



**scottish universities  
insight institute**

mobilising knowledge for a better Scotland

# Guide for Applicants

**Call for Proposals, 2020 Round 2**

**UN Sustainable Development Goals (#3) - *'Accelerating progress through changing behaviours and attitudes'***

**Scottish Universities Insight Institute**

Collins Building

22 Richmond St

Glasgow G1 1XQ

Phone: +44 (0)141 548 5930/4051

Email: [info@scottishinsight.ac.uk](mailto:info@scottishinsight.ac.uk)

[www.scottishinsight.ac.uk](http://www.scottishinsight.ac.uk)

## Table of Contents

|          |                                                                         |           |
|----------|-------------------------------------------------------------------------|-----------|
| <b>1</b> | <b>General information and background</b>                               | <b>1</b>  |
| 1.1      | Summary                                                                 | 1         |
| 1.2      | About the Insight Institute                                             | 1         |
| <b>2</b> | <b>Key Criteria</b>                                                     | <b>1</b>  |
| 2.1      | Composition of the programme team                                       | 1         |
| 2.2      | Programmes of Knowledge Exchange                                        | 2         |
| 2.2.1    | Format and length of programmes                                         | 2         |
| 2.2.2    | Programme scope                                                         | 2         |
| 2.2.3    | Programme outputs and their dissemination                               | 4         |
| 2.2.4    | Location for programme activities                                       | 5         |
| <b>3</b> | <b>Submission process and key dates</b>                                 | <b>5</b>  |
| 3.1      | Submission process                                                      | 5         |
| 3.1.1    | Registering interest                                                    | 5         |
| 3.1.2    | Submission of full proposals                                            | 6         |
| 3.1.3    | Feedback on proposal ideas and questions about the funding scheme       | 6         |
| 3.2      | Summary of the submission process                                       | 6         |
| 3.2.1    | Important dates for submissions                                         | 6         |
| 3.2.2    | Contact details                                                         | 6         |
| <b>4</b> | <b>Guidelines for Full Proposals</b>                                    | <b>7</b>  |
| 4.1      | Assessment criteria                                                     | 7         |
| 4.2      | Funding                                                                 | 7         |
| 4.2.1    | Available Funding                                                       | 7         |
| 4.2.2    | Requested budget                                                        | 8         |
| 4.3      | Supporting Documentation                                                | 8         |
| <b>5</b> | <b>Support offered by SUII to programmes</b>                            | <b>9</b>  |
| 5.1      | Space for workshops and seminars                                        | 9         |
| 5.2      | Administrative support                                                  | 9         |
| 5.3      | Promotion and network-building                                          | 9         |
| 5.4      | Learning from previous SUII programmes                                  | 9         |
|          | <b>ANNEX ONE: Frequently Asked Questions</b>                            | <b>10</b> |
|          | Eligibility Criteria                                                    | 10        |
|          | Funding and eligible costs                                              | 10        |
|          | Format, length and location for programmes and their related activities | 11        |
|          | Submission and selection process                                        | 11        |

# 1 General information and background

## 1.1 Summary

This guide relates to a Call for Proposals for Knowledge Exchange programmes to be held in 2021. The Scottish Universities Insight Institute hosts programmes of Knowledge Exchange which address and inform substantial issues that face Scotland and the wider world. More information about the Institute can be found at [www.scottishinsight.ac.uk](http://www.scottishinsight.ac.uk). The programme format aims to stimulate in-depth knowledge exchange and mobilisation through workshops, seminars, and other activities over a period of several months. Programmes may be regarded as a route to increasing research impact, as assessed by the Research Council's *Research Excellence Framework*<sup>1</sup>.

Programmes should:

- marshal the existing knowledge of participants and deploy their experience in fresh ways;
- be multi-disciplinary and incorporate policy-maker and/or practitioner knowledge;
- foster ongoing collaboration through a schedule of activities over a number of months, and
- demonstrate the capacity to extend knowledge and inform policy and practice.

Programme participants should reflect international expertise, and include academics and members of communities beyond academia, e.g. the public and voluntary sectors, business and industry. Programmes should be proposed and organised by teams of individuals whose composition reflects the multi-institutional and multi-sector remit of the Institute. A full list of eligibility criteria can be found in section 2.

## 1.2 About the Insight Institute

The Institute is a partnership of six Scottish universities: Aberdeen, Dundee, Edinburgh, Heriot Watt, St Andrews, Strathclyde, plus associate member, Glasgow School of Art.

The Scottish Universities Insight Institute is a development from the Institute for Advanced Studies, which was funded by the University of Strathclyde as a pilot from January 2009. Now a formal partnership, we became the Scottish Universities Insight Institute in September 2010. The Institute is housed in purpose designed premises at the University of Strathclyde in Glasgow.

# 2 Key Criteria

## 2.1 Composition of the programme team

To be eligible for funding, members of the proposed programme teams must meet the following criteria:

1. The programme leadership must include members employed at 2 of our partner universities. For this call, the following institutions are participating: Aberdeen, Dundee, Edinburgh, Glasgow School of Art, Heriot Watt, St Andrews and Strathclyde.

---

<sup>1</sup> <http://www.ref.ac.uk/>

2. Staff of Scottish universities which are not partners, other UK universities outside Scotland, and overseas universities, can be part of the programme leadership provided the latter includes at least 2 persons from eligible member universities.
3. The programme leadership should also include relevant individuals from non-academic sectors (e.g. industry, third sector, public sector, government). This breadth can be further reflected through wider programme advisory or steering committees and list of additional participants.
4. Members of the programme leadership must be: in employment at the time of proposal submission and during the programme; be well established in their own field or professional domain; and have sufficient distinction and international recognition so as to attract high-level programme participation from both within and outside the UK.
5. Academic leaders should be of a minimum of 5 years postdoctoral standing (or equivalent experience) at the time of proposal submission. Non-academic leaders (i.e. from the private, public or third sector) should have at least 5 years professional experience in their domain of expertise at the time of submission.
6. The majority of the programme leadership must reside in Scotland at the time of proposal submission and for the duration of the programme. Named leaders must be ready to contribute to programme organisation.

## 2.2 Programmes of Knowledge Exchange

### 2.2.1 Format and length of programmes

Programmes funded by the Institute are vehicles for sustained collaborative knowledge exchange. They generally take the form of several periods of focused activity, linked together so that ideas can be properly developed and explored over the full length of the programme. Between these periods, participants are encouraged to maintain contacts and develop thinking.

Typically, programmes comprise a number of seminars and workshops, over a period of up to 6 months. But it is for programme teams to identify a pattern that best suits the issues they wish to examine and the participants they wish to engage. The starting date of a programme is usually taken as the date of the first programme event.

Please note that the Institute does not support stand-alone conferences.

### 2.2.2 Programme scope

All programmes should be designed to have explicit societal impact by tackling substantial issues of current or future relevance. In particular, they should seek to encourage knowledge exchange activity that wouldn't otherwise take place, including novel partnerships to explore new developments and possibilities for improving policy and practice. Programmes should be creative — in the problems tackled, the methods and people deployed, and the activities they comprise. Programmes should seek to attract the best international thinkers, and be ready to challenge conventional wisdom across disciplines and sectors.

## Call Theme - Accelerating progress towards the United Nations SDGs through changing behaviours and attitudes

If the SDGs are to be achieved many behaviours and attitudes are going to have to change. This will be at the heart of translating global goals into effective policy and practice. A fairer, healthier, zero carbon, more resilient world, focused on improved wellbeing and relying much less on non-renewable resources, will require changes in how we live, work and interact with each other. This will involve individuals, groups, businesses, industries and governments at all geographical levels.

The impact of Covid-19 may offer an opportunity to stimulate change, given the shock to the system, the way in which necessity has required new ways of doing things and as recovery plans are developed and implemented to 'build back better'. However, while the pandemic provides important context, we are primarily interested in ways of eliciting and supporting change to help deliver the 2030 sustainable development agenda.



Behavioural and attitudinal changes will manifest themselves in how private and public choices and decisions are made and implemented. This will have numerous dimensions, including:

- dealing with risk and uncertainty
- understanding conscious and unconscious influences on individuals
- mapping the interlinkages between different components of complex systems
- the resilience of systems and supporting infrastructure and how they influence attitudes and behaviours
- understanding what causes resistance to encouragement and/or direction from authorities to change behaviour and why change is opposed
- the role of social systems and norms in influencing behaviour and attitudes
- how behaviour change ideas are framed and who provides the encouragement to change

- paying more attention to preventing problems
- measuring what matters to provide information and feedback
- factoring in externalities and choosing discount rates

Proposals are sought for projects involving a range of disciplines and stakeholders that explore the most effective and practical ways of influencing, stimulating and supporting behavioural and attitudinal change to accelerate achievement of the SDGs. Particular attention is invited to increasing understanding of how knowledge exchange lessons from one activity or place may have wider applicability.

This is the third of three calls which consider the theme of the Global Goals. We are pleased to have co-funding support from Zero Waste Scotland for this call. We have also been engaging a broad cross section of civil society in Scotland through the SDG Network Scotland<sup>2</sup> to help guide this work. Details of successful programmes from rounds 1 and 2 can be found here:

<https://www.scottishinsight.ac.uk/ThemedCalls/UNGlobalGoals.aspx>

**Applications should demonstrate how the current theme will be addressed and which specific aspects the proposed programme will focus on.**

### 2.2.3 Programme outputs and their dissemination

Each programme will be expected to achieve impact through a range of outputs appropriate to the topic, which are likely to include:

- sustained networks and communities of practice;
- recommendations for policy and/or practice;
- CPD and dissemination to wider audiences, and
- new research collaborations.

Programmes must also complete:

- a **final summary report** in a language understandable to non-specialists including details of the aims and scope of the programme as well as the findings and recommendations for end user communities;
- a feedback questionnaire.

Dissemination of presentations and discussions should also be carried out during the course of a programme, using a range of methods including online resources, such as social media and through public engagement activities. Programmes are expected to produce a range of resources over the course of the programme such as: briefing papers, recommendations, online forums and blogs, posters, flyers, podcasts, photos etc.

---

<sup>2</sup> <https://globalgoals.scot/>

### 2.2.4 Outcomes and impact

There should be a strong focus on ways in which the programme outcomes and activities could ultimately generate benefits to the policy and/or practice world, as well as wider society where appropriate. Applicants are encouraged to consider how they would effectively monitor and capture impact during the lifetime of the project and ways of tracking impact once the programme has concluded. SUII may carry out follow up evaluation of the outcomes and impact for up to 3 years after the end of the project.

### 2.2.4 Location for programme activities

Programme teams can hold seminars and workshops at the Institute's purpose-built space in the city centre of Glasgow free of charge. Programme events may be hosted in a different venue as appropriate and in particular where this would better suit programme activities or participants. Any associated costs for holding events out-with the Institute should be included in the programme budget.

**Please note:** we anticipate the majority of activities will continue to be held online for this call.

## 3 Submission process and key dates

### 3.1 Submission process

The submission process is in two stages:

- an online [Expression of Interest](#)
- a full application form (plus supporting letters) submitted by the closing date for the Call

#### 3.1.1 Registering interest

Prior to submitting a Full Proposal, applicants are required to register their interest online via the Institute's website by **Friday 11<sup>th</sup> December 2020**. Applicants will be asked to provide the following information:

- name, organisation, email address and contact number of the main applicant;
- name and organisation of the proposed programme team members;
- title/theme of the proposed programme;
- proposed start date (e.g. expected month of 1<sup>st</sup> workshop/seminar);
- a summary outlining the scope and objectives of the proposed programme.

To register interest, please visit the Institute's website:

<http://www.scottishinsight.ac.uk/Opportunities/CallforProposals/RegisterInterest.aspx>

**NOTE:** The Expression of Interest is not part of the selection process but the Institute may provide feedback and advice at this stage in order to help shape full proposals.

### 3.1.2 Submission of full proposals

Full proposals should be submitted (by email) by **Friday 29<sup>th</sup> January 2021, 5pm**, using the current application form available from the Institute's website. Applications which are incomplete; submitted in a different format; or received after the deadline will not be accepted. The current application form can be downloaded at:

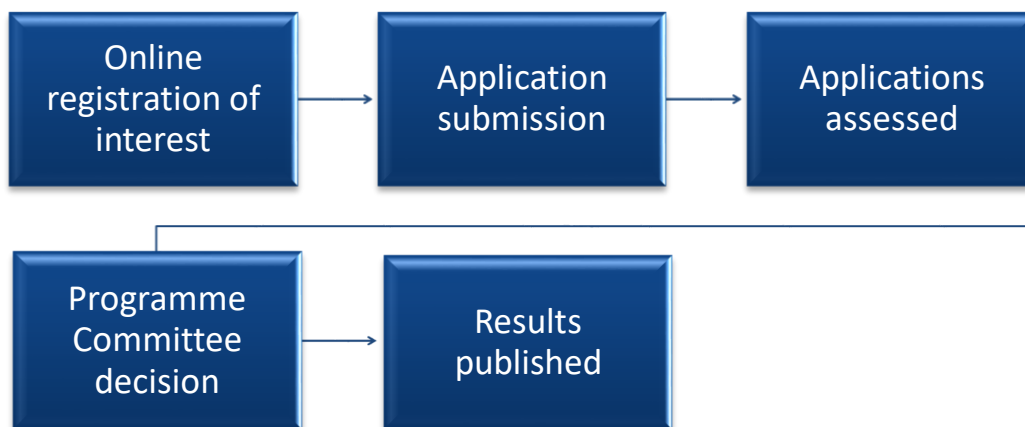
<http://www.scottishinsight.ac.uk/Opportunities/CallforProposals.aspx>

**NOTE:** No Full Proposal will be accepted unless applicants have registered their interest by the specified deadline. Applicants should also ensure that supporting letters are submitted to the Insight Institute by the deadline. These can be sent to us directly by email.

### 3.1.3 Feedback on proposal ideas and questions about the funding scheme

Any teams wishing to submit a proposal are invited to contact the Scottish Universities Insight Institute in order to discuss their ideas with the Programme Manager or the Institute's Director by email ([info@scottishinsight.ac.uk](mailto:info@scottishinsight.ac.uk)) or phone (0141 548 5930).

## 3.2 Summary of the submission process



### 3.2.1 Important dates for submissions

Registration of Interest: **Friday 11<sup>th</sup> December 2020**

Full application & references: **Friday 29<sup>th</sup> January 2021, 5pm**

Funding decisions: **February 2021**

### 3.2.2 Contact details

Completed proposals, references, and requests for any additional information should be directed to:

**Contact:** Nicola Duncan

**Email:** [info@scottishinsight.ac.uk](mailto:info@scottishinsight.ac.uk)



## 4 Guidelines for Full Proposals

Full Proposals should be submitted using the current application form, available on our website. The Institute's Reviewing Panel assesses each proposal against the criteria listed below and makes recommendations to the Programme Committee who take the final award decision.

### 4.1 Assessment criteria

In addition to the programme leadership eligibility criteria, listed in section 2.1, programme proposals will be assessed against the criteria below which reflect the aims and objectives of the Scottish Universities Insight Institute.

- Is the issue viewed as of substantial importance for Scotland and the wider world?
- What is the potential impact on policy and practice? How can this best be captured?
- Is the research based knowledge being brought to bear of high quality?
- Will the proposed programme build upon and add value to existing knowledge, including policy and practitioner knowledge?
- To what extent have non-academic sectors contributed to the shaping of the proposal?
- What is the degree of, and added value from, the proposed multi-disciplinary involvement?
- Will the programme enable knowledge exchange activity that wouldn't otherwise take place?
- Does the proposal clearly and convincingly identify the communities that the programme will inform and benefit? How will they be effectively engaged?
- To what degree is there international involvement and sharing of best practice? Is the participation of international participants substantial and relevant?
- How clear and creative is the programme content and planned activities?
- Are the proposed outputs deliverable and can they be expected to provide route to impact?
- Are the requested funds appropriate for the scope and objectives of the proposed programme?

### 4.2 Funding

#### 4.2.1 Available Funding

Funding will be awarded for delivery of the specified programme and is normally intended to cover the costs of arranging programme seminars and activities, and enabling key participants to attend. This typically includes a contribution to accommodation and travel costs of *selected* participants; costs of catering during programme events; fees for leading international visitors or key speakers who will make a significant contribution to the overall programme, costs associated with preparation of materials such as briefing documents, as well as the cost of recording activities, facilitating events and sharing results.

**Please note: we anticipate the majority of activities will continue to be held online for this call.**

There is no fixed amount of funding for programmes as the format and scope of proposals will vary. A typical programme might spend around £15-20,000. Given that many activities will continue to take place online for this call we would expect costs to be at the lower end of this scale. Within the overall grant there is some flexibility around budget headings so funds can be moved to cover other costs or unforeseen expenses in agreement with SUII.

#### 4.2.2 Requested budget

Applicants should set out the funding requested from the Institute and how the budget will be deployed. Overhead costs need **not** be added to the budget, and all items should be calculated at cost (e.g. budgets need not take into account Full Economic Costs). Funding can be requested for:

- **Travel costs** for UK participants whose organisations may not be able to meet costs of attendance (e.g. the voluntary sector, early-career or postgraduate participants etc).
- **Travel costs** for international participants who will bring leading knowledge and experience. Justification should be provided to demonstrate the added value of bringing participants to Scotland.
- **Accommodation** for participants attending programme events. Accommodation costs should only be met where essential to securing participation.
- **Catering** for programme participants, principally lunches in the Institute. Funded group dinners for the purpose of extending discussions are permitted but should be limited to key participants.
- **Fees for speakers and facilitators**, or other individuals who will contribute substantially to the programme, such as artists, filmmakers, graphic facilitators etc.<sup>3</sup> The case for engaging named individuals (and the amount) should be briefly made.
- **Preparation / production of materials** such as briefing documents.
- **Creating a record of programme activities**, including note-taking, filming, photography etc.
- **Programme team meetings**, for planning and development of project activities
- **Promotion and dissemination of project results**

Applicants should provide a justification for any resources requested which do not fall within the categories listed above, explaining why they are essential to the proposed programme.

No registration or other charges should be made for participation in a SUII programme, and the Institute does not charge for the use of its premises for programme activities. As well as administrative and budget support, SUII also provides standard materials for events such as delegate packs, name badges, flip charts and other stationery items. Large volumes of printing should be costed into the programme budget.

Proposal teams must ensure that their budget demonstrates that economy, efficiency and effectiveness will be achieved in respect of all proposed expenses.

### 4.3 Supporting Documentation

Applicants are invited to provide two letters of support with their application. These should be written by independent experts in a field or sector relevant to the programme and should be able to provide

---

<sup>3</sup> Payments of fees to individuals are subject to Home Office and HMRC regulations. In some cases for international visitors a visa may be required prior to entry to the UK. Organisers should check visa requirements for all visitors from countries outside the EU by consulting the Home Office website: <https://www.gov.uk/check-uk-visa>.

an expert view on the quality and potential impact of the programme, bearing in mind the Institute's overall aims. Referees may be academic or other sector, UK or overseas, but should not be part of the proposal team and should not be employed by the same organisation as any of the members of the core proposal team. It is the proposal team's responsibility to ensure that supporting letters are **received by the deadline for full proposals**. Late submissions will not be passed on to reviewers except in exceptional circumstances.

## 5 Support offered by SUII to programmes

### 5.1 Space for workshops and seminars

The Institute provides a newly-refurbished, purpose-designed space in central Glasgow for programme teams to carry out relevant programme activities. The space is suitable for presentations, break-out discussions, informal exchange, workshops/seminars, meals and coffee breaks. The venue and all facilities, including IT equipment, flipcharts, stationery and seminar materials are provided free of charge.

### 5.2 Administrative support

Support will also be provided throughout the duration of a programme and its organisation in the form of:

- Administrative support (includes hotel booking, event registration, preparation of programme materials, booking catering and international travel, handling of expense claims and payments, preparation of seminar/workshop space;
- IT facilities (laptop, projection screen, PA system, tele-conferencing equipment;
- Online resources (online registration for programme events, dedicated web pages for each programme to host documents, materials and relevant links.
- Staff are available on-site during programme events to set up the venue, assist participants and generally ensure the smooth running of the event.

### 5.3 Promotion and network-building

The Institute works with a broad range of organisations and stakeholders and can help facilitate links to a number of strategic partners such as the Scottish Government, Scottish Parliament and other public or third sector bodies. We also offer a number of opportunities for promoting your activities more widely, both via our website and through our networks and events.

### 5.4 Learning from previous SUII programmes

In 2016 we carried out a project which sought to learn from the experience of programmes we have sponsored, to better understand how knowledge exchange projects of this type can help contribute to public policy and practice. The findings provide some helpful insights and tips around the design and delivery of future SUII projects. These are captured in the report below, and will be added to on an ongoing basis: [Making a difference: an evolving compendium of learning from SUII projects](#)

## ANNEX ONE: Frequently Asked Questions

### Eligibility Criteria

#### **Are individuals eligible for funding?**

Funding is awarded to a team of people and programmes should centre around collaboration and knowledge exchange; no awards can be made to individuals.

#### **What is meant by programme team, proposal team or programme organisers?**

These terms all refer to the core group of individuals who jointly submit an application and who are responsible for designing the programme and ensuring its successful delivery. Members of a programme team must meet the criteria listed under section 2.1. There is no maximum number of members but programme teams are typically made up of around 6 to 8 key individuals.

#### **I am based at a Scottish University, but my institution is not contributing financially to the Institute. Can I be part of a programme team?**

Academics based at non-member Scottish HEIs can take part in programmes but cannot be one of the lead institutions on the programme team. Programmes must be led by two Scottish Universities Insight Institute member institutions; see the list in section 1.2.

#### **I am employed by a third/private sector organisation. Can I submit a programme proposal?**

The Call is open to members of sectors other than higher education, if the composition of the programme meets the eligibility criteria listed in section 2.1 of this document. Teams submitting a proposal must therefore ensure they include members of at least two eligible Scottish universities among the programme leadership.

### Funding and eligible costs

#### **I have an idea for a specific type of activity which is not listed among the eligible costs. Can I include it in my budget?**

The Institute is willing to consider covering the cost of items or activities which will contribute directly to achieving your overall objectives. As well as the core costs around accommodation, travel and subsistence, other costs which are central to the delivery of the programme activities may be eligible. A brief justification should be provided in the application below the budget table. It should be noted that as well as funding, the Institute also provides in kind support to programmes to help with the planning and delivery of events.

#### **Where will the programme funds be held?**

The programme funds will be held by the Insight Institute, at the University of Strathclyde, as most of the costs incurred (catering, accommodation, expenses) will be dealt with directly by the Institute. Programme organisers will be given a balance sheet on a regular basis, detailing expenditure and available funds. Expense claim forms will be used for reimbursement of additional programme costs incurred.

#### **Why is the programme organisers' time not covered by the Institute's funding?**

The Institute recognises that organising a programme requires intensive work on the part of organisers. By selecting programmes run by a team, tasks such as inviting speakers, developing programme contents, liaising with participants etc. can be divided among the organisers. The Institute also provides administrative and logistical support to programme teams around the planning and

running of events, including travel and hotel bookings, managing online registration, providing delegate packs and badges, printing, arranging catering and setting up the venue.

### **Format, length and location for programmes and their related activities**

#### **Is there a set format for a programme and how many events are expected to form part of a programme?**

There is no set format for a programme. In the past, successful programmes have included several workshops/seminars over the course of a 6 month period. Each session may include formal presentations, workshops, networking and discussion time both collectively and in small groups. However other programme formats and types of activities can also be effective. We have previously supported art exhibitions, performances, field trips and community engagement events. It is up to the proposal teams to decide what pattern best suits the work they wish to carry out but the proposed activities should ideally reserve time for a summary session or wider dissemination event to pull together the thinking developed during the course of the programme and share outcomes.

#### **Where can I see examples of what has been funded previously?**

To see a wide range of the different topics and styles of [programme](#) we have supported in the past, please visit our website. You can also read tips and feedback on running a programme in our [Making a Difference report](#).

### **Submission and selection process**

#### **Is the Registration of Interest mandatory?**

All teams wishing to submit a full proposal must register their interest online by the deadline for Expressions of Interest. No full proposal will be accepted if applicants have not registered their interest online. Applicants should note that the Registration of Interest, while mandatory, is **not** part of the selection process but rather an opportunity for the Institute to provide proposal teams with feedback prior to submission and to help us prepare for the reviewing process.

#### **Is there a limit to the number of proposals for each contributing institution?**

There is no limit to the number of proposals put forward by staff at member institutions. However, applications should demonstrate that the proposal team includes representatives from more than one of the contributing universities. In some cases we may highlight possible connections with other proposal teams at the Expression of Interest stage.

#### **How will full proposals be reviewed?**

Full proposals are reviewed against the criteria listed in section 4.1 of this document, first, by the Institute's Reviewing Panel, and then by the Programme Committee whose members will decide how the funding will be allocated. The Programme Committee includes members of the Institute Governing Board and external, non-academic experts from the public or private sector.

#### **Is there a possible recourse if a full proposal is not successful?**

Full Proposals that are not successful will be given specific feedback and where appropriate can be re-submitted for a future call.