

IAA@SUSSEX

BULLETIN



Join us for our spring interactive talk series, *Enterprising Impact Conversations*. The first session, *Engage Knowledge Exchange Partners to Create Research Impact*, is March 8 at 12:30 p.m. Prof. Debbie Keeling and a panel of researchers from across the social sciences will explore the value of knowledge exchange to your work as a researcher and to our work at Sussex. Included are, how KE can shape research and build toward impact, and how commercial practice can weave into this. Register [here](#) to save your place.

The second talk in the series, *Commercial Routes to Social Benefit: - Impact Without Compromise?* will be a panel discussion looking at the issues and opportunities around supporting social science research and impact through commercial routes. Register [here](#) for the event, which is March 22 at 12:30 p.m.

So Who Are We, Anyway?

Welcome to our first newsletter. IAA stands for Impact Acceleration Account, and we're funded through ESRC, the part of the public body UK Research and Innovation that focuses on social sciences. We specialise in using quick infusions of cash to jump-start projects that can lead to future impact and knowledge exchange.

Our watchwords are feet-footedness and fast failure. We're an incubator of ideas. As well as working responsively and being [open to challenge](#), we focus on growing our capacity at Sussex around challenge-led areas. We'd welcome anyone working in the areas of Healthy Ageing, Creative Digital, Anti-Modern Slavery and Policy Impact to get in touch.

What We've Been Up To

2021 was a busy year for us. We funded 10 [small business research projects](#) by individual researchers. We undertook work in our themes of the year: [Healthy Ageing](#), [Creative Digital](#), and [Anti-Modern Slavery](#). Communities of Practice were established and we hosted a number of events and developed online networks. We also contributed multiple events to the national [Healthy Ageing Network](#) and the regional [Sussex Digital Network](#).

Moving forward to 2022, we have recently applied for and received roughly [£1.5m](#), and we expect a jam-packed year that features:

- Continued [collaboration with the NHS](#) in anti-modern slavery and healthy ageing.
- Several new projects related to [the Digital Health and Care Hub](#) a nationwide programme enabling business/academic partnerships, management of which for Sussex recently has moved under our umbrella.
- The [Commercialised Research Out of Social Science](#) project, or Commercialised Research Out of Social Science. Two strands of activities will be delivered: The webinar series highlighted above and the creation, through consultation, of an incubator to support sought-after research as part of [the part of the research](#) funded by the [UK Research and Innovation](#).