

Cover note University Council

Document number: 23.0000254

Case number: b23.00268

Details		
Topic		Impact definition document
To be discussed before		1 June 2023
Author / Section		Arwin van Buuren/ESI
Handled by (to be invited to the Task Force TF)		Arwin van Buuren, Bianca Langhout, Pranita Murli (SO)
Date		25-4-2023

Please note: All of the received and sent documents of the Council are public.

If some documents are confidential, please contact the Clerk of the UC. The Council can refuse to accept a document or item on the agenda as confidential.

Public YES All documents linked to this cover note can be made public.

Context / Reason
The impact definition document was shared with the Strategy Taskforce of the UC end of February. The impact definition document was discussed at the Consultation Meeting on 20 th April between the Executive Board and the University Council. The Executive Board indicated that the impact definition will be shared with the University Council for advice.

Jurisdiction UC / Question to the UC
<p>The following request is proposed to the UC, based on the right to information and advising:</p> <ul style="list-style-type: none">• To be informed about the impact definition document;• To receive advice on the impact definition document with the following questions:<ol style="list-style-type: none">1. <i>What are your reflections on the definition of our societal impact? What appeals to you, what does not?</i>2. <i>What is your advice on the follow up actions (specific points of interest)?</i>

Short Summary
<p>The impact definition document with the follow-up actions was formally adopted by the Executive Board early February 2023.</p> <p>Our definition of societal impact:</p> <p><i>'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. This definition clarifies that the impact we aim for is diverse.'</i></p> <p>Development process:</p> <ul style="list-style-type: none">• Assignment provided by Annelien Bredenoord and Ed Brinksma;• First step taken by Arwin van Buuren and members of Evaluating Societal Impact project;• Consultation with:<ul style="list-style-type: none">- Individual internal stakeholders – October till December 2022- Impact Board – October 2022

- Executive Management Day – October 2022
- Informal discussion Executive Board – December 2022
- Formal discussion AO and Executive Board – February 2023
- Informal sharing of document with Strategy Community – February 2023
- Publication of document accompanied by an interview with Arwin & Annelien - March 2023

Follow-up process

- Structural dialogue on impact will be organized with the EUR community in order to refine and sharpen our common vision on societal impact;
- EUR will organize its engagement portfolio in the same way as its portfolios on education and research. In cocreation with its community, the EUR will draft a strategy on engagement;
- From Impact Board to Engagement Board (meeting Impact Board 26 June);
- All schools will define their own school-wide impact ambition and associated strategy and to shape their own impact governance;
- EUR will develop an operational framework (tools, guidelines, templates) for the process around creating impact (setting goals, selecting strategies and setting up governance) and monitoring and evaluating it;

In line with the recommendations of the midterm review, EUR will invest in engaging the broader internal (and external) community in the steps it takes to become a more impact-driven university. The Communications & Engagement advisors of Strategy Office, in coordination with Marketing & Communications, will take care of the following elements:

- Creation of public-friendly versions of key policy documents;
- Recurring internal communications (e.g., Impact Update, myEur, etc.);
- Organizing various communications and events, including dialogue sessions;

The Strategy Community will also be actively used to increase and strengthen the communication actions around our impact mission:

- Launch of the Strategy Community Platform (February 2023, evaluation after 6 months);
- Bringing together communications advisors from the strategic initiatives to promote collaboration and create alignment (February 2023, quarterly hereafter);

A first draft discussion paper regarding our engagement strategy is shared during the last Executive Management Meeting in April. The input will be used to develop a next and better version and to define further steps. The new version of this discussion paper can be discussed with the Strategy Taskforce on the meeting 4th July.

Specifics

The impact definition document has been discussed during an extra meeting with Strategy Office and the Strategy Taskforce on 19th April.

Documents to be attached

- ‘Defining societal impact at EUR. A common framework for our impact strategy’ (30 January 2023)
- [Interview](#) Arwin van Buuren & Annelien Bredenoord (March 2023)