

- d. How activity funded through QR GCRF relates to the UK strategy for the GCRF.<sup>1</sup>
- e. How your development-related and GCRF strategies relate to your wider institutional strategy for using QR.
- f. Likely key barriers and enablers to implementing your strategy.
- g. The key activities by which you will realise your objectives, such as capacity and capability building; mono-disciplinary, interdisciplinary and collaborative research; generating impact from research; meeting the full economic cost of GCRF activity funded through other sources; rapid response to emergencies with an urgent research need; and pump priming.
- h. The main developing countries, included in the Development Assistance Committee (DAC) list, which you intend to collaborate with.

Maximum 3,000 words

**a. Your institution's strategy and priority objectives for all development related research activity funded through all sources for three years from 2018-19.**

Falmouth University's 2015-2020 Research and Innovation Strategy defines its commitment to aligning all research and innovation activity to support the grand challenges of the age. Through a process of open, challenge-based interdisciplinary research, Falmouth leverages the expertise and creativity of its staff across 10 departments to respond to societal need, positioning the University as a creative bridge between cutting edge research and a network of external partnerships.

The University's research and innovation themes of Creative Connected Communities, Digital Economy and Design Thinking are articulated through eleven high level research programmes (<https://www.falmouth.ac.uk/research/programmes>) and each of these has the potential to address different constellations of the United Nations' 17 Sustainable Development Goals (SDG) and the objectives outlined in the UK Aid Strategy.

Falmouth's strategy and priority objectives for development related research emerge from these themes and programmes, taking focus around a narrower subset of SDGs, using the HEFCE GCRF allocation to consolidate existing networks and activity in South Africa. Our award-winning Launchpad post-graduate incubation programme offers a model for the strategy we will take to ODA development-related research. Launchpad works by reversing traditional models of start-up business support, instead of starting with an entrepreneur and their idea, it begins with market gaps identified by industry, responding to challenges set by the likes of Amazon and Sony. In the same way, Falmouth will use its GCRF allocation to work with partners in South Africa to identify real-world challenges from the 'bottom up', focusing on three of the core objectives identified in the GCRF strategy, namely;

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<sup>1</sup> UK Strategy for the Global Challenges Research Fund, <http://www.rcuk.ac.uk/funding/gcrf/challenges/>

- supporting sustainable health and wellbeing
- supporting sustainable livelihoods by creating strong foundations for inclusive economic growth and innovation
- reducing poverty and inequality, including gender inequalities

This nexus of concerns takes particular focus in the space created by previous DfID (Department for International Development) - funded projects such as Soul City Institute for Social Justice (SCI) and subsequent initiatives such as Soul Buddyz Clubs (SBCs) and RISE Young Women's Clubs (RYWCs) in South Africa. These complex, ambitious behavioural interventions tackled health communication (focusing on HIV/ AIDS and broader sexual health) and sought to bring about sustainable change through empowering women through advocacy, peer support and providing access to social and economic resources. In their report on SCI's various interventions, Visser, Kotze, Goldstein and Letsela identify some of the key challenges faced by programmes of this kind, not least that of participant involvement and message internalisation. Working with Prof. Harry Dugmore, MTM Chair at Rhodes University and one of the consultants charged with evaluating SCI, Falmouth's development strategy applies our Launchpad approach by responding to problems already identified by local partners. Our research proceeds from a set of conditions articulated by Prof. Dugmore as a challenge that forms our point of departure, that;

- South Africa has one of the largest groups of people living with HIV in the world, and has one of the highest ratios for incidence of HIV per 100,000 of population.
- South Africa has, by some estimates, some of the highest youth unemployment rates in the world
- South Africa has, by some estimates, some of the highest rates of sexual and gender violence in the world
- South Africa has very low rates of entrepreneurial intention and small business start-up activity

With the above in mind, Falmouth will build both upon the work of SCI, a broad network of partners in South Africa across multiple HEIs and past work undertaken by Falmouth staff, we will address our GCRF objectives through a programme of research that seeks to identify the most effective means to empower women and girls in South Africa through creative entrepreneurialism. Consolidating already established connections between Falmouth and South Africa colleagues in Communication Design, Fashion and Textiles and Writing and Journalism, our strategy will be to collaborate on the evaluation and opportunity identification for methods by which creative entrepreneurialism can be used to improve multiple aspects of life for young women.

Over the three-year period, we will combine networking capability building activities with a limited number of small pilot pump-priming projects, which will be used to explore scalable proof of concept ideas with a view to making larger funding applications through UKRI and others within the period, for which our HEFCE GCRF allocation would be used as match-funding. In addition to the partnerships already established in South Africa, Falmouth would actively seek interdisciplinary partnerships with other UK HEIs to add value to the specialism we bring to bear.

Falmouth's strategy aims to provide innovative solutions to the intractable problems of gender inequality in the context of communities with high levels of gender-based violence; providing employment and well-generation in communities where employment levels and rates of uptake in entrepreneurial activity are both low; and focusing on health communication in a context where there are very high incidences of HIV/AIDS and growing concern over the likely consequences of antimicrobial resistance (AMR). Our strategy responds directly to UN SDG3; Health and wellbeing, and SDG5; Gender Equality. We also anticipate that our research methods will involve a deep integration with both pedagogical research and education delivery. In this way, we will also respond to SDG4, Quality Education, both contributing to discourse around education in health communication and in working with partners to deliver education projects within specific communities.

**b. A summary of the key aspects of your three year strategic plan for QR GCRF, in light of the criteria and objectives for the GCRF outlined in the guidance.**

Year one will focus on building upon an established network of relationships between Falmouth staff and a network of colleagues in South Africa, both inside the Higher Education Sector and within charities and other NGOs, Government and the commercial sector. This first year will combine significant remote and teleconference-based collaborative development with carefully designed, highly optimised trips to bring a limited number of key stakeholders from South Africa to Falmouth, and from Falmouth to South Africa. The primary focus of this year will be to work with South African partners to define the focus and scope of a project for which we will seek significant funding from UKRI and/or others, during year 2, collaborating with other UK HEIs where possible. If appropriate, we will use part of our GCRF allocation towards the end of year 1 and into year 2, to fund micro-pilot pump-priming projects to facilitate evidence gathering and/ or proof of concept to support this proposal. In year 2, our main focus will be on submitting a jointly devised ODA-eligible project proposal to a UK-based research funder. If successful in our grant application, year 3's GCRF allocation would be used as match-funding for this.

**c. How activity funded through QR GCRF fits into your broader strategy and priorities for all development related research activity.**

Falmouth's 2030 strategy commits the University to using the notion of Open Innovation as a defining cultural approach to deliver our teaching, research and Innovation. This starts by Falmouth cooperating with partners both within and outside the HE sector, with other business, other markets and end-users. Open Innovation rests on the recognition that not all good ideas come from within our own disciplines and Falmouth's 2015-20 Research and Innovation strategy puts this approach at its core, outlining a roadmap for all of our research, which focusses on the three core themes of Creative Connected Communities, Digital Economy and Design Thinking, as articulated through our 11 research programmes. Each of these programmes has been designed to meet the needs of the grand challenges of our age, and collectively, these programmes align very closely to the values and strategic objectives of the GCRF and Sustainable Development Goals identified by the UN. Of particular significance are the following research programmes:

- [Digital Entrepreneurship and Financial Innovation](#)
- [Digital Creativity](#)
- [Creative Industries Futures](#)
- [Inequality and Storytelling](#)
- [Innovation in Rural Environments](#)

**d. How activity funded through QR GCRF relates to the UK strategy for the GCRF.**

Our strategy outlined above makes equitable, sustainable, interdisciplinary partnership building a central concern. Our strategy seeks to create deep learning alliances between Falmouth and our South Africa partners and proceeds from the intention to maximise economic development, good governance and sustainable job creation. Our institutional 2015-20 R&I strategy commits the University to challenge-led research through a process of open innovation and by exploiting and growing international partnerships across the institution, researchers will collectively develop solutions to the inter-related challenges of health and wellbeing, gender equality and economic empowerment.

**e. How your development-related and GCRF strategies relate to your wider institutional strategy for using QR.**

Falmouth University utilised its QR allocated to support the development of the research culture across the institution. In 2017, the funding was used to support the following activities:

- **Provide match funding for larger applications** – in particular to support participation in the South West Centre of Excellence for Satellite Applications as project lead on developing satellite technology applications in the Health sector.
- **Develop an inter-disciplinary seminar series** – QR funded was used to support the development of Falmouth University’s research programmes which includes a series of inter-disciplinary seminar series.
- **Support Early Career Researchers (ECR)** – funding is utilised to support ECR’s to produce their first outputs and enable their participation in networking and dissemination activities.
- **Strategic Appointment: Senior Research Fellow, Health and Care** – Following a successful secondment from Cornwall Council, QR funding was utilised to support the appointment of a strategic lead for Health and Care to enable the development of health-related research with a direct benefit to the local area. Through this process, Falmouth have appointed the former Head of Service for Commissioning Performance and Improvement – Education Health and Social Care. This move has introduced Falmouth researchers to some of the challenges of health care provision in Cornwall. This has resulted in a number of pilot pump-priming projects with care providers across the County.

Falmouth University’s GCRF QR Strategy will capitalise upon previous QR expenditure to support further activity in developing countries. Falmouth’s research strategy on health to date has focused upon developing research capacity and impact in the local health sector. The GCRF QR Strategy would enable the University to leverage in additional

funding to move beyond this geographical boundary and expand the impact of its research to have a direct impact in other developing countries.

**f. Likely key barriers and enablers to implementing your strategy.**

**Cultivating and Sustaining Partnerships**

Falmouth are acutely aware of the need to cultivate and sustain a wide network of relationships, even in the context of a programme with a relatively narrow impact focus. A key enabler to this potential barrier, however, is the strength of the relationships already in place. Several Falmouth staff across the areas of Communication Design, Writing and Journalism and Fashion and Textiles, have ongoing working relationships in South Africa, including one member of Falmouth staff with a Research Associate position at the University of Johannesburg. Our broader network of existing academic partnerships encompasses Rhodes University, the University of Kwazulu-Natal (UKZN), Cape Peninsula University of Technology, University of Cape Town (UTC), University of Venda, Carleton University, Nelson Mandela University and the University of Limpopo. Falmouth staff also have strong working connections with the South African Communication Association (SACOMM), The East African Communication Association (EACA), The International Communication Association (ICA), the International Association for Media and Communication Research (IAMRC) and the African Journalism Studies Journal.

Outside the academic sector, Falmouth staff are already involved in conversations around the evaluation and future developments of the aforementioned ambitious SCI programmes and these are likely to be one of our most significant partnerships.

**Falmouth's relatively small QR allocation**

Falmouth University's relatively modest QR allocation naturally limits the scope of what can be achieved within our GCRF strategy. However, by using the GCRF allocation primarily for capacity building and the match-funding of larger applications, which utilise a broad range of International networks and partnerships, we believe we will be best placed to deliver value for money. By aligning our proposed activity to existing DfID-funded projects, such as SCI, we will also ensure the integration and consolidation of previous UK investments.

**g. The key activities by which you will realise your objectives, such as capacity and capability building; mono-disciplinary, interdisciplinary and collaborative research; generating impact from research; meeting the full economic cost of GCRF activity funded through other sources; rapid response to emergencies with an urgent research need; and pump priming.**

Using remote communication and teleconferencing and strategically optimised trips between South Africa / UK we will initiate new programmes of research only possible with GCRF QR allocation. On establishing MoUs with key partners, we will identify challenges and co-design interdisciplinary research, which will extend the reach of Falmouth's current research activity, leveraging staff expertise into new areas and enabling the University to apply to further GCRF pathways.

Building on a significant body of research and professional practice already undertaken by Falmouth University staff, we will use our GCRF allocation to deepen discipline specific understanding of the key areas to which we will contribute. Our focus derives from existing activity in UK / South Africa collaboration within the fields of Communication Design, Writing and Journalism and Fashion and Textiles and we will expand our monodisciplinary research into other areas including, business and entrepreneurship. Key themes already being addressed by Falmouth staff include close scrutiny of the notion of Designing for Social Change/Design Thinking and a critical awareness of the dangers of power imbalance in development related research.

The primary outcomes and anticipated impact from this strategy all rely upon interdisciplinary collaborative research. Cross- and inter-disciplinary research lies at the heart of Falmouth's 11 research programmes and we will integrate this institutional approach to our GCRF activity. Drawing together staff from the department of Communication Design, the School of Writing and Journalism, the Fashion and Textile Institute and the Falmouth Business School, we will partner both with equivalent South Africa departments and with scholars and practitioners from other disciplines as the project evolves.

In addition to funding a limited number of UK / South Africa trips and pilot pump-priming projects in South Africa, Falmouth's GCRF QR allocation, particularly towards the end of the project, will be used as match-funding to meet the full economic cost of ODA eligible GCRF schemes managed by UKRI and others.

**h. The main developing countries, included in the Development Assistance Committee (DAC) list, which you intend to collaborate with.**

Building upon a range of past research activities in ODA recipient countries including China, South Africa and India, the main focus of Falmouth's three-year GCRF strategy will be on South Africa. On completion of the strategy we would seek to extend the reach of our work to other ODA countries.

We are currently developing a collaborative Newton/AHRC proposal with the University of Nottingham and partners in China to develop the significant potential of the creative economy as a means of driving sustainable economic growth and social welfare in China.

We envisage that through the pilot initiatives identified in our strategy and this potential project, that linkages will be arisen.

**2. Provide details of the main intended outcomes and impacts of your strategy.**

Maximum 500 words

The main outcome of our strategy will be a significant enhancement in the understanding of the role that creative entrepreneurship can have in empowering young women to tackle a broader set of societal challenges, including education, health and wellbeing and gender equality. Research outcomes will include publications and presentations that report on findings of evaluations of existing projects, including interventions by Soul City Institute for Social Justice (SCI) as well as findings from small, pilot pump-priming projects undertaken in the course of research undertaken with GCRF resources. Key

areas for evaluation might include focusing on SCI's decision to concentrate their attention on women and girls (rather than men and boys) and to assess the impact of the entrepreneurial projects they initiated in terms of sustainability, behaviour change and other points of positive impact or failure.

Pilot entrepreneurship programmes will focus on creative industries in which Falmouth has significant expertise and focus will be given to the areas of communication design and fashion and textiles. We are particularly interested in developing the research of a member of staff at Falmouth who has been exploring the efficacy of using communication design on printed textiles, including clothing, both to influence behaviour change and to cultivate small business cooperatives.

Initial capacity building activity will lead to the development of a co-devised ODA-eligible funding proposal in which we would work closely with South African partners both within the HE and NGO sectors, to deliver a scalable model for creative entrepreneurship, which responds to the UN SDGs of Gender Equality (SDG5) and Decent Work and Economic Growth (SDG8), among others. Falmouth's GCRF QR allocation will be used as match-funding for this bid. Academic beneficiaries to the insights this research would bring include scholars and practitioners in communication design, fashion and textiles, writing and journalism, and business, development and education studies. Outputs, in the form of publications and conference presentations would be similarly distributed across these academic domains.

Non-academic beneficiaries would include participants on the pilot pump-priming programmes and the broader communities they represent but more significantly, this research is targeted at NGOs and government agencies working to empower women and girls. The approach we will take builds upon extant DfID-funded development programmes and offers a potential simultaneous solution to a number of related challenges identified in both the UK Aid Strategy and the UN Sustainable Development Goals.

### **Management of GCRF**

3. How will your HEI **monitor** and **evaluate** its progress and compliance in ODA and GCRF activity, including assessing geographical distribution of activity, outputs, outcomes and economic and social impacts?

Please describe the policies, procedures and approach you have in place to measure progress, evaluate outcomes, identify lessons learned, and ensure ODA compliance. Maximum 1,500 words

Falmouth University has been a recipient of European structural (ERDF & ESF), transnational funding (FP7 & Interreg) for a number of years, as well as its success with a number of RCUK funded research projects (including Newton Fund).

This significant experience of the monitoring and evaluation of projects will ensure that due diligence is applied to the management of the project and that processes and procedures are implemented to ensure ODA compliance. Regular project reports will be produced, in addition to a mid-term review, to ensure that the GCRF QR Strategy is being delivered in accordance with the agreed objectives.

Research undertaken at Falmouth University is subject to the following policies and procedures:

Research Integrity & Ethics Policy  
Peer review process  
Data Protection Policy – including adherence to the GDPR.  
Risk Management Policy  
Equality & Diversity Strategy 2015-2020  
Procurement Policy  
Code of Conduct

As previously stated, geographical distribution of the activity will be limited to one country to secure a realistic outcome from the GCRF QR allocation to Falmouth University. Assessment of activity, outputs, outcome and economic and social impacts will be undertaken in conjunction with our international partners to ensure that the anticipated impact is aligned to developments in South Africa.

**Advisory Group** – Falmouth University will seek an independent Chair from existing networks (such as Southern African Communication Association and the Global Association for Creative Advertising & Design Awards (D&AD)). Other representatives will be taken from key stakeholders within the project.

Evaluation of the GCRF QR Strategy will be led by Research Fellows at Falmouth University, recently appointed to support the development of Falmouth's Research Programmes. This will be undertaken in conjunction with South Africa partners in the project. Each aspect of the GCRF funded activity will be evaluated, this will include the following:

**Evaluation of the delivery of the strategy** – this will be overseen by the Advisory Group and will assess issues such as adherence to overarching processes and policies and project management organisation.

**Evaluation of the research outcomes** – peer review will be embedded into every research outcome of projects developed through the strategy, to ensure that quality is addressed from the outset. This includes early evaluative research undertaken on extant South Africa projects as well as pilots undertaken with GCRF QR money and larger scale activity funded through other ODA routes. Throughout the duration of the projects, external assessors will be invited to review the quality of the research outcome, using the UK's Research Excellence Framework (REF) as a benchmark of quality and working with partners in South Africa to ensure that the quality of the research is acknowledged in both the UK and South Africa. External evaluators will be appointed from the University of Witwatersrand and University of South Africa, both having very good Development Studies Departments. Colleagues from both HEIs have now been approached.

**Impact from the research findings** – The impact from the research undertaken will be evaluated using metrics such as citation data, invitations to keynote conferences, etc. Data will be tracked and recorded throughout the duration of the project to ensure that interaction with key stakeholders is sufficiently measured.

**Impact from additional activities** – Any additional activities that develop throughout the course of the project will be developed and monitored in conjunction with collaborative partners in South Africa.

**Section B: Use of QR GCRF 2018-19 allocation and future QR GCRF priorities**

4. Please complete the table in Annex A2 detailing the expected spending and activities for QR GCRF in the academic year 2018-19. Note that the total QR GCRF spending must equal the indicative allocation (available in Annex C), and all activities must be ODA-compliant for strategies to be assessed as ODA-compliant overall.

5. Please add here any explanatory notes on how you have completed the table in Annex A2 that will help inform assessment of ODA compliance.  
Maximum 200 words

Annex A2 has been completed to mirror the 3 year strategy plan as per section B, showing some degree of detail regarding potential spend (per year). This was agreed and discussed with the identified stakeholders involved in the development of the strategy.

6. How would your **priorities and activities** for 2018-19 QR GCRF change if the funding level differs from that outlined in indicative allocations? Please include detail of how priorities will change with increases and decreases to QR GCRF funding, and details of how each priority meets ODA criteria.  
Maximum 500 words

If funding were to be reduced during 2018-19, Falmouth would scale back visits and in favour of remote teleconferencing activities (Skype conferences/ Google hangouts etc.). We would, however, preserve the policy that it is as important to bring South Africa partners to the UK as it is to send Falmouth staff to South Africa. By orientating the project towards evaluation of extant projects, Falmouth could still make a significant advancement of knowledge in the understanding and dissemination of innovative, multi-modal behavioural change interventions in the area of health communication, gender equality and the role of entrepreneurship in the empowerment of women. The existing collaborative relationships between Falmouth staff and a network of South African colleagues, would also be leveraged to maximise engagement and physical meetings through other means of funding. Of particular relevance here, is the recent appointment of Dr. Hayes Mabweazara, senior lecturer in journalism at Falmouth University, to the position of Research Associate in the department of Journalism, Film and Television at Johannesburg University. Dr. Mabweazara's long and deep engagement with South Africa is one of a number of staff at Falmouth, who's existing and ongoing research activity creates a number of avenues for research activity.

By contrast, if funding were to be increased in the 2018-19 period, Falmouth would enhance our plans for physical meetings, maximising the scope of what could be achieved within a given budget. Although pilot pump-priming projects would still be in the planning stages in year 1, these could be more ambitious in depth and scope, with a view

to delivering more high quality research outcomes with the GCRF QR allocation, thus being less dependent on external funding.

With the above points notwithstanding, it should be noted that changes in funding allocation would change the scope and to a degree, the character of Falmouth's research activity, but not the core ODA priorities outlined earlier in this strategy document.

7. Based on indicative funding allocations, what are your **priorities** for QR GCRF activity in 2019-20? Please include detail of how priorities will change with increases and decreases to QR GCRF funding, and details of how each priority meets ODA criteria. Maximum 1,000 words

With Falmouth's relatively modest GCRF QF allocation, our strategy relies in part on maximizing value for money by using the early stages of the project to work towards much larger scale ODA funding opportunities. However, we have a firm commitment to deliver high-quality research outcomes within the scope of our GCRF allocation even if this means focusing more on remote collaboration through teleconferencing and less on 'on the ground' activity in South Africa.

If funding were to be reduced in the 2019-20 period, as per our response to item 6, we would focus our attention towards evaluation of extant projects and remote networking and sharing of the deep learning alliances already in play between Falmouth staff and South Africa colleagues. In this way, if external funding were not to be secured, Falmouth would still be in a position to deliver high-quality research outputs, but the number and scale would be reduced commensurately to the level of funding, and the character of these projects would need to focus less on the kind of 'on the ground' interaction with South Africa colleagues we have outlined in this strategy.

By contrast, if funding were to be increased in the 2019-20 period, Falmouth would further enhance our plans for physical meetings, maximising the scope of what could be achieved within a given budget. An increase in funding in the 2019-20 however, would also enable to Falmouth to bid for larger external ODA funding routes, using the additional resource as enhanced match. During year 2, we will be in the position to publish and present research findings and increased funding in this period would facilitate a wider range of dissemination activities, including conference presentations.

As per item 6, with the above points notwithstanding, it should be noted that changes in funding allocation would change the scope and to a degree, the character of Falmouth's research activity, but not the core ODA priorities outlined earlier in this strategy document.

8. Based on indicative funding allocations, what are your **priorities** for QR GCRF activity in 2020-21? Please include detail of how priorities will change with increases and decreases to QR GCRF funding, and details of how each priority meets ODA criteria. Maximum 1,000 words

As per items 6 and 7, a reduction in GCRF QR allocation in the 2020-21 period would steer Falmouth's strategy towards a heavier reliance on remote engagement, while maintaining a commitment to a core programme of physical people-exchange between

South Africa and UK. A reduction in funding during this period would result in the commensurate reduction in scope of the number of partners and scale of research participant activity in South Africa. However, during this period, we anticipate that we would either be in a new cycle of external funding, which would be likely to extend beyond the 2020-21 period (i.e. we would not be in the concluding year of the project activity), or, we would by this stage be focusing our attention on the publication and dissemination of our research findings. A reduction in funding would limit the scope of our programme of presentation and dissemination but not the quality of our outputs.

If funding were to be increased during this period, Falmouth would extend our network of partners in South Africa, both within the academic sector and among NGOs and government organisations. If, by this period, we have been successful in bidding for external ODA-compliant research funding, and if an increase in funding had followed on from a similar increase in year 2 (19-20), we would seek to maintain an enhanced match-funding regime for an externally funded bid. With larger scale projects, would come the need for greater levels of scrutiny and an increase in funding during this period would open up the opportunity for a more diverse range of evaluation partners outside Johannesburg.

Finally, an increase in funding during the 2020-21 period would facilitate a broadening of the geographical scope of the project, both in terms of research participant groups, and dissemination and impact strategies.

As per items 6 and 7, with the above points notwithstanding, it should be noted that changes in funding allocation would change the scope and to a degree, the character of Falmouth's research activity, but not the core ODA priorities outlined earlier in this strategy document.