
DOTTING THE I'S AND CROSSING THE T'S

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RESEARCH PROJECT

(WHAT?, WHY?, HOW?)

WHAT?

Design for Slow Living: Enhancing Quality of Life

WHY?

...my PhD is on Design for Happiness.

It looked at “understanding the way in which design can contribute in a holistic way to sustainability and in this way investigated, identified and proposed the design methods, and characteristics of sustainable products, services and systems capable of contributing to our happiness, hence shaping and promoting society towards sustainable lifestyles.”

Design for Happiness... still considered an emerging area in Design

**Lots of findings and therefore next steps.
You cant solve the whole world in one go!**

**...you have to start somewhere – small - so I focused on
developing the proposal targeting one of the key findings:**

‘Slow living triggers Happiness’

In summary the project is about (the WHAT in more detail!):

A 'culture of speed' has become prevalent in current society demanding people to...

Contemporary material culture (technology, products, and services) is underpinned by ...

This research builds on the premise that ...

How to best prepare
your AHRC application?

*... some thoughts on
how did I developed the
research project for
funding, and in
particular what was a
struggle, what was
learnt...*

- **don't rush (I).**

Take time to think well what your research interests [research passions] are and map them as a long-term plan. Then work backwards and start small from somewhere.

- **don't rush (II).**

Once you've nailed clearly what you want to do/research

Don't rush **writing** the proposal either.

...the Review process is very competitive and you only have one chance to apply for your 1st Grant.

Do it well.

Better to go for quality than quantity of so-so/weak proposals!

- read lots and lots and lots of research proposals.

This will allow you to really understand, **get a good feel**, of what makes a good proposal and what doesn't.

**** If you can become an AHRC college peer reviewer I would totally recommend it!**

- be detailed and clear (I).

Develop a very detailed plan of your **aim, objectives, research questions** and develop a number of Work Packages (**WPs**) that will answer/achieve them

- be detailed and clear (II).

Track **how each of your WPs will be achieved.** Give detail about the **tasks, methods, and outputs**

- **make it Relevant!**

Situate your project within the wider context, the big picture. **Why is your project relevant and worth funding?** Convey this clearly and strongly when setting the background of your project (references; news; reports [orgs/government/etc.]).

- **find the Right Partners.**

Again don't rush submitting your proposal until you have established a **relevant, strong, and robust partnership.**

...persevere and don't loose hope!

...The right partner can be the difference between getting it funded or not...

- make sure that the message can be grasped by a 5 year old.

Although it is required to use academic language, make sure that the message can be **understood by anyone**, particularly outside your discipline.

- **be creative and show flair!**

AHRC wants to fund projects that 'know what they are doing'. Nevertheless, they are also clear in that they want to fund interesting projects out of the ordinary

...add some magic

...take some [calculated] risks

- share widely.

Share your proposal with as many people as possible.
Expose it to people who you expect will probably 'not get it'!

...of course...Seek critical but constructive feedback.

- take it step by step.

Don't try to change the world. Better to propose something smaller but possible, credible that you can deliver than making reviewers nervous about your capacity to deliver.

- tell them you are an ECR.

Make sure to write in the Pathways to Impact [and remind them often i.e. CfS] that you are an ECR.

...That this is the starting point of a longer journey.

...Show them that you have an ambitious plan.

THANK YOU!

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