust and Wildlife Trusts)	2014

		for water & wildlife and they last longer	<p>payment mechanisms</p> <ul style="list-style-type: none"> • Targeted relationship & trust building with directors of sustainability from key businesses • Present at events and pitch to meetings with potential sponsors • Social media to raise awareness & make get new leads & feedback 					
	<ul style="list-style-type: none"> • Organisations representing landowners/managers 	<ul style="list-style-type: none"> • Society is expecting more from peatlands and landowners need to be paid a fair price for work to restore and sustain their functions • The Peatland Code can complement public grants that only pay for initial restoration work by paying ongoing monitoring & maintainance costs over 30 years or more 	<ul style="list-style-type: none"> • Relationship & trust building with key individuals & organisations • Workshops to explore risks & benefits with landowners • Short film • Information sheet for landowners • Input to development of Peatland Code • Identify land that can be restored under the Code 	<ul style="list-style-type: none"> • Peatland Code developed, piloted & launched with broad support from land-owning community • Number of landowners benefiting from a fair price for restoration work (Peatland Code Register) • Number of hectares of land restored per year (Peatland Code Register) 	Lack of interest from landowners	<p>Engage representative organisations early in the process to help develop the Code</p> <p>Run workshops as soon as possible to get feedback from landowners and adapt the Code and our approach accordingly</p>	<p>Mark Reed and Kathleen Allen (PhD student)</p>	<p>2013-14: Inputs to develop Code</p> <p>2014: workshops with landowners</p>

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