



Communication

Building Impact Stories: An Inspirational Guide for Communicators

This guidebook has been developed to assist communication professionals in articulating the societal impact of university activities, projects and initiatives that stem from our core missions of education, research and engagement. It also covers the operational activities that enable these core missions. It includes a definition of societal impact at EUR, as well as three steps to guide you through the process of creating an impact story.

Use it to

Articulate the fine-grained details of the societal impact of university activities (i.e., the processes, mechanisms, failures and successes) when writing a communication output.

Who to involve

University staff, societal partners and beneficiaries.

Results

Accessible, comprehensive account of societal impact in EUR communications.

(Link will follow)

Evaluating Societal Impact (2024). Building Impact Stories: An Inspirational Guide for Communicators. Erasmus University Rotterdam (EUR). Online resource.

Contributors: Nevien Kerk, Shelby Sissing, Dr Giovanna Lima, Erika Hajdu, Dr Bianca Langhout.