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| **Identifying** | **Prioritising** |
| **Organisations, groups or segments of the public who might benefit from your research.** | **Aspects/areas of your project that groups would benefit from, or have interest in, *e.g. particular research questions or objectives, research findings, data or sources*** | **Comments on the types of benefit that a group might derive from your research, e*.g.***  *enhanced knowledge, understanding, awareness, values, beliefs, attitudes; economic; environmental; health & wellbeing; policy and processes; new skills, tools and capacity; increased community cohesion, creative practice, conservation methods, outreach & public engagement, new artifacts, increased tourism, cultural enrichment* | **Level of impact groups might derive from the research. H/M/L** | **Level of influence groups might have on your capacity to generate impact. H/M/L** |
| **The Public, *e.g. Community organisations and societies, interest-based or place-based groups; publics segmented by traditional demographics (age, gender, income, location) or psychographics (interests, opinions, attitudes, lifestyles)*** |
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| **Third sector, *e.g. media, education (schools, colleges, adult learning, HE, advocacy groups), faith groups, social movements, charities, trade unions, national or international NGOs*** |
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| **Public sector, *e.g. ministers and advisors (executive); civil servants and departments (bureaucracy); elected representatives (legislature; courts; political parties; local governments/councils); military; quangos and commissions; international bodies (World Bank, UN)*** |
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| **Private sector *e.g. corporations and businesses; business associations; professional bodies; individual business leader; financial Institutions*** |
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**Notes**

* This tool is designed to help you to identify the possible users of your research and to map how your research relates to groups’ interests.
* If you are planning to attend the workshop, ‘[Planning for success! Humanities Routes to Impact](https://www.enterprise.cam.ac.uk/our-events/humanities-innovation-week/)’, I recommend having a go at filling out the table prior to the session.Generate as many potential beneficiaries as you can think of, before considering how you might wish to prioritise engagement using the second set of columns.
* If stakeholders and beneficiaries of your research are not immediately obvious, you might find it easier to begin with the second column and break down the various elements of your project. Also consider who could be interested in your work, and then think about how they might benefit (knowledge exchange often begins with hearing from others what aspects they find relevant!)