

# InterAct Actionable Insights Fund



**INTERACT**  
Pioneering human insight for industry

A MADE SMARTER INITIATIVE

# What is InterAct?

- Collaboration between manufacturers, industrial digital technology (IDT) providers and academics, working in concert to solve the issues arising from IDT diffusion.
- A £4.4 million, Made Smarter Innovation funded, Economic and Social Research Council-led network centred on the power of human interaction as a driver for change.
- A means to influence the future of manufacturing through influencing mindsets and approaches to change management for Industry 4.0 and beyond.

# Overview

- We are looking for human insights (findings from **existing research**) that can be converted into ideas/concepts that will resonate with manufacturers, industrial digital technology (IDT) providers or policy makers.
- By converting these into actionable insights, we want to facilitate accelerating the adoption of digital technologies and digitalisation within manufacturing.



# What is an actionable insight?

Actionable insights are succinct conclusions drawn from research findings that can:

- Be turned directly into an action or a response.
- Help all of us to understand why something is happening, and how to take appropriate action.
- Be relevant, specific, and valuable to the targeted stakeholder group that helps them to build actions, create and alter strategies, and make decisions that will improve their situation.

# Proposal assessment criteria

Proposals will be assessed against the following criteria:

- **Objectives:** Give us a brief description of your proposal and tell us how your proposal supports one or more of these objectives.
- **People:** Who is your proposed audience? Are there key segments of this audience of particular interest, and how could you best connect with them?
- **Product:** What actionable insights will you provide? What is the format of the output(s)? What is the benefit you are providing?
- **Platform:** How will you distribute your insights? What channels/tools?
- **Push:** How are you going to get your actionable insight to your target audience? What activities do you have planned?
- **Pull:** What measurements/metrics will you use to determine success?

# Timetable

<b>Call Opens</b>	<b>Tuesday 24 January 2023</b>
<b>Question and Answer Session</b> Meeting ID: 365 858 156 339 Passcode: HD8VYi Link: <a href="#">Click here to join</a>   <a href="#">Join on the web</a>	<b>Friday 3 February 2023 9.00- 9:30 am</b>
<b>Call Closes</b>	<b>Friday 21 April 2023, 12.00 (midday)</b>
<b>Earliest Project Start Date</b>	<b>Monday 3 July 2023</b>
<b>Latest Project End Date</b>	<b>Friday 28 June 2024</b>

# Benefits

- Amplify the impact of your research in a demonstrable way.
- Make available up to £18,000 of funding per project (at 100% of the cost).
- Give access to the Emerald Impact Services (EIS) toolkit and library of impact resources.
- Face-to-face induction workshop focused on impact.
- Support from InterAct's Impact and Communication Managers to support the development of your pathways to impact and communication plan.