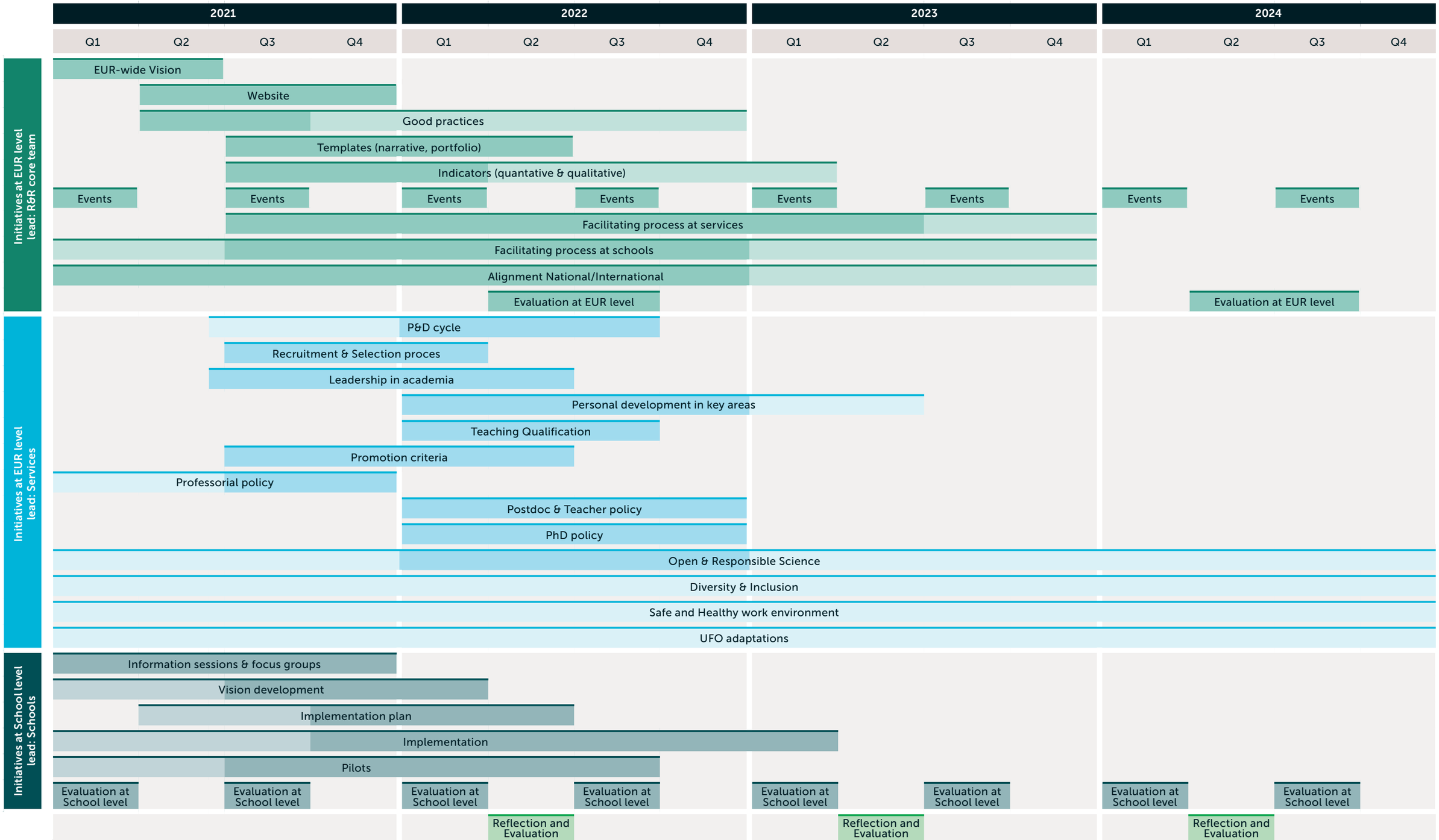ROADMAP - IMPACT THROUGH RECOGNITION & REWARDS - ERASMUS UNIVERSITY ROTTERDAM