



**CREAF**



SEVERO  
OCHOA  
EXCELLENCE

# IMPACT AT CREAF





## How CREAM makes a difference

We are facing multiple global socioenvironmental challenges with important regional and local negative effects that will strongly affect the composition, structure and functioning of ecosystems, to the point of threatening essential contributions of nature to human needs and wellbeing.

Our response to those challenges is to generate knowledge to understand nature, identify potential threats, and develop solutions to address environmental and climate challenges at local, national, and global level. However, these knowledge and solutions must generate a tangible impact on the real world. This imperative is driven by CREAM's intrinsic motivation, supported by international reflections on research assessment, and is also a societal demand.



## What's impact for CREAM?

Impact includes:

- any kind of change (big or small, local or global, intended or unintended, instrumental or conceptual)
- we can show (see, demonstrate, measure, capture),
- beyond academia (affecting in a positive way society, the economy and the environment)
- which happen because of the contribution of research.

Impact is ultimately about relationships and about connecting academic research to benefits in the real world.

CREAF values and acknowledges the importance of all the diversity of essential elements and required efforts and collaborations along the process of generating impact (pathway to impact) without which the intended benefits could not be achieved.

CREAF strives for generating positive impact, but also intends to understand the possible undesirable impacts of research.



CREAF is deeply committed to promoting a culture of impact in research and to fostering the mobilisation, uptake and use of its research findings in the non-academic world to deliver positive change.

One key element that underpins CREAM's approach to impact is ensuring iterative and quality engagement with non-academics as reflected in our institutional impact strategy (Fig. 1). This will

enhance the adequacy and relevance of research results to be used by others, and thus, contribute to maximising impact.

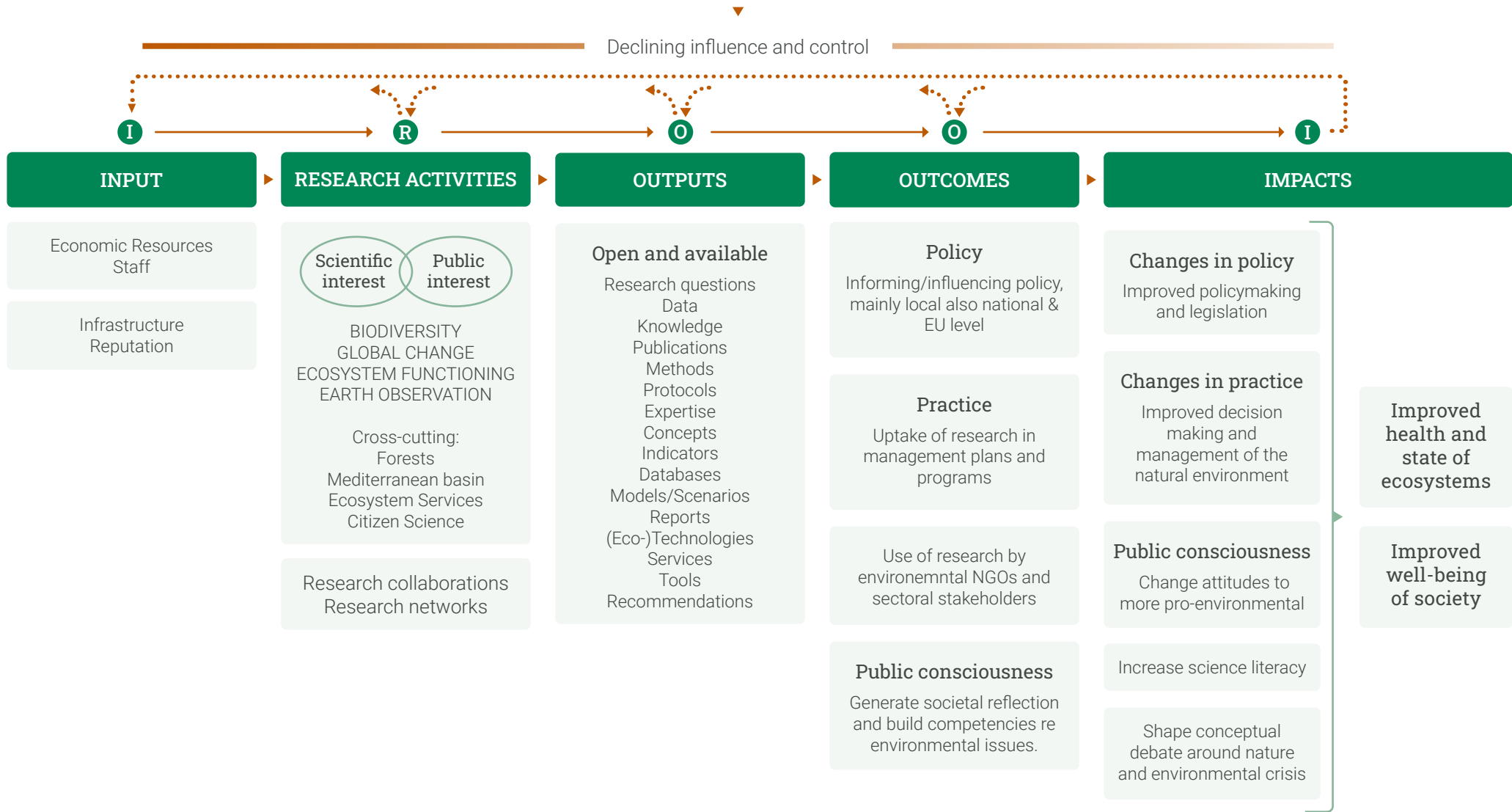
CREAF's impact strategy aims at building staff competencies and awareness, establishing meaningful and productive connections with stakeholders, and consistently plan, monitor and showcase the societal benefits of CREAM's research.

Fig. 1 Impact strategy at CREAM



Fig. 2 CREAM's Impact Framework

CREAF's Impact Framework



CREAF has developed an impact framework (Fig 2) that provides a comprehensive and thorough view of how and where CREAM contributes to making a difference in the world. The framework facilitates the promotion, management, and assessment of CREAM's research impact.



CREAF's research focus is on the natural environment, and we aim to:

- Change policy, legislation and improve strategic decision making to protect the environment.
- Improve management practices to prevent environmental crises and maintain healthy ecosystems.
- Shape public and policy debate around nature and the environment.
- Boost public awareness of environmental issues.

CREAF's impact framework is based on a logic model approach depicted as a simple linear process. We acknowledge that pathways to impact are actually multiple, non-linear and complex. In fact, impacts could happen in the short- or the long-term, and are often originated from accumulated and collaborative knowledge, i.e. rarely from specific research findings from individual researchers.

The framework facilitates to recognize how impacts of CREAM's research occur and where to

### Logic model approach for impact generation

Logic modeling shows what is your planned work (inputs/activities) and what are your intended results: the products of research (outputs), the awareness and use of these products happening in the short to medium term (outcomes) and the, typically long-term, consequences and changes resulting from this use (impact).

look for them to generate evidence for monitoring, evaluation, and communication purposes. It is part of our strategy to foster an impact culture by building a shared understanding of impact, establishing a common language, approach, and tools.

It is through CREAM's impact culture that our research will contribute to helping all communities around the world to tackle the interconnected climate and biodiversity challenges we collectively face.

