

Section A: Official Development Assistance (ODA) and GCRF strategy

The strategy

1. Summarise the key aspects of your three year **strategy for development related and GCRF research activity**, including:
 - a. Your institution's strategy and priority objectives for all development related research activity funded through all sources for three years from 2018-19.
 - 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.
 - c. How activity funded through QR GCRF fits into your broader strategy and priorities for all development related research activity.
 - d. How activity funded through QR GCRF relates to the UK strategy for the GCRF.¹
 - 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.

The following synopsis outlines Norwich University of the Arts (NUA) institutional strategy and its priority objectives for all development-related research activity funded through all sources for three years from 2018-19. We believe that the activities and outcomes identified are compliant with QR GCRF and ODA expectations and that the proposed scope of the intended activity is proportionate to the institutional allocation set out in Annex C.

The proposed activities build on existing research and a developing partnership between Norwich University of the Arts and the University of Addis Ababa. Key priorities for NUA include: research excellence; the generation of research that benefits recipients from outside of the sector and, the development of UK partnerships with the global south.

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

The strategy and objectives build on existing strengths that have been developed through relationships with NUA partner institutions and organisations. The partner/s identified in the strategy are included on the Development Assistance Committee's list of ODA recipients. The strategy is focused on addressing real-world problems and delivering sustainable solutions within the limitations of, and proportionate to, the potential QR GCRF funding allocation.

The University confirms that the funding available, if awarded, will enable research that directly engages with the problems of the developing country with which the partnership will take place. It also confirms compliancy with ODA requirements. The work seeks to achieve genuine cost/benefit for recipients, though apportioned costs will be incurred in the developed country of origin to enable effective and cost-efficient delivery of the projects.

As a small, specialist, art, design and media University, the primary focus of NUA's proposed engagement is a practical alignment between the subject specialisms of current academic staff and the specific welfare needs of targeted groups within the recipient communities. The proposal is to develop sustainable, low impact, print resources suited for ongoing use in Ethiopia. The key Higher Education partner throughout the period will be the University of Addis Ababa, Ethiopia. The key beneficiaries will be screen-printing workshop participants, health and outreach workers in communities in rural Ethiopia, as well as academic practitioners at the University of Addis Ababa.

The key objectives of NUA's three-year strategic plan for QR GCRF are:

1/ To maximise existing research partnerships to facilitate research, field trials, community engagement and dissemination of skills and knowledge of relevant materials and processes.

2/ To deploy research expertise that exists within NUA to help address knowledge and skills deficits around sustainability, environmental impact, materials and development.

Outside of the Ethiopian capital, conventional printing resources for the dissemination of information are scarce and unaffordable to the majority of the population. In 2011 the 16th International Conference on AIDS and Sexually Transmitted Infections (ICAS) was held in Ethiopia, and this highlighted the lack of both expertise and materials needed to disseminate information within rural communities, which may be isolated and have little, or no, access to technology. One of the key activities of the ICAS was small-run printed T-shirts supplying information on how to avoid the spread of Sexually Transmitted Infections (STIs).

NUA has a longstanding tradition of print-making and related artistic practices, and the City of Norwich is a centre of the printing industry with its own long history. NUA has a cluster of expertly skilled print specialists and print-making is a core feature of

both research and teaching at the University. Specialist researchers and practitioners at NUA are in the process of developing low technology stencil-based screen print processes with inks derived from vegetable waste. The processes are readily transferable to an Ethiopian context and may utilise local crops, such as maize and coffee, in the making of the inks. By building the capacity of communities to produce these replaceable, low-environmental impact materials locally, printing processes for use in the dissemination of educational and health information (such as clothing, packaging and/or publications) will be established and sustained.

NUA has some existing institutional links with Ethiopia, and more specifically, the University of Addis Ababa. These have been developed by the University's 'Created and Contested Territories' research group, which was established in 2015 and focuses its work in areas that have been, or remain a focus for political, economic or historical tensions or conflict. Ethiopia was identified by the group as one such area given the seismic shift in its economy, localised urbanisation and its key role within the region. Despite the relative affluence of the capital, the majority of the country suffers from a lack of basic sanitation, poor nutrition and lack of healthcare information for the majority of its citizens.

Key barriers lie in the limitations of the funding to deliver what we believe to be a viable and very beneficial project: if the projected financial allocation was reduced, the project would be fundamentally compromised. Additionally, there are significant and substantial cultural challenges in engaging effectively with rural communities in the DAC approved state identified. To mitigate this, we anticipate working closely with colleagues in Addis in order to draw on their local knowledge. Their reciprocal visits and ongoing input into the research is vital to the success of this project. As a key enabler, we have an existing partnership with the University of Addis Ababa and have developed a number of the technologies around the production of sustainable printing technologies which can be adapted to the region and the limited repertoire of materials available.

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

Intended outcomes

1. To build community capacity in order to disseminate health information and to improve the sexual health of rural populations in low income areas of rural Ethiopia.
2. To develop a replicable process for producing sustainable and locally sourced vegetable-based printing ink in rural Ethiopia.

3. To use available technologies within the recipient country to build a skill base within the community in relation to printing in the field.
4. To work with colleagues at the University of Addis Ababa to develop and deliver viable research alongside practical and measurable outcomes for identified communities. To promote research excellence between the UK and the Global South.
5. To empower low-income communities by bringing printing within the economic reach.
6. To make sustainable print media and related technology available as an affordable vehicle for health-related and other information.

Impacts

1. High likelihood of positive, measurable and sustainable impacts on health awareness, sexual health and economic wellbeing in DAC approved area.
2. Positive environmental and cultural impacts.
3. Dissemination of information and production of novel conduits for information.
4. Printing as an affordable process to enhance clothing, promotional material and public information.
5. The creation of skills within communities that can be disseminated and sustained.
6. To work with partners to develop the means to raise rural awareness of a range of wider issues affecting Ethiopia, including climate change, biodiversity and nutrition.

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.

The strategy will have milestones aligned to an action research methodology and local conditions. Skype meetings have taken place over the 6 months from October 2017 to March 2018, and staff from NUA and the University of Addis Ababa met in Milan in March 2018 to consolidate plans for the three-year programme and its outcomes. If successful with this application for a three-year period of funding, the British Council shall also be

approached with a view to gaining additional expertise and to maximise impacts of the project.

Year 1

Milestone, September 2018: Scoping visit and intelligence sharing with colleagues at the University of Addis Ababa, specifically to develop NUA's existing partnership with the Alle School of Fine Arts and Design. Interactive screen printing masterclass delivered by NUA academics at the University of Addis Ababa to share best practice, demonstrate techniques with staff and students, and gather iterative feedback.

Milestone, September 2018: Initial visits to rural communities, selected by Ethiopian partners with local knowledge, to identify a shortlist of venues and participants for printing workshops and community arts activities.

Progress indicator: Appropriate communities identified in terms of maximum benefit.

Year 2

Public symposium hosted by University of Addis Ababa, Alle School of Fine Arts and Design. This will be themed around the development of a transferable model of sustainable design and arts practices focussing on community engagement and benefit.

Alongside this will be field tests and controls to develop real world activities using available and affordable technologies.

Progress indicator: Findings analysed and disseminated, action research methodology employed to prepare for application in Year 3.

Year 3

Series of 5 sustainable print workshops in targeted communities, evaluation of findings and dissemination.

Progress indicators will be monitored by the NUA Research Committee and reported to Senate as part of the established institutional reporting mechanism.

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.

The annex is completed in accordance with the expectations, checks and balances and the intended outcomes of the GCRF and ODA guidance. Particular attention has been given to Section 6.c. 'Generating Impact from research in and beyond the sector'.

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.

If funding levels were reduced from the projected £6,200 for 2018-19, the proposed research would become unviable in terms of the scoping and development of the vegetable based inks and the interactive screen printing masterclass to be delivered at the University of Addis Ababa.

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.

Year 2 priorities are outlined above, but in terms of activities, these fall into:

- a) research excellence
- b) collaboration between the UK and the Global South
- c) promotion of good sexual health in poor rural areas of Ethiopia.

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.

Year 3 priorities:

Delivery of 5 workshops in targeted communities

The evaluation of findings will be disseminated through symposia, papers in peer-reviewed journals, and (potentially, if the QR GCRF allocation increases) exhibitions in UK and Ethiopia. Any reduction in the modest allocation would severely impact on these deliverables.