

Welcome!

Feel free to take a seat,
reflect, and write:

“To me, positive societal impact
means...”

Creating positive societal impact: the Erasmian way

International Partner Day

25 September 2023

Erasmus University Rotterdam
Making Minds Matter



Agenda

- › Reflect on what is societal impact
- › Discuss how different EUR projects (plan to) achieve impact



Introductions

- › Introduce yourself to the person sitting next to you
- › Share your answers:

“To me, positive societal impact means...”



“As EUR, we have positive societal impact if, through our teaching, research, or societal engagement, we make a (sustainable) contribution to a better understanding of societal issues, possible approaches to dealing with these issues or the collective ability to develop and apply these approaches.”

Defining Societal Impact at EUR, 2023, p. 4

Societal Impact definition and framing

› Be deeply engaged with and meaningful to society

› Actively organising reciprocal relationships

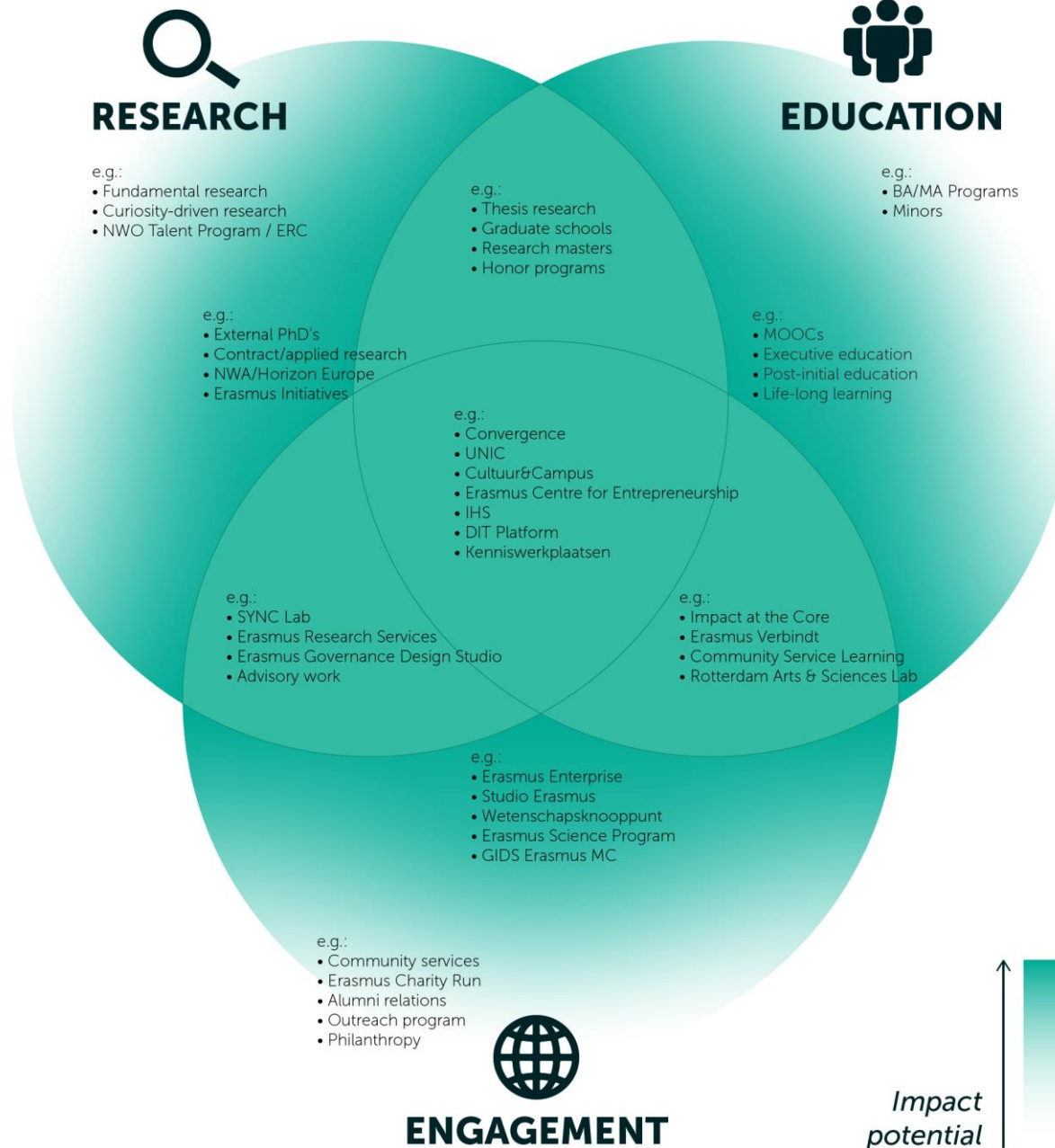
› All parts of EUR have a role to play

› Societal impact is not always foreseeable in advance

› Faculties have their own societal impact profile.

› Respect our academic freedom and our own scientific agenda





Your perspectives

- › Write on the post-it

"People at my organisation create impact (for example) through..."

- › Add your post-it to the poster



Let's hear from EUR projects!



Impact
at the
Core





<https://youtu.be/ZYdfTBfQP-c?si=BoHyOFFtBJuAsNCF>

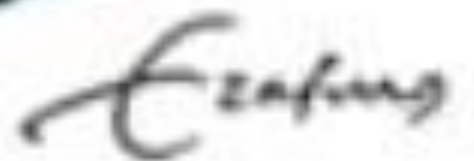
Impact Space

Making an impact in the core of our education

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<https://vimeo.com/780298867>

Erasmus University Rotterdam

The Erasmus University logo, featuring the word "Erasmus" in a stylized, cursive script.

Feedback session

- › In the next half an hour, we will discuss in groups the Theory of Change of the projects
- › But first: what is Theory of Change?

Feedback session

- › In groups, hear about the ToC of an EUR project.
- › Then, share your thoughts:
 - › What is your initial reaction?
 - › Can you help the project with some ideas?



Feedback summary

- › Can you share one or two insightful points from the feedback session?



Write a postcard to yourself

“What impact will I make?”



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