



CENTRE FOR SOCIAL INVESTMENT AND INNOVATION

CSI

Outreach Strategy – Towards 2025

By

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Introduction

As a university-based institution, CSI disseminates its research findings primarily through academic channels. From its beginnings, however, and as part of its founding mission, CSI has used a variety of other formats to reach policy-makers and practitioner audiences in this country, Europe and also in other parts of the world. Such a multi-pronged outreach strategy is in line with the overall strategy of the University (e.g., Excellence Initiatives), and also common practice in EU-funded projects targeting social problems of many kinds (e.g., Framework Programmes, Horizon 2020). It also reflects a shift in linking academic research to practice from a concept of mere transfer (after results have been reached) to a trans-disciplinary approach towards social problem solving. Against this background, and based on the experience accumulated over the last decade of active dissemination, CSI will continue to use a range of outreach channels and formats:

- Academic publications (with a focus on monographs, peer-reviewed articles and special issues of journals)
- Applied and transformative research projects organized around a defined social problem or social innovation, involving stakeholders. Transformative research includes formats such as System Innovation Labs or Real Laboratories linking research to practice and public policy at the same time. CSI has collected experience with this outreach approach which explicitly responds to increasingly available funding lines and their requirements both on European and national levels.
- Policy papers, briefs and other communication with different policy-making audiences. Against past experience, this will include the membership in advisory bodies convened by public policy such as task forces or advisory committee (e.g. in G8 or G20 contexts) as well as initiatives taken by CSI against the background of research results towards Parliament committees and levels of European, national, or state government administration.

- Project reports (primarily online). This applies to contexts of commissioned, applied research, including commissioned work for public policy, field networks such as the federation of German welfare organizations (BAGFW), or work for individual organizations.
- Customized executive education and training formats. Prime candidates for such trainings may be issues such as social impact measurement, social entrepreneurship or foundation strategies and scaling of impact, or social innovation trainings.
- Teaching contributions to academic programmes or courses