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| **1. Potential Impact Case Study Title:**  |
| **2. Impact Case Study Author:**  |
| **3. UoG Researchers** (whose research is encompassed in Sections 10 & 11)**:*** *Involved to date, or part of the intended research plan going forwards.*
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| **4.** **Research Group(s):**  |
| **5. Faculty(ies):**  | **6. Department/School/Centre(s):**  |
| **7. Start date of underpinning research activities** (Month/Year)**:** * *Earliest possible date is January 2007.*
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| **8. Potential start date of impact realisation** (Month/Year)**:*** *Earliest possible date is August 2020.*
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| **9. Summary of context for the potential impact story** (100 words max)**:** *Section guidance:** *Background and context of the research (already started, or intended) with reference to the research landscape in which it is situated.*
* *Background to the impacts being aimed for / hoped for / expected, with reference to the way you intend to position the research to help address a challenge for potential beneficiaries or help improve their situation.*
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| **10. Underpinning research – already undertaken, and intended** (500 words max)**:***Section guidance:** *What is the general research area?*
* *What is the knowledge gap being addressed?*
* *What are the research questions/ hypotheses, or target of investigation/ exploration?*
* *What is the research process (design, investigation methodology, sample group/ participants, nature of data, analysis methods etc)?*
* *What are the unique research findings/ insights that have emerged to date, which you think will form the basis of intended/ potential impacts described in Section 12?*
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| **11. Underpinning research outputs – already publicly shared, or intended for public** **sharing** (6 items max)**:***Section guidance:** *Where already publicly shared, use complete referencing format as appropriate to your discipline.*
* *Where already publicly shared, Include URL link to GALA, or alternative link to where output is held.*
* *Where not yet produced or publicly shared, provide a single sentence bullet point to describe the type of output intended and the results of which research investigation, as described in Section 10, it is intended to share.*
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| **12. Details of potential impacts and plan for bringing them about** (750 words max)**:** *Section guidance:** *Context for the potential/ intended/ hoped for/ expected impacts with reference to the likely beneficiary groups (or general sector), their challenge(s) for which you hope the research will help offer a solution, and the environment they are situated in.*
* *Name potential beneficiary groups your research has already reached, or who are being aimed at to potentially benefit from the research.*
* *Where specific groups have not yet been reached via impact pathway activities, describe the sectors/ general environments where potential beneficiary groups lie and how you intend to reach them.*
* *Describe the general type of positive change(s) that the potential impacts you intend fall under and, more specifically, the impact indicators (the variable to be monitored for positive change) you intend to select to assess impact realisation going forward over time (eg. increase in general public awareness of ways to mitigate climate change, increase in number of customers for a company, greater patient satisfaction at Hospital X).*
* *Explain how you hope/ intend/ expect the research described in Section 10 will make a distinct and material contribution to any potential impacts described in this section, and the impact pathway activities you are engaged in or intend to undertake in order to do bring this about.*
* *Try, where possible, to emphasise the extent to which the impacts being aimed for will reach the entire potential beneficiary base for such impacts (impact reach) and the degree to which the impacts have the potential to enable, enrich, influence, inform, or change the situation of the beneficiaries for the better (impact significance).*
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| **13. List of possible or intended impact evidence** (10 items max)**:**  *Section guidance:** *List each intended item together with a description making clear the nature of the item (eg. testimonial from Org X, policy document from Org Y, Survey Z etc).*
* *Provide a description next to each item as to what it is intended to evidence with reference to the impacts described in Section 12.*
* *Where you are unsure, list any type of evidence you think might be feasible to support the impact case described above, together with a sentence as to what plans you intend to put in place to make such an item feasible to source.*
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