



# Engaging policy makers and industry in AMR research



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# Take home messages

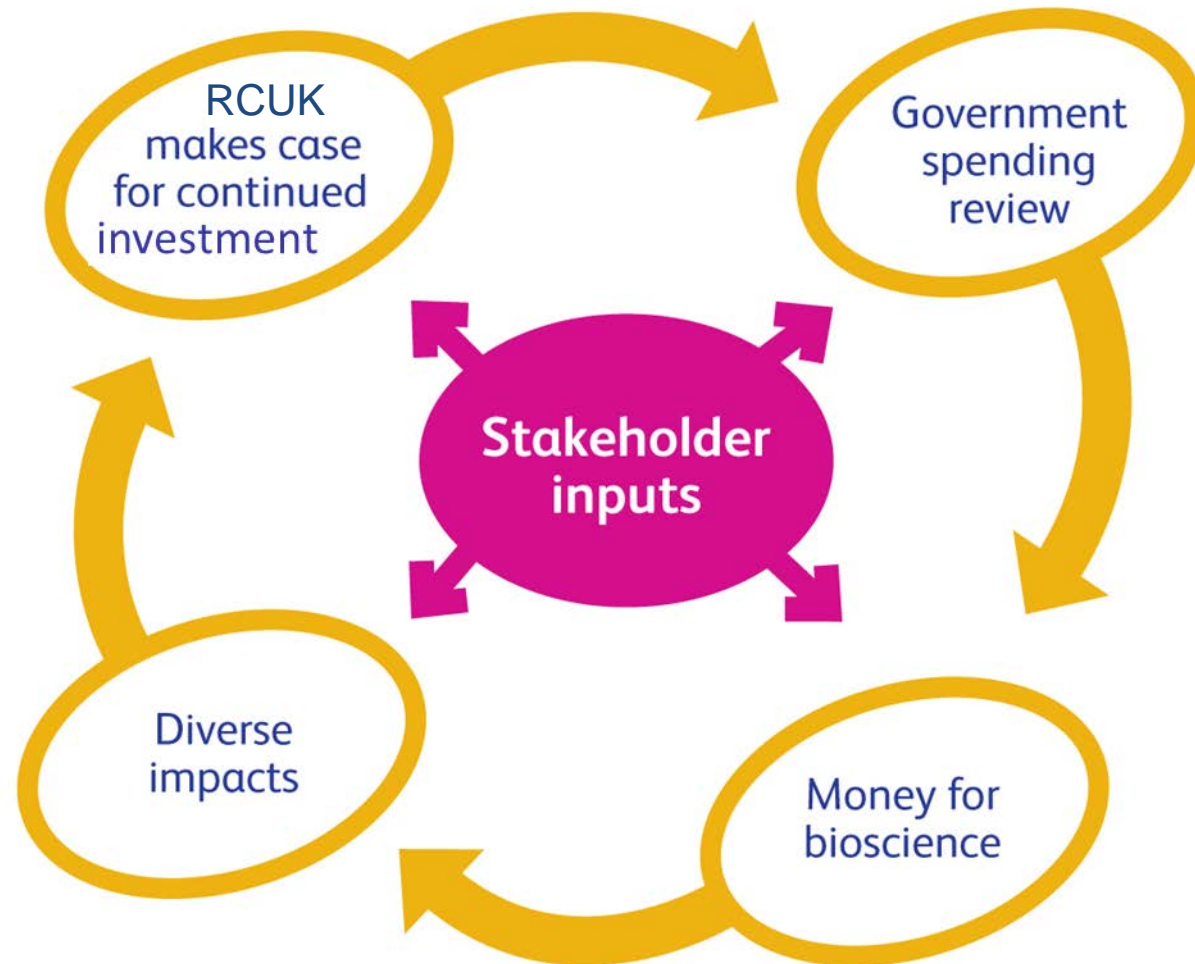
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- Engagement can add an added dimension to your application.
- Ensure interactions are relevant.
- Engage any stakeholders as early as possible.



# The importance of impact



# Why is engagement important?

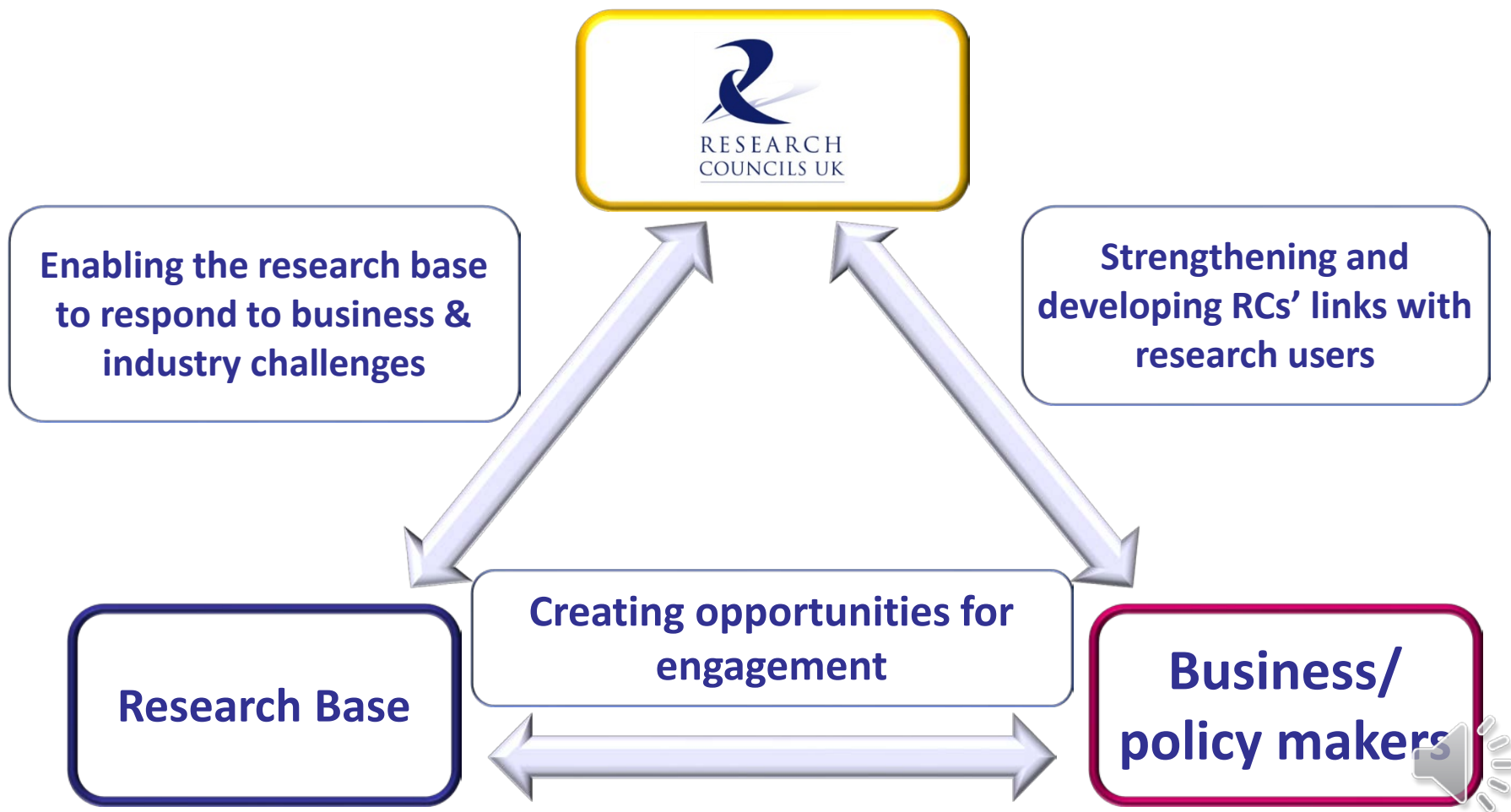
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- Industry have extensive in-house research knowledge and understanding of the potential for the research
- The policy landscape is complex and changes rapidly - relevant professionals can help you navigate this space
- Good well formulated policy/industry collaborations help add value to the research



# Research Councils working with businesses and policy makers



# Who could I engage with?



- Industries
  - Agriculture (including aquaculture)
  - Utilities
  - Pharmaceutical and consumer goods
  - Levy Bodies
- Government departments
  - Defra
  - FSA
  - PHE
  - DH
  - Devolved administrations
- NGOs
- Charities



# The UK Research Base offers..... [...to all users]



- Knowledge: existing and new



- Research infrastructure: novel tools, data, equipment, facilities



- A range of national research capabilities



- Skilled people



- Support for collaboration



# UK Industry and policy organisations offers...



- Sector specific knowledge and research and development expertise



- Provision of an alternative perspective
- Access to in-house resources including tools, technology and data



- Support for creation, development and commercialisation



- Assistance in navigating regulatory landscapes

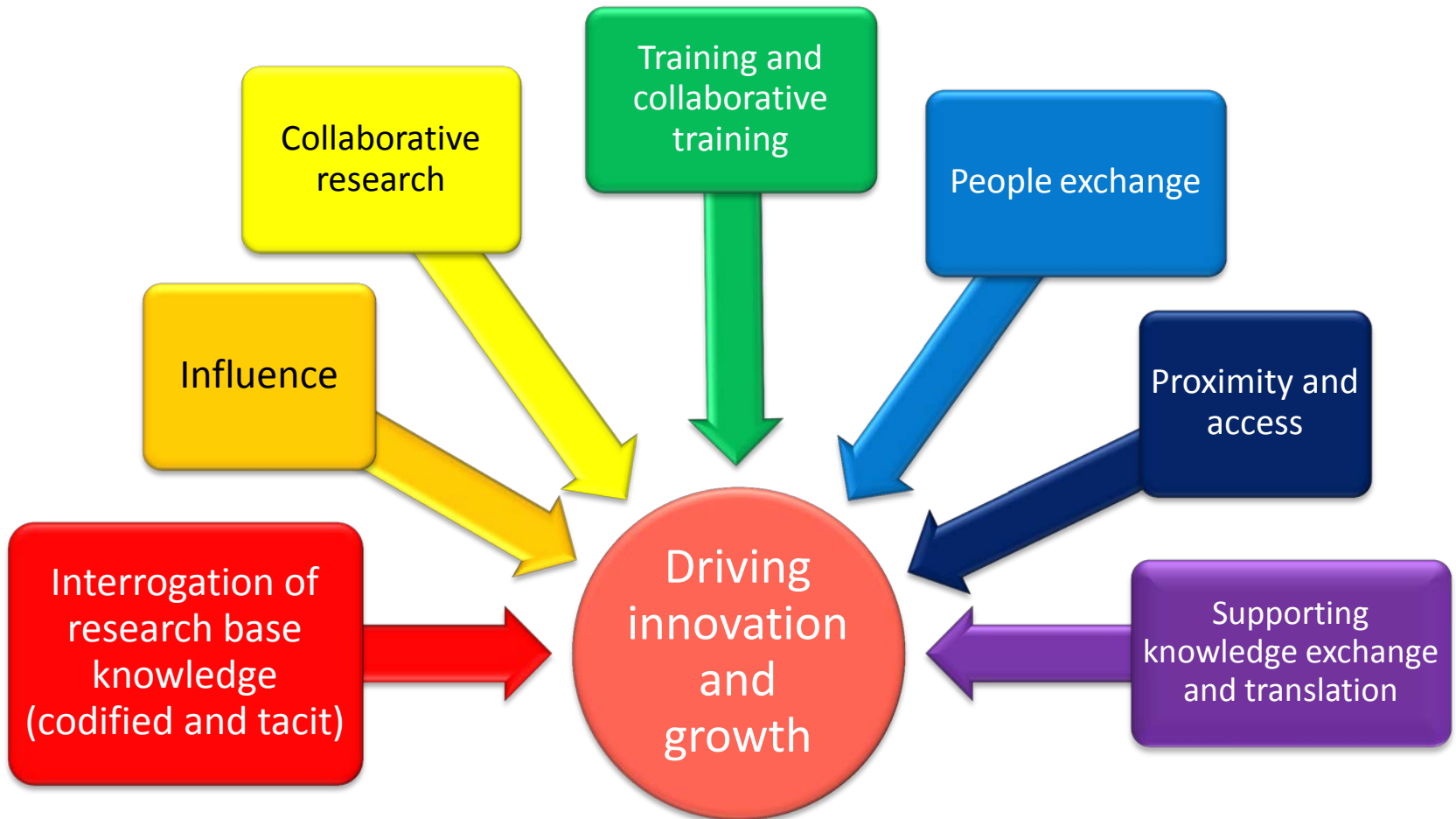


- Identification of and access to additional relevant end users





# What are the options for engagement?



# Common mistakes committees note on research proposals

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- Making vague references to engagement, or naming a collaborator without including evidence genuine support.
- Not making the role of collaborators clear.
- Assuming relevance to industry/policy without consulting with the right policy/sector experts.
- Noting importance to industry/policy makers but not involving them.
- Inclusion of token or unnecessary collaborations/engagement.
- Not including impact milestones which ensure strong measurable engagement.



# Take home messages



- Engagement with appropriate industry and/or policy stakeholders can add an added dimension to your application.
  - Demonstrates appreciation of the holistic nature of the problem.
  - Improves the potential for exploitation.
- Ensure interactions are relevant and enhance your proposal.
  - It can be better to have no partners than one who is not relevant.
- Engage any stakeholders as early as possible to gain maximum added value.
  - It is important for interactions to be a genuine engagement and not appear to be an after-thought.

