# Storytelling for Impact Funding Competition: Infographics and Animations

This opportunity is part of the Social Science Impact Accelerator Programme, funded by our Impact Acceleration Account (IAA) grant from the Economic and Social Research Council (ESRC).   This internal competition for funding follows our Storytelling for Impact workshop series.

This is open to Royal Holloway academics (on teaching and research contracts and at any career stage - excluding PhD students). Applicants must be leading a research project with at least 50% underpinning social science research. For a full explanation of what this means, visit our webpage.   You can still apply if you didn't attend the workshop series.

Please email SocialScienceImpact@rhul.ac.uk if you have any questions.

Deadline: 5pm, Friday 9 January 2026

* Required

* This form will record your name, please fill your name.

1. Name

2. Email address

3. Department

- ○ Accounting and Financial Management

- ○ Digital Innovation Management

- ○ Economics

- ○ Geography

- ○ Health Studies

- ○ Human Resource Management and Organisation Studies

- ○ Law and Criminology

- ○ Marketing

- ○ Politics and IR

- ○ Psychology

- ○ Social Work

- ○ Strategy, Business and Entrepreneurship

- ○ Other

4. Career Stage

- ○ Postgraduate

- ○ ECR (open for self-definition)

- ○ Mid-career (open for self-definition)

- ○ Professor

5. Contract Type

- ○ Teaching and Research

- ○ Professional Practice

- ○ Teaching Focus

6. Please write the name(s), role(s) and contract type(s) of any co-leads or collaborators from Royal Holloway who will be involved in this project, if any.

[                                                                    ]

7. Which of the Storytelling for Impact workshops did you attend?

You can still apply if you didn't attend the workshop series.

☐ Media Training with Inside Edge

☐ Visuals with Nifty Fox

☐ Podcasting with Research Podcasts

☐ None

8. On what social science research is your project based and how was it funded? Please include your ESRC code, if applicable. (max 150 words)

*Note: Underpinning research can be completed or ongoing, and can be funded or unfunded. It does not need to have been funded by the ESRC, but should fall within the ESRC remit and therefore should be a candidate for ESRC funding. Certainly, we cannot fund proposals emerging from AHRC, EPSRC, BBSRC and STFCA funded research.*

[                                                    ]

9. Which storytelling for impact package are you applying for?

☐ Static infographic

☐ Animated infographic

☐ 90 second animation

☐ 3 minute animation

10. What are the key messages you hope to communicate via this project? Consider:

- The problem/challenge/gap your research addresses.
- Your key research findings.
- Your recommendations/ call to action.

[                                                    ]

11. Who is your target audience? How do you plan to reach them?

[                                                    ]

12. Describe what you envision the final product to look like? Share any creative ideas here. Consider the skills knowledge gained in the workshop sessions, if you attended.

[                                                    ]

13. How will you ensure this project leads to impact (benefit/change) outside of academia?

[                                                    ]

14. What are your plans for evidencing the impact of this project and sustaining long-term benefit for your audience(s)?

15. What are your motivations for applying for this funding?

16. Please confirm that you have the permission of your Head of Department to apply for this funding. *

   ◯ Yes, I have permission.

17. Name of Head of Department *

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