



Institute for Methods Innovation

Research | Evaluation | Engagement | Training

Ireland | United States of America | Estonia

Company overview

We help you use research, evaluation, and social science methods to make better decisions and improve outcomes for your target audiences.

IMI is a nonprofit organization working internationally to advance the use of evidence in real-world decision-making. We specialize in practical research and evaluation methods that support learning, strategy, and impact across various fields, including policy, education, science communication, and public engagement.

Through expert-led training, collaborative research, and tailored support, we help our partners apply evidence to design more effective programs, engage communities, and assess what works. Our team brings deep expertise in social science, participatory methods, and evaluation, helping others build their own capacity to use evidence with confidence.

A trusted partner for organizations across research, policy, and practice

At a global level, we provide research and evaluation expertise to national funders such as Research, The Wellcome Trust, Research Councils UK, the European Commission, Disney Conservation Fund, Arts Council England, the World Association of Zoos and Aquariums, and the European Space Agency. Clients include governmental bodies, numerous leading civic science and informal learning institutions, and leading higher education institutions.

Our expertise

Research

- Research design
- Applied social science methods
- Stakeholder research
- Data management

Impact

- Impact planning and evaluation
- Theory of change
- Evidence synthesis
- Ethical research impact

Public engagement

- Public engagement
- Participatory methods
- Policy engagement
- Science communication

Training and support

- Training and capacity-building
- Grant writing
- Learning Management Systems
- Educational content development

Our team

We're researchers and practitioners with a shared commitment to evidence-based methods.



Prof. Eric Jensen
CEO and Research
Director



Dr. Charles Laurie
Managing Director



Daniela Martin
Director of
Communications



Prof. Mark Reed
Senior Researcher



Dr. Aaron Jensen
Chief Operating
Officer



Lisa Sayles
Director of Education



Dr. Russell Rodrigo
Senior Education
Consultant



Dr. Fanie van Rooyen
Research and
Communications
Consultant



Oliver Davies
Financial Officer



Dr. Rosie Everett
Research and Training
Officer



Sarah Nolles
Research and Training
Officer



Juan Roberto
Operations and Digital
Media Analyst



Lars Lorenz
Special Projects



Mumbi Kasumba
Marketing and
Communications
Specialist



Panisa Thaisilp
Communications and
Design Consultant



Steven Bryan
Project Intern



Logan Sayles
Communication Intern

Recent grant-funded projects



REMHub: Rare earth and magnets hub for a resilient Europe

European Commission Horizon Europe IA (2024-)

Budget: €16,000,000 | www.remhub-project.eu



FEMLEAD: Fostering fEMale participation and LEADership in open science initiatives

European Commission Erasmus+

Budget: €400,000 | www.femlead.eu



ATLIC: Atlantic InnoBlue Communities

Interreg Atlantic Area | Co-funded by the European Union

Budget: €3,500,000 | www.atlic.eu



EU-CIEMBLY: Creating an Inclusive European Citizens' Assembly

European Commission Horizon Research and Innovation Actions

Budget: €2,106,591 | www.eu-ciembly.eu



Hypop: HYdrOgen Public OPiniOn and acceptance

European Commission Horizon2020 Innovation Action (2023-)

Budget: €1,062,755 | www.hypop-project.eu



Project O: Demonstration of planning and technology tools for a circular, integrated and symbiotic use of water

European Commission Horizon2020 Innovation (2018-2022)

Budget: €10,569,305 | www.eu-project-o.eu