What's my impact? Societally? Scientifically? Economically?

Which UN Sustainable Development Goals do I support with my research?

Who will benefit from my research?

STAKEHOLDERS

Scientific community
- Other researchers
- Research organisations
- Students

Policy and decision makers
- Ministries, Municipalities, Regions, Authorities
- Special interest groups
- Standardisation & regulation bodies

End users
- Industry
- Companies
- Consumers
- Citizens
- NGO’s
- Communities
- Museums

How do I measure my impact?

Quantitative
- Economic growth, new jobs, new products, reduced costs,
  # of citations, press releases, social media appearances,
  IPR’s, patents, workshops/seminars, participants...

Qualitative
- Impact stories
- Interviews
- Surveys
- Observations
- Third party affirmations...

How do I maximize my impact?

Co-creation
Collaboration
Citizen science
Participatory research
Engagement
Interaction
Communication
Dissemination
Media & social media
Website
Advisory group