WHY an impact statement is important and for WHO?
Who are the stakeholders?

- College leadership
- Legislature
- Government officials
- Industry representatives
- Scientists
- Farmers
- The media
- Consumers
- Local residents
- Taxpayers
- Voters
- Prospective students
If there is no impact, your research publications will be filed away to collect dust.
WHY is it important to communicate the impact of your research?

- Agencies that fund research projects
- Legislature that support education
- Donors who support students, faculty, and programs
- Administration to make decisions about programs’ future
- Prospective students and families
- Colleagues
WHY is it important to communicate the impact of your research?

- Powerful impact statements capture an audience’s attention
- time
- money
WHY is it important to communicate the impact of your research?

- For you, Researcher, personally:
  - You can feel even better about the work you do
  - Gain more recognition (awards, raise, etc.)
  - Potential new employment opportunities
What are the critical components of a powerful IMPACT statement?
Acknowledgement

- The presentation used materials developed by Sarah Delheimer, Impact Writer
- National Research Support Project 001
- Colorado State University
ISSUE
Explain the Problem

ACTION
Describe what you Did
Share what you Learned

IMPACT
State the IMPACTS
WHAT is the issue and WHY?

WHAT was DONE?

WHAT was learned and produced?

WHAT were/could be the IMPACTS?

• Use hot topics
• Buzzwords
• Make people care

• Share major results
• Share important outputs

• Who was involved?
• What innovative techniques/processes were used?
• Don’t elaborate on Methods/theory
• Detail Extension/Outreach

• What kinds of impacts?
• Elaborate on scope & magnitude
• Target specific stakeholders
EXPLAIN THE ISSUE

What is the **PROBLEM**?

4000 tons of post-consumer textile waste ends up in Larimer county (Colorado) landfill every year. Nationally, 11.1 million tons of textiles end up in U.S. landfills.

Why is it a **PROBLEM**?

4000 tons of post-consumer textile waste ends up in Larimer county landfill every year. The landfill currently has 7 years of life left and the county will have to construct a new landfill. Numerous landfills in the area will affect air and water quality for future residents.
Describe the work you did

Note major research activities

Researchers at Colorado State University used public deliberation process to analyze dilemmas faced and opportunities sought by communities and policy makers to address unsustainable clothing consumption/disposal patterns and encourage more sustainable lifestyles.

Connect specific researchers/institutions to specific studies

Researchers at Colorado State University conducted community survey to gain better understanding of consumer habits and expectations regarding post-consumer textile waste Management in the community.
DESCRIBE THE WORK YOU DID

Emphasize innovative techniques and tools used
Researchers used deliberative engagement and collective problem-solving techniques to develop policy recommendations for post-consumer textile waste management.

Discuss Outreach Efforts
Researchers partnered with “The Renewal Workshop” and organized a community skill building workshop to increase the lifecycle of clothes.
SHARE WHAT YOU LEARNED

What are the MAJOR findings?
Researchers found that there was lack of awareness and knowledge regarding clothing consumption and its impact on the environment. Participants were physically and psychologically distant from these impacts.

What were USEFUL outputs and how many?
Two “renewal workshops” were held with 25 participants in each. An infographic outlining better clothing disposal practices was developed.
SHARE WHAT YOU LEARNED

Different avenues, different audiences
• Avenues for interdisciplinary research collaborations
• Fundraising opportunities

25 Billion pounds of textile waste generated per year
5.4 Billion pounds of textiles will go into landfills in 2020 alone

Mentioned

• Different avenues, different audiences
• Avenues for interdisciplinary research collaborations
• Fundraising opportunities

Perceptions and Barriers to Sustainable Clothing Consumption: University Student Perspectives
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A follow-up survey of community members who attended the renewal workshop, indicated increased awareness regarding environmental effects of clothing disposal.

“Renewal workshop” is a regular bi-annual event in the community.
Wait! What IS IMPACT?
RESULTS/OUTPUTS are NOT IMPACTS

- #publications
- #workshop participants
- #more local holiday shopping

- increased awareness/adoption
- decrease in clothing disposal in trash
- more viable small businesses; strong local economy; less shipping / less pollution
What IS impact?

IMPACT

CHANGE

condition
behavior
knowledge
Condition

- **Economic Condition**
  - “small business’ sales increased by 7% after the new merchandise planning strategy was implemented”

- **Environmental Condition**
  - “3D prototyping reduced shipping samples by 50% = less emissions”

- **Social Condition**
  - “gave consumers easier access” / “improved health”
Behavior

- “changed consumer laundry habits”
- “more people donate used clothing instead of throwing it away”
- “influenced policies”
- “educators who attend a workshop use new tools/practices to better engage students”
Knowledge

- “learned **new skills**”
- “small business owners left a workshop **understanding** the role of social media…”
- “advanced the **field** of protective clothing”
More TIPS

- Identify specific researchers/institutions
- Be explicit about scope ("three states")
- Think about potential impact ("future generations")
- Extrapolate results ("estimated end value of $1 billion")
Researchers at X University developed new tools to measure soil moisture and nitrate. By showing farmers when the soil is dry or lacking nutrients, these tools help farmers properly irrigate and fertilize the soil. With water and nutrient applications closer to the actual needs of crops, less nitrate leaches into groundwater. In Z county, groundwater contamination from cotton production has decreased 10% since farmers adopted these new tools last year.
Examples of Good Impact Statement

Y State University Extension is helping consumers and businesses to reduce textile waste through a series of workshops. More than 180 participants in the program reported increased understanding of the impact of textile waste on land use. Fifty percent reported changes in their consumption and waste management practices within the six months after the workshop. Those who adopted new practices saw a 20% reduction in textile waste on average, which could reduce the risk of environmental issues in the surrounding communities.
Let’s practice writing a powerful impact statement
The purpose of this study was to promote best practices related to garment care. Researchers developed educational materials consisting of a 20-minute presentation and a flyer with colorful graphics and facts about clothing care, its impact on environment, utility bills, and clothing longevity. The workshop was presented at a local community center. To assess its effectiveness, a short survey (N = 63 households) was administered before the workshop and one month after. Participants reported doing laundry less frequently (65%), at lower temperatures (89%), and use dryers less often (by 50%).
Explain the Problem

Describe what you Did
Share what you Learned

State the IMPACTS
Practice - writing IMPACT statement

- Let’s get in groups of 2-3 people
- Write an impact statement for the provided research scenario
- NCCC065 members will facilitate & answer questions
- After writing, we will discuss and compare.