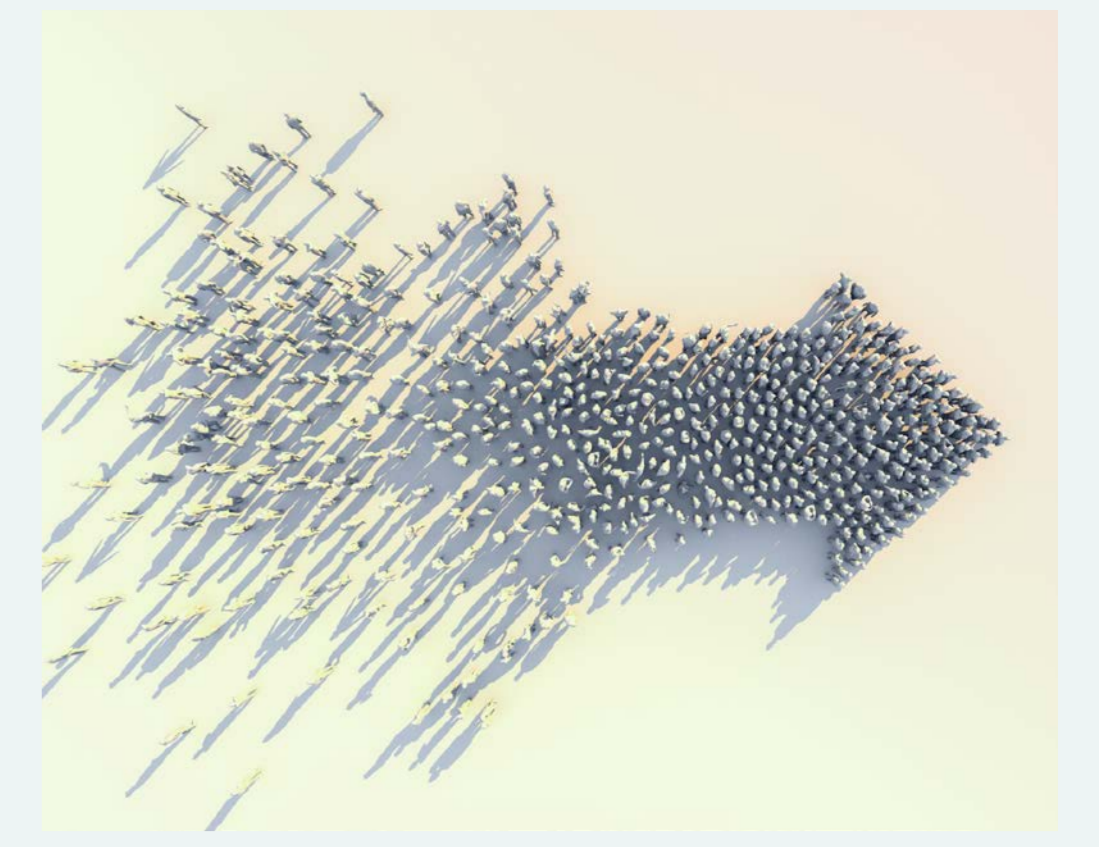


# Creating impact together

## - A short guide



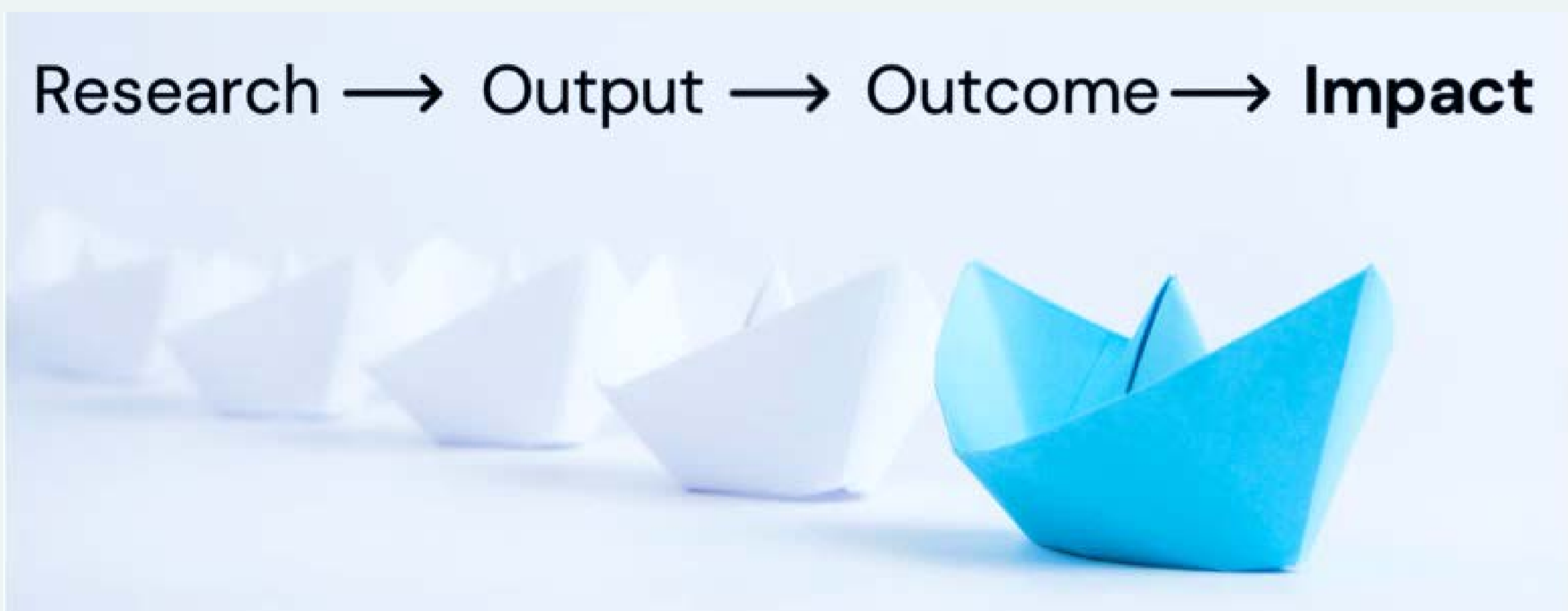
### What do we mean? Definition

Impact can be defined as an effect, a change or a benefit. Impact from academic research includes societal, environmental, cultural and economic benefits.

### The journey – from research to impact

Imagine the journey as taking many steps – research activities generate 'outputs', e.g., publications, reports, data, which create 'outcomes' i.e., short- and medium-term effects as a direct result of the research project. Impact is the long-term actual changes in the society.

Research → Output → Outcome → Impact



Check out the tool "KI Impact canvas" to help you on the journey.

### Why exploring steps to impact matters

- Increase the likelihood of getting funding for research, and associated activities.
- Increase ability to identify additional funding alternatives, potential partnerships, and business opportunities.
- Communicating the value and impact will help to build trust and further enhance yours and KI's reputation.

### Pathway to impact

There are many ways to create impact from research & knowledge. Which one will you choose?

From research & knowledge to a healthier society  
- different pathways to create benefit



- Publication in peer-reviewed journals
- Popular science publications
- Interaction with the public
- Working with stakeholders to influence e.g. policies and regulations.
- Collaboration / knowledge transfer
- Out-licensing (tech transfer)
- Formation of companies, foundations, associations, etc.

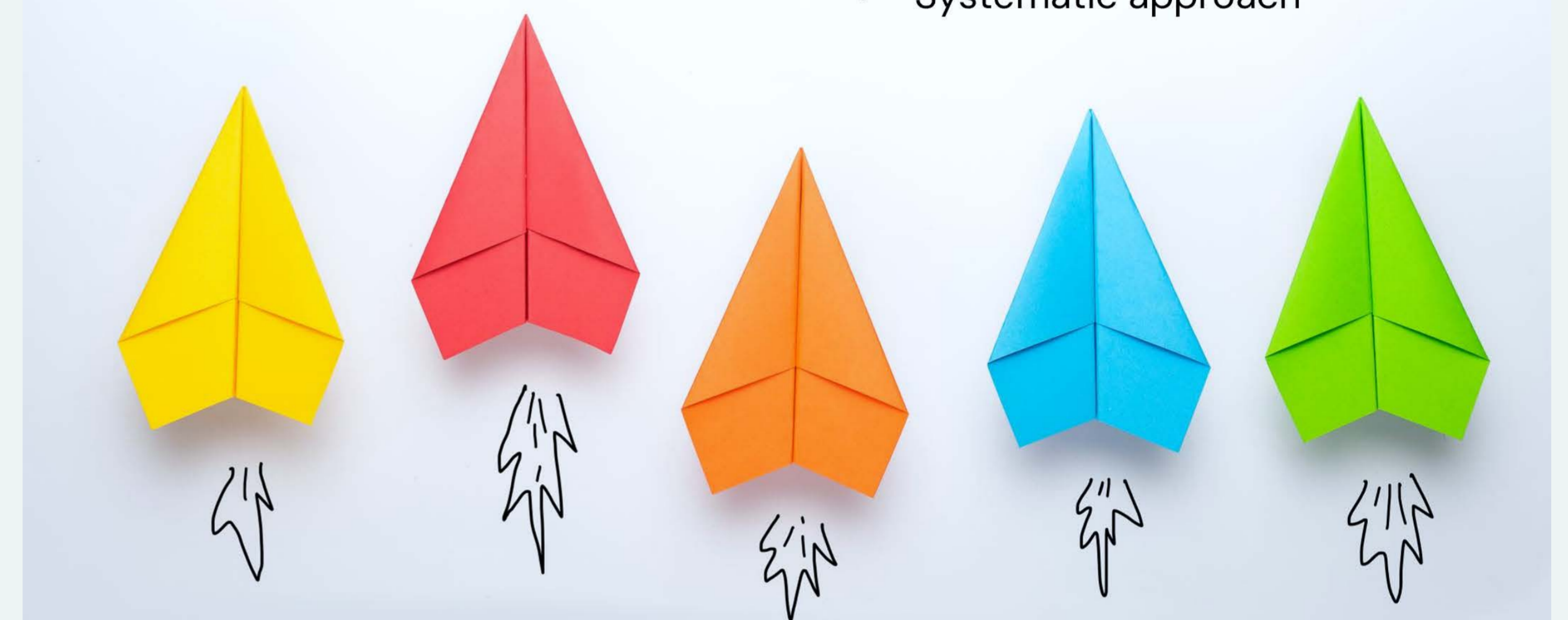


### Addressing impact and research process with the team

Everyone has different motivators. Every pathway is different and requires many unique skills. Key to success is to build on strengths and capabilities. During the journey it is important to maintain focus, but also be flexible as the project develops and may change direction. New opportunities and challenges will occur. Be prepared to take actions and seize the opportunities.

#### Different motivators

- Goal
- Journey
- Problem solving
- Team w. complimentary skills
- Doing
- Thinking
- Academic impact (bibliography indicators)
- Impact communities
- Collaboration & Co-creation
- Never stop being curious
- Facilitating
- Systematic approach



### Advice and lessons learned

- Be proactive – start with the end in mind
- Engage the stakeholders and end-users
- Build partnerships and collaborate
- Be aware of intellectual property
- Remain open minded
- Keep eyes open for serendipity opportunities and spin offs
- Consider cross disciplinary knowledge exchange
- Review and evaluate regularly
- Share your knowledge and results regularly to stakeholders
- Make knowledge useful by packaging into products, services, methods or tools



*Every one of us can make a difference and together we can improve society and human health.*