



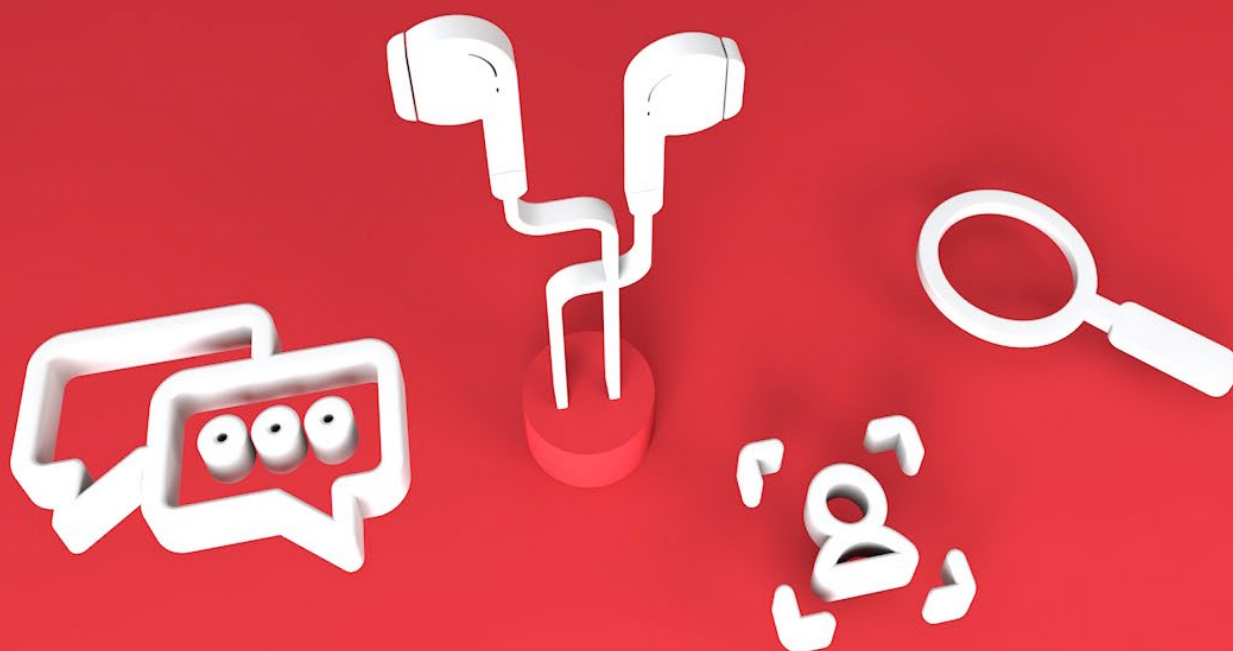
insights media

Open access case studies

UK Research and Innovation



UK Research
and Innovation





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and Innovation**

About the client

UK Research and Innovation (UKRI) is a public body that brings together the UK's seven research councils, Innovate UK and Research England. UKRI plays a vital role in funding and shaping the future of research and innovation in the UK. In 2021, UKRI introduced a bold open access policy to ensure that peer-reviewed research outputs are freely accessible and reusable, supporting greater transparency, innovation and public engagement.

The challenge

UKRI wanted to raise awareness of the opportunities and benefits of publishing longform research outputs - such as monographs and edited collections - under open access. While the policy shift was clear, the real-world impact on individual researchers was less visible. UKRI recognised the need for engaging, real-life stories that illustrated the value to and experiences of academics who had already published open access.

The challenge was twofold: to work collaboratively with a large number of stakeholders -UKRI, its disciplinary councils and 16 academics - and to produce compelling case studies that could be shared in multiple formats. Clear communication, strong project management, and creative storytelling were critical to the project's success.





How Insights Media helped

Insights Media was appointed to lead the project, developing 16 unique case studies in three distinct formats - video, infographic, and text - to maximise engagement across a range of channels.

Our approach

Collaborative planning: we worked closely with UKRI to design the project around its policy goals, ensuring representation across multiple disciplines and research topics.

Stakeholder engagement: we managed relationships with the UKRI project team and 16 individual academics, aligning expectations and managing communications throughout the project.

Editorial development: through in-depth interviews, we drew out the researchers' experiences, challenges and motivations.

We crafted clear and accessible narratives that conveyed technical information to a wide audience.

Creative delivery: we worked with graphic designer Rob Richardson and videographer Ady Howes to translate the case studies into engaging visuals and short videos. Each format was created with consistency and accessibility in mind.

Project management: we provided regular updates and a smooth workflow across all phases - from onboarding and interviews through to QA, approval and final delivery.





The outcome

This high-profile project produced a valuable collection of 16 open access case studies, each with written, visual and video outputs. These stories captured the personal, academic and societal benefits of open access publishing, demonstrating how UKRI policy translates into meaningful practice.

The case studies now sit on the Zonodo website (<https://zenodo.org/records/15189841>), forming a vital part of UKRI's advocacy toolkit. They support researchers in understanding the practicalities of open access publishing and inspire confidence in this evolving mode of scholarly communication.

Both UKRI and the participating academics valued the project's clear structure, professional execution and creative output. Feedback showed that stakeholders appreciated the collaborative process, the sensitivity to complex subject matter, and the quality of the final deliverables.

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The strength of this project lay in its attention to detail, collaborative spirit, and journalistic approach. We were proud to help UKRI bring these stories to life and support the wider understanding of open access publishing.

Martin Couzins
Project Lead
Insights Media

Explore the case studies here:

UKRI Open Access Case Studies
zenodo.org/records/15189841



How it works

The programme drives product and service enhancement, stronger customer relationships and brand differentiation in the market. It does this by helping vendors align with customers, understand their individual needs and how they can meet those needs more effectively.

STEP

1

Diagnostics

We kick off with a meeting to set goals, timelines, and answer your questions.

Together, we design the interview questions and identify key customer groups to include.



STEP

2

Listening

We work with you to create interviewee communications and manage call scheduling once introductions have been made.

Our team conducts interviews and transcribes responses to ensure every insight is captured.



STEP

3

Insights

We summarise each interview and share key findings with you as they come in.

Once all interviews are done, we create a concise executive summary of themes and key insights.



STEP

4

Action Planning

In a facilitated workshop, we'll review the insights and identify actions to take based on your customers' feedback.





insights media



Want to understand your customers better?

Discover those invaluable insights
that can otherwise go unheard.

We offer a 30-minute call to discuss
your needs and how our Customer
Listening Programme can help you
achieve your goals.

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