



Impact Strategy Development Toolkit

This tool was designed to provide an overview of the impact strategy development process. It is based on our experience of collaborating with various Schools at EUR. The tool outlines the three stages of strategy development and guides you to useful resources along the way. The three stages of School impact strategy development include: **1) Discovery** – Where we are. Understand and contextualise current impact practices and policies. **2) Develop** – Where we want to be. Co-create ambition and strategy with various internal and external stakeholders. **3) Deploy** – Formalising Ambition and Strategy. Adopt and monitor societal impact ambition and strategy.

Use it to	Understand the process and select tools to design School-level impact ambition and strategies.
Who to involve	Internal and external community of your School, including management teams, academics, professional staff, students, alumni, and societal partners and beneficiaries.
Results	An understanding of School-level impact strategy development process.

(Link will follow)

Evaluating Societal Impact (2024). Impact Strategy Development Toolkit. Erasmus University Rotterdam (EUR). Online resource.

Contributors: Mariela Miranda van Iersel, Dr Giovanna Lima. Tatiana Abi Aad, Latiffah Salima Baldeh.