



MAKING AN IMPACT: MEASURING UNIVERSITIES' CONTRIBUTION TO THE SUSTAINABLE DEVELOPMENT GOALS

PRESENTATION BY LAURA TUCKER, VERTIGO VENTURES



Twitter: @VertigoVentures

Copyright © Vertigo Ventures 2018

INTRODUCTION TO VERTIGO VENTURES (VV)

- **Founded in 2009** and have since been working with leading research organisations globally to help them identify, capture and report the impact of their work
- VV provides a range of services such as **impact training and workshops, consultancy services,** and, its unique proprietary software **VV-Impact Tracker**
- VV has delivered impact training/consultancy to **50+ research organizations**
- VV-Impact Tracker released in 2014 and is being used by **over 30 universities** around UK, Europe, Australia and Hong Kong, with **6000+ academic users.**
- VV are currently:
 - **Training 100+ academics/month** (Pro VCs, Research Managers, Associate Deans, RDSO)
 - **On-boarding universities at the rate of 2+ university / month**
 - **Running an ongoing webinar program** for UK/Australia/HK based research organizations
 - **Distributing weekly Impact newsletter to 2,000+ subscribers**
 - **Partnering with Times Higher Education** to develop a **World University Impact Ranking.**



THE'S NEW UNIVERSITY IMPACT RANKING

- VV are chief advisory partners for Impact Ranking
- Launched on 25th September 2018 at the World Academic Summit in Singapore
- Positive feedback from the global HE sector
- Ranking will show how the sector working towards the UN Sustainable Development Goals (SDGs)
- The Impact Ranking is an opportunity to shine on aspects not covered in other rankings
- Expect growth and development of the Impact Ranking approach

PRESS RELEASE ▶▶▶▶

THE WORLD UNIVERSITY RANKINGS

4th Sep 2018

Times Higher Education (THE) Launches University Impact Ranking A World First.



Working in partnership with Vertigo Ventures, THE is set to launch the world's first university impact ranking. The first edition will be published at THE's Innovation and Impact Summit at KAIST, South Korea, in April 2019.

This ranking is set to capture unique new insights on universities' work towards the UN Sustainable Development Goals (SDGs) which represents an 'important and necessary step' in documenting higher education impact. Consultation with universities and sector experts will remain ongoing.

UN Sustainable Development Goals

This is the first global initiative to document evidence of higher education impact and is designed to capture unique new insights on universities' work towards the UN Sustainable Development Goals. It will remain subject to ongoing consultative discussion and is expected to develop over time, with a long-term objective to recognise performance against all 17 SDGs. It will factor in aspects of university research, operations and impact.

Data collection will begin this autumn, with the first edition of the ranking to be published at THE's Innovation and Impact Summit at South Korea's KAIST in April 2019. Data will be collected from universities and Elsevier to produce an overall ranking of institutions, and the best within individual SDGs.

“Universities contribute a huge amount to society, and this data can help capture unique new insights on how they're addressing some of the most pressing global issues. This work has never been fully explored in the past, and has never been recognised in global rankings. The need and desire for clear, new metrics on impact is strong, and while this is a highly challenging area of data collection, it's also an important and necessary step forward. It is a chance for universities which don't usually appear in global rankings to shine for their work – so it's really important that it develops in a way that enables universities, wherever they are in the world, to evidence their impact.”

Phil Bate, Editorial Director, Global Rankings, THE



VISION

- Show how the global Higher Education sector is working towards the UN Sustainable Development Goals
- Provide an opportunity for Higher Education institutions to shine on aspects not covered in other rankings and what difference they are making.
- Expect growth and development of the Impact & Innovation Ranking approach



WHAT ARE THE SUSTAINABLE DEVELOPMENT GOALS (SDGs)

Came into force 1-January 2016

Globally recognized, apply to all

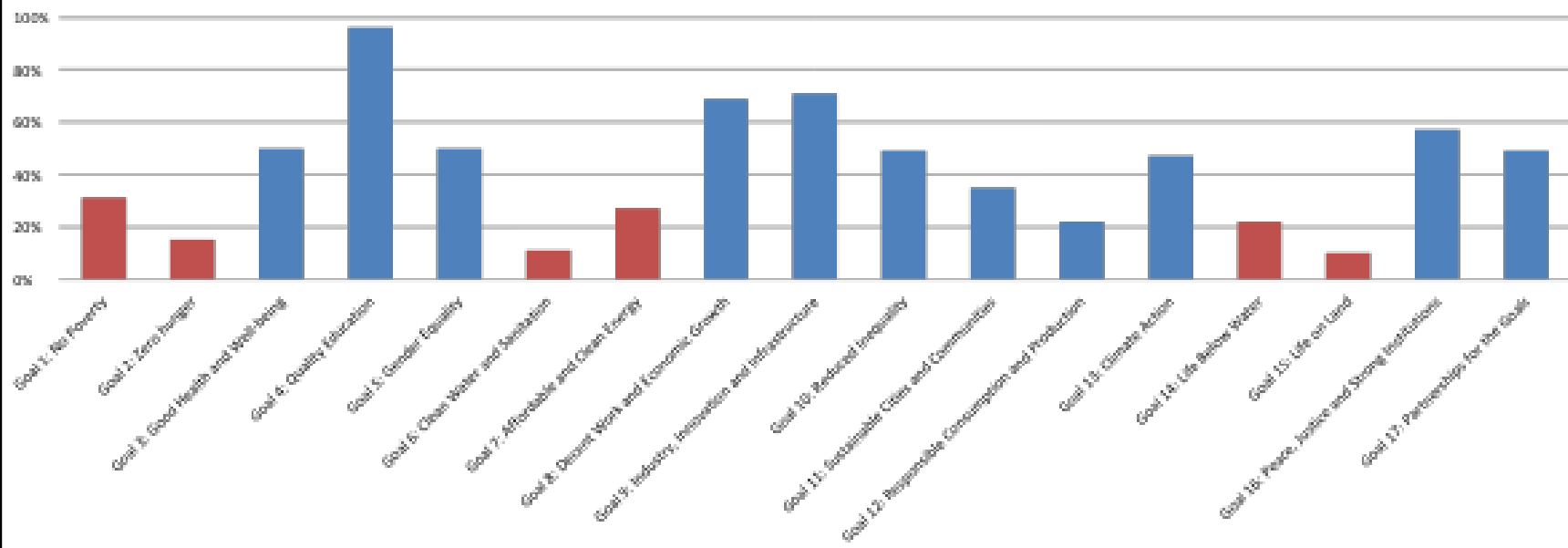
15 year target

“For the goals to be reached, everyone needs to do their part: governments, the private sector, civil society and people like you.”

Countries are reporting on their progress against them each year



WHICH OF THE FOLLOWING SDGs ARE THE MOST RELEVANT TO UNIVERSITIES?

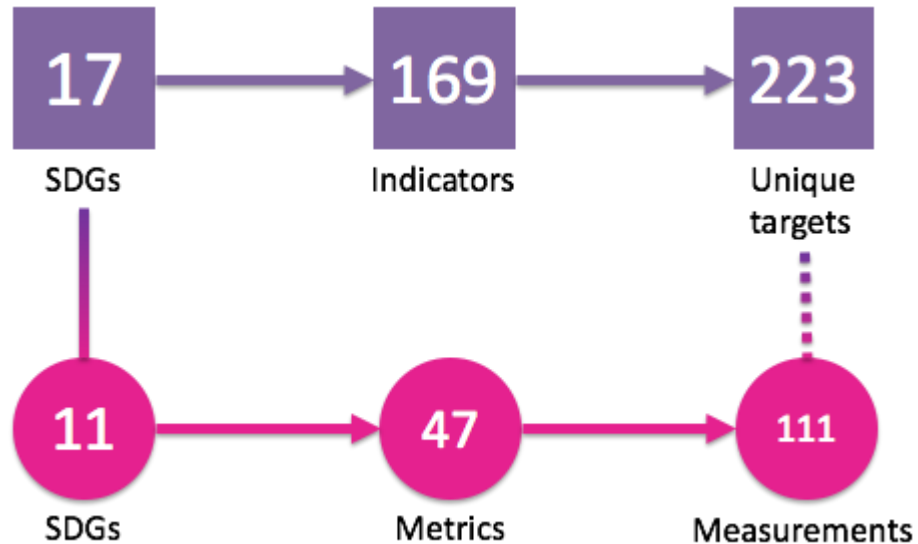


BUILDING A RANKING



- THE collects data for 11 SDGs in the first year
- Each SDG has a number of metrics associated with it
- Universities may submit data to as many of the SDGs as they wish (minimum of 4)
- This will always include 17 – Partnerships for the Goals
- Evidence to be submitted (public domain expected)

HOW HAVE WE GONE FROM AN SDG TO A METRIC?



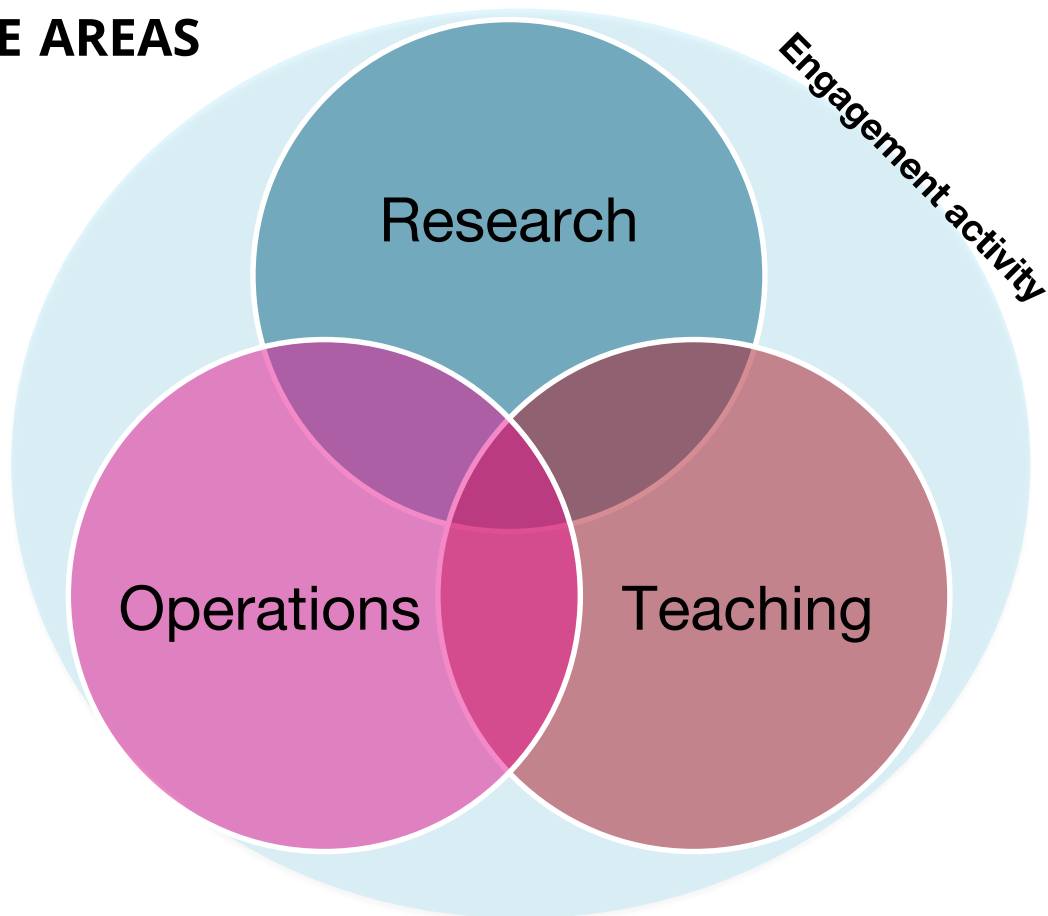
WHAT IT WON'T DO/KNOWN ISSUES

- This doesn't perfectly fit the SDGs
- They have made decisions that (inevitably) reflect their cultural biases
- Some universities will not be able to do well in some SDGs
- We won't prioritise one SDG over another
- Some metrics are simple
 - This allows more universities to participate
 - It simplifies calculation
 - Cost in terms of accuracy
- Often, there are only proxies for impact

THREE TYPES OF METRICS

Type	Source
1. Bibliometric based <ul style="list-style-type: none">• Could be citations, patents, downloads etc...• We need to determine time range	Elsevier to submit
2. Continuous metrics <ul style="list-style-type: none">• Measuring a thing (e.g. proportion of female students)• Will be z-scored for	University to submit
3. Pick list metrics <ul style="list-style-type: none">• Identifying the presence of something• Policy, practice, participation• We will need to determine relative importance	University to submit

DATA SOURCE AREAS



HOW TO PARTICIPATE AND ELIGIBILITY

- Firstly ensure that you have log on details for the THE Portal:
- Contact innovation@timeshighereducation.com
- Main rules:
 - Teaches undergraduates
 - Accredited
- But we will accept data from outside this group – may not be eligible for the rankings.
- Time period for the data: January 2017-December 2017
- Full methodology will be available for you from the THE Portal. Due to be open early November 2018 and if you google 'THE Impact Ranking': <https://www.timeshighereducation.com/world-university-rankings/university-impact-rankings-faqs>



METRICS

	Metric	Type	Data source	Area	Description
17.1	Proportion of all SDG research with international co-authorship	Continuous	Elsevier	Research	
17.2	Relationships with NGOs, Regional and National Government	Pick list	University	Impact	May remove
17.3	Publish outputs across all SDGs	Continuous	University	Operations	Additional points for doing so as open data
17.4	Survey of influencers	Continuous	YouGov	Impact	



PROPORTION OF ALL SDG RESEARCH WITH INTERNATIONAL CO-AUTHORSHIP

17.i

	Metric	Type	Data source	Area	Targets
17.i	Proportion of all SDG research with international coauthorship	Continuous	Elsevier	Research	17.6.1

This will enable us to evaluate international partnerships across all SDGs, not just those we're measuring directly.

We could focus this on only Lower Income and Lower Middle Income countries (if desired)



RELATIONSHIPS WITH NGOs, REGIONAL AND NATIONAL GOVERNMENT

17.ii

Definition: Answer yes/no and provide comment and link to evidence.

Does your university:

- a) Have direct involvement in, or input into, national government SDG policy development - including identifying problems and challenges, developing policies and strategies, modelling likely futures with and without interventions, monitoring and reporting on interventions, and enabling adaptive management
- b) Initiate and participate in cross-sectoral dialogue about the SDGs, eg conferences involving government/NGOs
- c) Participate in international collaboration on gathering or measuring data for the SDGs
- d) Through international collaboration and research, review comparative approaches and develop international best practice on tackling the SDGs
- e) Collaborate with NGOs to tackle the SDGs through
 - student volunteering programmes
 - research programmes
 - development of educational resources



PUBLISH OUTPUTS ACROSS ALL SDGs

17.iii

	Metric	Type	Data source	Area	Targets
17.iii	Publish outputs across all SDGs	Continuous	University	Operations	17.18

Objective:

Definition:

- indicate which of the 17 SDGs your university publishes outputs for,
- indicate if in a separate report, or if as part of the university annual report (or equivalent).
- Indicate if data for reports is published in an open format



REPUTATION

17.iv

	Metric	Type	Data source	Area	Targets
17.iv	Survey of influencers	Continuous	YouGov	Impact	

The survey will be targeted at influencers in the area of sustainability and development, including NGOs.

It will be panel based approach.

We are currently working with a well established market research company to test the feasibility.

Next steps

- Formal launch of data collection happened at World Academic Summit in Singapore at end of September 2018
- Data collection for first iteration end of October 2018 – November 2018, using THE submission portal
- Publication 2-4th April 2019,
- Not the end of the process!
 - Learn lessons
 - Modify SDG metrics
 - Add final SDGs

Further work



End poverty in all its forms everywhere



End hunger, achieve food security and improved nutrition and promote sustainable agriculture



Ensure access to water and sanitation for all



Ensure access to affordable, reliable, sustainable and modern energy for all



Conserve and sustainably use the oceans, seas and marine resources



Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss

תודה
Dankie Gracias
Спасибо شكراً
Merci Takk
Köszönjük Terima kasih
Grazie Dziękujemy Děkojame
Ďakujeme Vielen Dank Paldies
Kiitos Täname teid 谢谢
Thank You Tak
感謝您 Obrigado Teşekkür Ederiz
감사합니다
Σας ευχαριστούμε
Бодхон
Bedankt Děkujeme vám
ありがとうございます
Tack

E: LAURA@VERTIGOVENTURES.COM

W: WWW.VERTIGOVENTURES.COM

PLEASE SIGN UP TO OUR COMPLIMENTARY WEEKLY IMPACT NEWS BULLETIN ON OUR WEBSITE'S HOMEPAGE.



Twitter: [@VertigoVentures](https://twitter.com/VertigoVentures)

Copyright © Vertigo Ventures 2018