

# ***Roads to Impact*** ***The Science Relevance*** ***Challenge***

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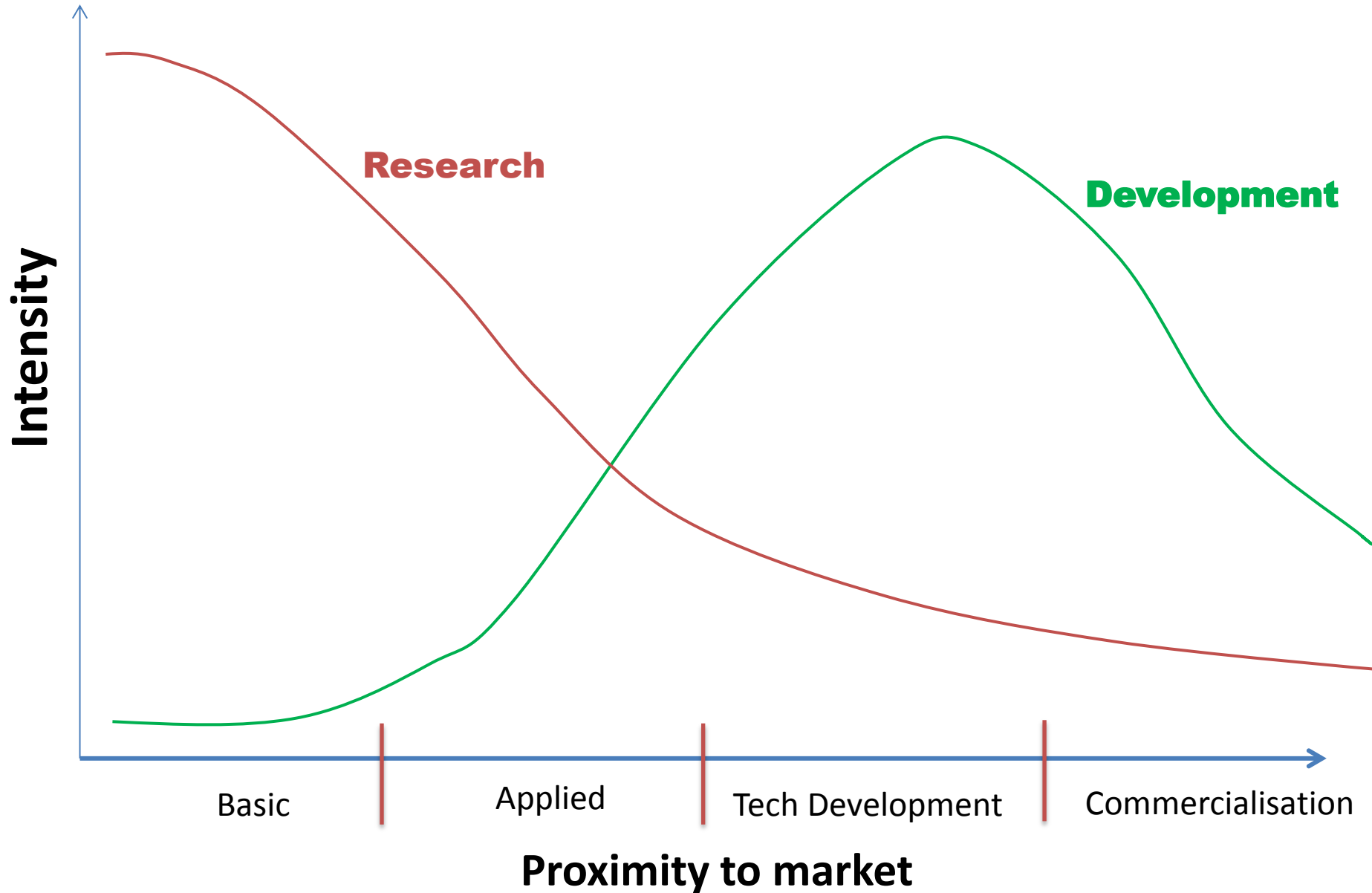
Researchers  
not being  
heard

Economy and  
Society not  
Being served

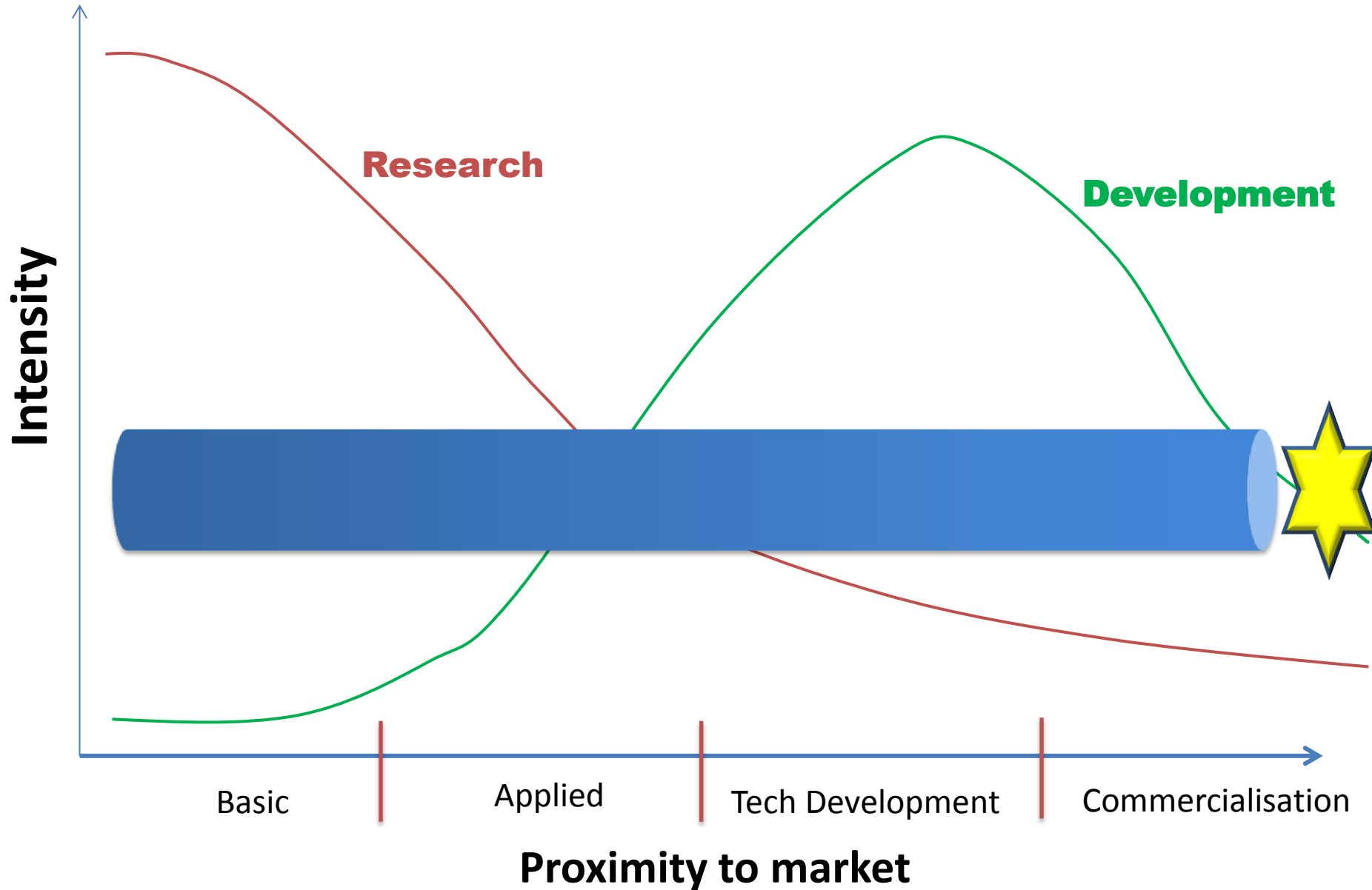


# The Knowledge Chasm and the Social Compact of Publicly funded research

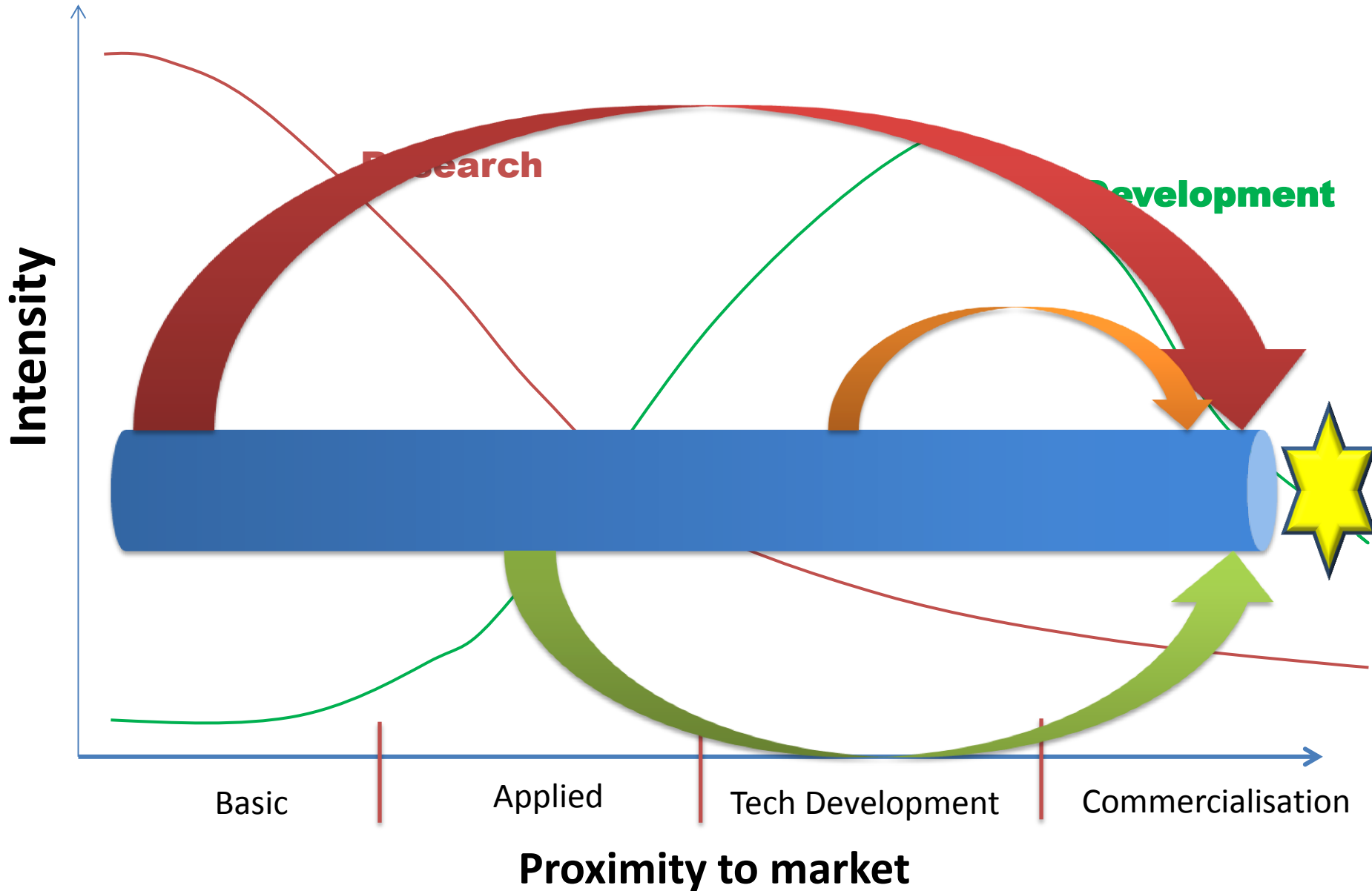
# R&D relationship

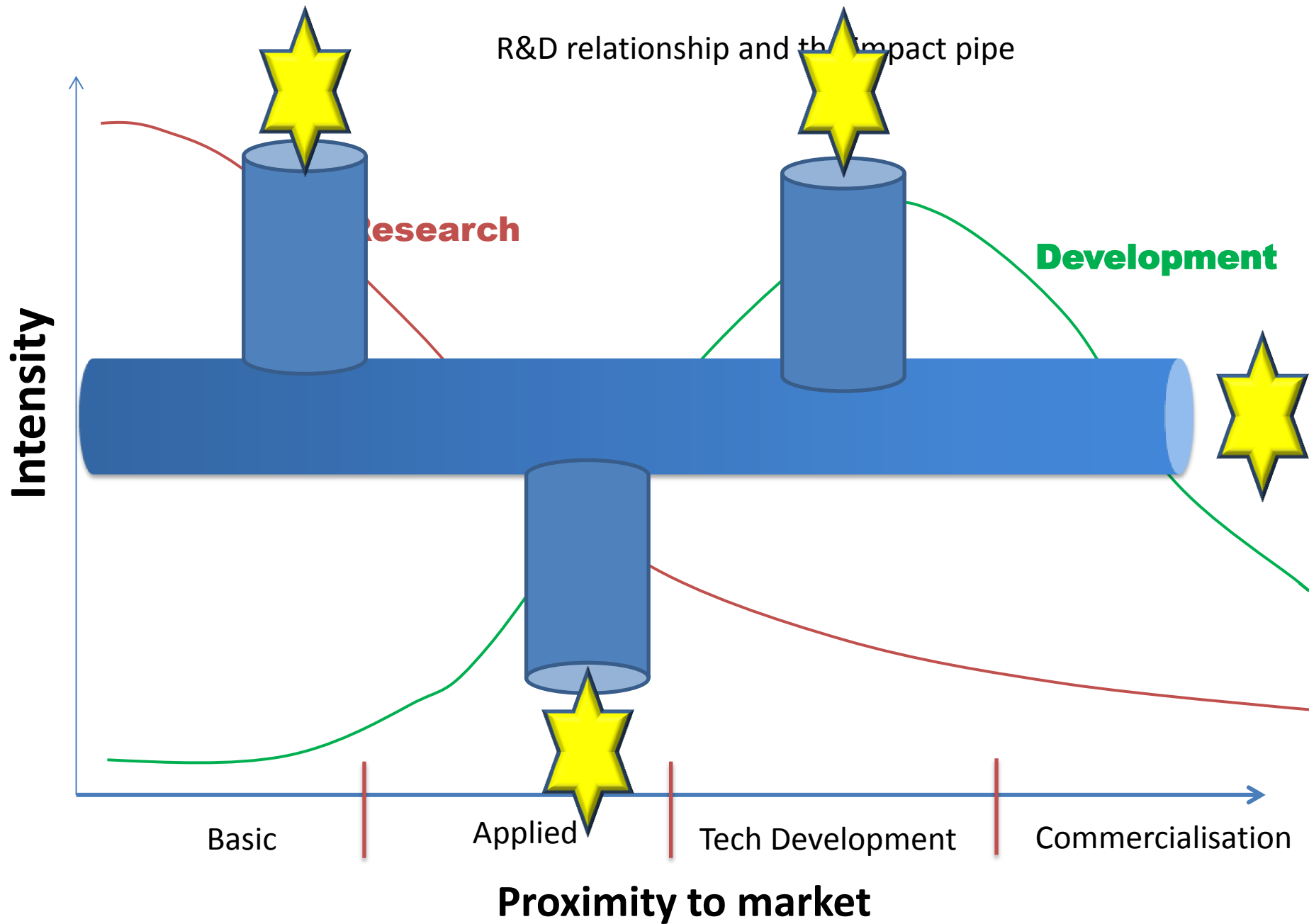


## R&D relationship and the impact pipe



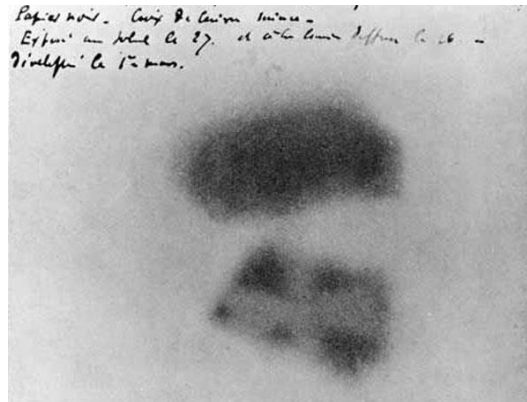
# R&D relationship and the impact pipe





Design vs.  
Serendipity







# Mechanisms for realising value

- Conceptualise and design for impact  
eg. the WRC proposal template.
- Investment in intermediary services.
- Creation of value chain partnerships.
- **Advocacy for investment in  
knowledge driven solutions.**

The power  
of knowledge  
to the people

