



# THE BUSINESS COMMUNITY Info Pack

September 2021  
v1



# CREATING OUR FUTURE Info Pack Contents



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# Background to the campaign



## BACKGROUND TO THE CAMPAIGN

# What is Creating Our Future?



A National  
Conversation  
on Research  
in Ireland

**Creating Our Future** is a Government of Ireland campaign to stimulate a national conversation that generates ideas from the public to inform the direction of research in Ireland



## BACKGROUND TO THE CAMPAIGN

# What are we asking the public?



**Tell us your idea for what researchers  
in Ireland should explore  
to create a better future**

Your idea could be based on

- **an opportunity or challenge you see for yourself, your community, Ireland or the world**
- **a topic you are curious or passionate about**

and would like researchers to explore



## BACKGROUND TO THE CAMPAIGN

# Why is the campaign happening?



While we might not always think about it, research and innovation affect nearly every part of our lives.

The COVID-19 pandemic in particular has shown the importance and value of research and innovation in our lives – medically, socially, politically and economically.

Ideas are the starting point for all research and innovation.

Anyone, anywhere can have an idea that inspires research and innovation. It could be based on an opportunity or challenge that someone has identified in their own life, for their community, for Ireland or for the world. Or it could be based on a topic that someone is curious or passionate about.

Creating Our Future wants to hear them all – whatever facet of life they relate to.

All ideas will be captured, shared, and will help inform the future direction of research and innovation in Ireland.

You can submit your ideas on our website.

# [creatingourfuture.ie](https://creatingourfuture.ie)



**Submit Your Ideas**



# BACKGROUND TO THE CAMPAIGN

## What is the campaign process?



July 2021



Creating our Future is launched invited inviting people to tell us their ideas

UNTIL END OF  
November 2021



Campaign events and activities are run to generate ideas from public before submissions deadline

December 2021



Our Expert Committee review all ideas submitted and all ideas submitted and begin to prepare a report for Government

March 2022



The campaign report is submitted to Government with your ideas to inspire future research in Ireland



## BACKGROUND TO THE CAMPAIGN

# What happens after the report is submitted?



The full campaign report is submitted to Government with your ideas to inspire future research in Ireland

Researchers can utilise the report to inform and inspire their current and future research

The report will contribute to informing Ireland's policy on research and innovation

There is potential for additional Government funding to be made available to address challenges identified by the public



## BACKGROUND TO THE CAMPAIGN

# What are the campaign's objectives?



A National  
Conversation  
on Research  
in Ireland

1

Stimulate over 10,000 ideas from the public to inform the direction of research in Ireland

2

Engage with members of the public who might not normally be engaged with research or a campaign like this

3

Generate better awareness of the value and impact of research in Ireland



# The role of the business community



# THE ROLE OF THE BUSINESS COMMUNITY

## What are the campaign's activities?

Between now and the end of November 2021, the campaign will be reaching out to engage people, businesses and communities across Ireland

Join Ireland's Biggest Brainstorm!

### Advertising and PR



TV, radio, press and social & digital advertising campaign supported by PR

### National Roadshow



National Roadshow travelling to 33 locations across 26 counties over 4 weeks

### Thematic Events



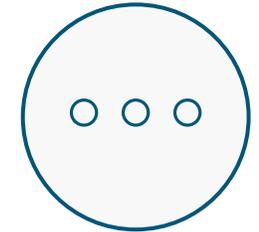
Four thematic events with our campaign Ambassadors that engage the public

### Stakeholder Events



Stakeholder run events linked to and supported by the campaign that generate ideas

### Other Activities



Variety of other activities including outreach programme to schools



# THE ROLE OF THE BUSINESS COMMUNITY

## Why should businesses get involved?

### Benefit for the Campaign

Building wider awareness and enhanced engagement with the campaign

Support in engaging key demographics that are pivotal to the success of the campaign

Established conduit for the ideas of your staff and the public that you engage with through your activities

### Benefit for the business community

Platform to raise the profile of topics that your company is interested in

Engaging activity to include your company's stakeholders in to create a better future

Increased awareness of the needs of your company's stakeholders to inform your own work



# THE ROLE OF THE BUSINESS COMMUNITY

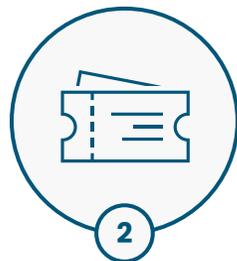
## How can businesses support?

### Campaign Champion



Assign a Campaign Champion to promote the campaign in your company and liaise with us on events and activities

### Organise Events



Engage your staff, stakeholders and the public through events and activities

### List Your Event & Get Support



List your event on our website and get support from the campaign

### Promote the Campaign



Promote our campaign content and activities in your newsletter and social channels and get involved

### Engage Friends & Family



Run a mini-brainstorm with your family and friends



# How the business community can get involved



## 1. Campaign Champion



### Campaign Champion



Assign a Campaign Champion to promote the campaign in your company and liaise with us on events and activities



Having a Campaign Champion is the best way to maximise the potential of the campaign for your company

Each company interested in being involved in the campaign should assign a Campaign Champion using the online form available below



These Campaign Champions can support the campaign by promoting the campaign's content internally and to the companies network

They should aim to link the campaign to existing events or activities to generate ideas for submission or organise dedicated events or activities

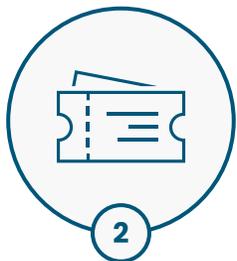
They will be invited to join, if they want, a weekly drop-in Zoom call on Thursdays to discuss campaign progress or should they have any feedback or questions

## 2. Organise Events

Businesses can integrate a campaign brainstorming session into an existing event/activity or organise a new dedicated one

There are three categories of events/activities that can support the campaign

### Organise Events



Engage your staff, members and the public through events and activities



#### Events & Activities that Target your Staff/Colleagues



Tag a brainstorm on to your staff meeting or away-day or organise a dedicated session aligned with Ireland's Biggest Brainstorm

#### Events & Activities that Target your Members/Network



Tag a brainstorm on to your existing planned event (talk, webinar, meeting), the topic of which aligns with the campaign, or run a dedicated session aligned with Ireland's Biggest Brainstorm

#### Events & Activities that Target the Public



Tag a brainstorm on to your existing planned event (talk, webinar, meeting), the topic of which aligns with the campaign, or run a dedicated session aligned with Ireland's Biggest Brainstorm

# HOW THE BUSINESS COMMUNITY CAN GET INVOLVED

## 3. List Your Event & Get Support



A National Conversation on Research in Ireland

The campaign team can promote your event or activity and provide support in terms of a campaign spokesperson, researcher or postcards

Let us know what events/activities you are running and what support you need

### List Your Event & Get Support



List your event on our website and get support from the campaign



List your event with us so that we can promote it on our website. We need the details of the event, date, time, location and how to take part

Let us know if you'd like a campaign spokesperson or a researcher to get involved in your event to explain the context or talk about research

Let us know too if you'd like us to send campaign postcards that your staff can use to send their ideas to the campaign by FREEPOST

FROM END OF SEPTEMBER, USE DEDICATED FORM ON OUR WEBSITE

UNTIL THEN EMAIL US

[events@sfi.ie](mailto:events@sfi.ie)



# HOW THE BUSINESS COMMUNITY CAN GET INVOLVED

## 4. Promote the Campaign



A National Conversation on Research in Ireland

### Promote the Campaign



Promote our campaign content in your newsletter and social channels



Promote the campaign and its activities and events to your colleagues and networks and attend them (e.g. Roadshow, Thematic Events)

Each Friday, we'll send you a quick update to the Campaign Champions by email on campaign progress and the upcoming events/activities and content to share

You should try where possible to utilise this content in your newsletters, ezines and on your social and digital channels with your staff, stakeholders and the public

We'd also love if you could drop down with colleagues to our Roadshow if it visits your locality or attend our thematic events with Ambassadors (visit our website for details)



## 5. Engage Family & Friends



### Engage Family & Friends



Run a mini-brainstorm with your family and friends

If everyone who engages with the campaign shares it with their family and friends, we can develop real exponential growth and a multiplier effect

'Pay It Forward' by sharing the campaign concept with at least five of your family and friends and get them to submit their ideas

The campaign question is an ideal dinner table discussion topic with family, to round out a book-club meeting, or to initiate a conversation with friends about things that matter

You can simply ask the question and show the website submission form or utilise the brainstorming techniques to run a mini-brainstorm session with your family or friends



# How to run a Creating Our Future brainstorm



# HOW TO RUN A CREATING OUR FUTURE BRAINSTORM

## Types of brainstorms



A National Conversation on Research in Ireland

There are two types of brainstorms you can run depending on the event type you have and how much time you have

Every brainstorm should have a facilitator – someone who can lead the group through the process – in many cases the Campaign Champion but we can provide a campaign rep for large events

### Quick Brainstorm (15 mins)

suitable for tagging on to existing meetings or events

or

### Full Brainstorm (45 mins)

suitable for Creating Our Future focused meetings or events



# HOW TO RUN A CREATING OUR FUTURE BRAINSTORM

## Quick brainstorm

Ideas generated can be based on a topic/theme you've just discussed or be broader. Both should be encouraged.

1

### Introduce the Campaign

Introduce the campaign, why it's happening, the process and what happens to submitted ideas.

2 minutes

2

### Introduce Brainstorm

Remind people of principles and to keep track of their ideas on paper so they can submit them at the end

2 minutes

3

### Show the Question/Prompts

Show the question along with the prompts and thematic areas as the basis for the brainstorm

4

### Generate and Share Ideas

Give people time to generate an idea (5 mins) before asking if anyone would like to share their idea with the group (2 mins)

7 minutes

5

### Submit The Ideas

Direct people to the website submission form to submit their idea, thank them and ask them to share with family & friends

4 minutes

Use our 'Quick Brainstorm' slide deck to assist you



# HOW TO RUN A CREATING OUR FUTURE BRAINSTORM

## Full brainstorm



1

### Introduce the Campaign

Introduce the campaign, why it's happening, the process and what happens to submitted ideas. For larger events, we can provide a campaign rep

5 minutes

2

### Provide Research Context

Involve researchers in your conversation to inform your discussion and to share why your ideas help their work

5-10 minutes

3

### Introduce Brainstorm

Remind people of principles and to keep track of their ideas on paper so they can submit them at the end

1 minute

4

### Provide The Question

Unveil the question to the participants without any prompts or questions/answers

1 minute

5

### Brainstorm 1

Get participants time to write down at least two ideas before asking if anyone would like to share their idea

5-7 minutes

6

### Brainstorm 2

Unveil the question prompts and get participants to write down at least two more ideas before asking anyone who hasn't shared yet to share one of their ideas

5-7 minutes

7

### Brainstorm 3

Unveil the thematic areas to spark creativity and get participants to write down at least two more ideas before asking anyone who hasn't shared yet to share an idea

5-7 minutes

8

### Idea Submission

Direct people to the website and ask them to submit their ideas. Each participant should have 5+ ideas at this point.

1 minute

9

### Wrap-Up

Thank everyone, get feedback and ask them to do the same process with their family or friends

2 minutes

Use our 'Full Brainstorm' slide deck to assist you



# HOW TO RUN A CREATING OUR FUTURE BRAINSTORM

## Principles for great brainstorm

Great brainstorm generate great ideas. It's important set the right tone and atmosphere to encourage everyone to think and contribute

Create a safe space where everyone feels included – extroverts and introverts

Stress the importance of every idea – big or small

Don't allow criticism of ideas

Try to prevent anyone from dominating or speaking too much

You can focus ideas on a topic you've discussed but also allow for broader ideas to be generated

Make the atmosphere fun and engaging



**Other materials available**



## OTHER MATERIALS AVAILABLE

# Supporting materials



A National  
Conversation  
on Research  
in Ireland

Brand Guidelines

DOWNLOAD

Logos

DOWNLOAD

Graphical Elements

DOWNLOAD

Virtual Backgrounds

DOWNLOAD

Poppins Font

DOWNLOAD

PowerPoint and Word Templates

DOWNLOAD

Info Sheet

DOWNLOAD

'Quick Brainstorm' Slide Deck

DOWNLOAD

'Full Brainstorm' Slide Deck

DOWNLOAD



# THANK YOU Follow-Up



A National  
Conversation  
on Research  
in Ireland

Thank you for contributing to the campaign

We've Created Our Future together!

**Visit**

**[creatingourfuture.ie](http://creatingourfuture.ie)**



**to submit your ideas**

**eMail**

**[events@sfi.ie](mailto:events@sfi.ie)**



**to contact us**

