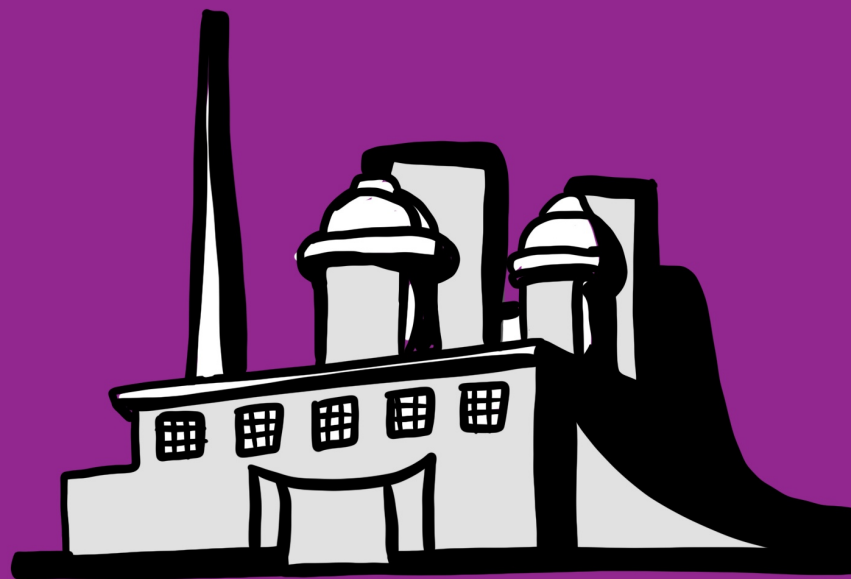


IDEAS Factory





Originated  
@ OECD

WORK ON ISSUES  
TOGETHER!



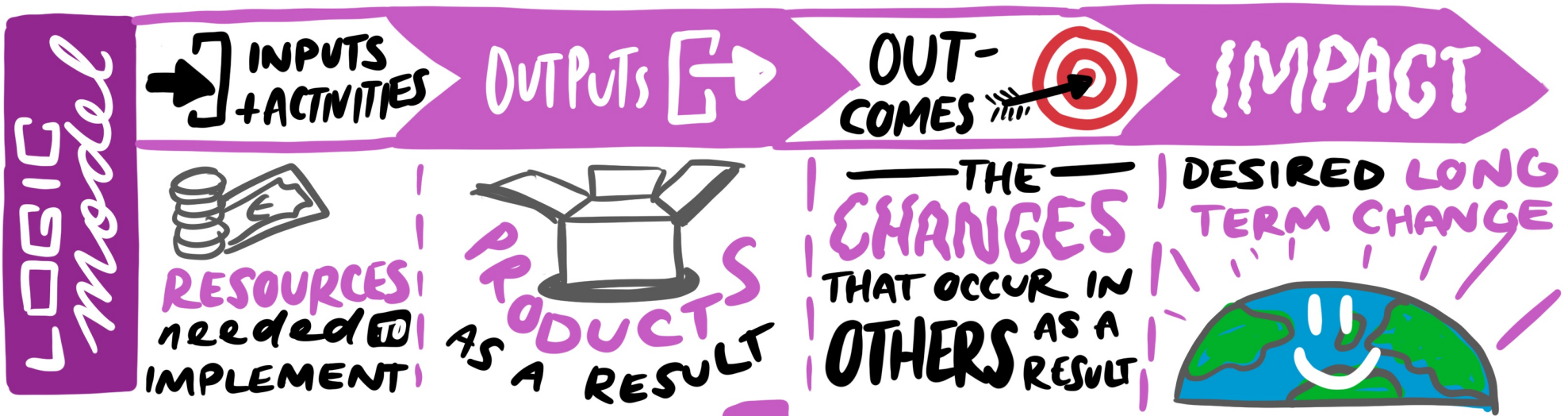
ENDING WITH



XMAS  
Card to  
yourself



# WHAT IS IMPACT anyway?



## EXAMPLES

Christine



Jeremy



Erin







# WHAT IS IMPACT anyway?

OUTCOMES



Christine

- INSIGHTS
- CANDIDATE DRUG
- COLLAB.S
- PROMO TEAM CAREERS
- PROTOCOLS
- OPEN DATA



JEREMY

- REACH - Citations
- Social media following
- Public & media
- Beyond community
- ENGAGEMENT
- DISCUSSION - Creation of other media
- Conference



Erin

- GROW - Staff
- Prof. Dev.
- Society membership
- Financial Sustainability
- NEW
- Services to society p.ners
- Types of content
- EXPAND - Beyond res. comm.
- Culture of experimentation
- Understanding of reschr needs

IMPACT

- CURE FOR Cancer
- Global Collab.s
- OPEN SCIENCE
- UBIQUITY
- FUNDING ↑

- PUBLIC PERCEPTION
- GOVERNMENT PRIORITIES
- POLICY
- IMPACT

- CHANGE LAWS
- CHANGE
- PUBLIC CONVO.S

## COMMONALITIES...

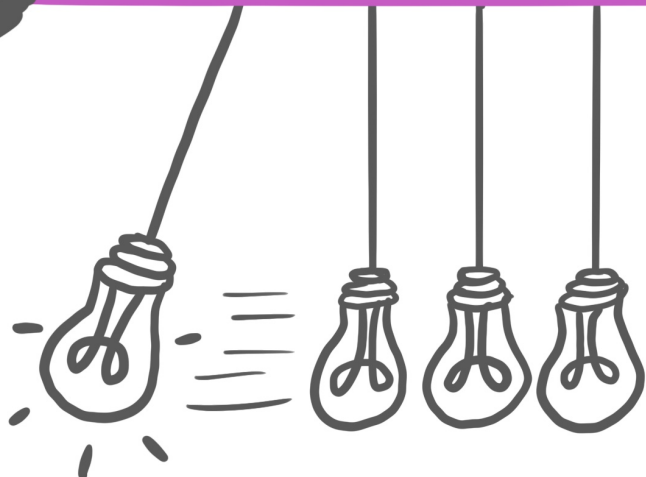
- COLLABORATION
- ENGAGEMENT
- SOCIAL CHANGE





# HOW CAN YOU CREATE IMPACT FOR YOUR STAKEHOLDERS

## 1 WHAT IS IMPACT



- AFFECTING *policy*
- CHANGING *way academics think*
- CORRECTING *misconceptions*

## 2 WHO IS INVOLVED





MIHAELA GRUIA

# HOW CAN YOU CREATE IMPACT FOR YOUR STAKEHOLDERS

3

## BARRIERS

TO INCREASING IMPACT



TIME & money

EXPERTISE -TRANSLATION



INCENTIVES

↳ Lack of  
↳ Skewed towards publication



INFO OVERLOAD



INFO COMPLEXITY

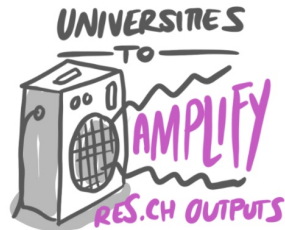
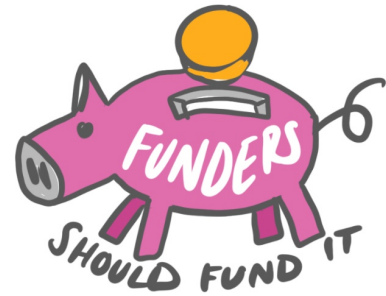
WHO responsible?

4

DO PUBLISHERS HAVE RESPONSIBILITY



FAKE news?



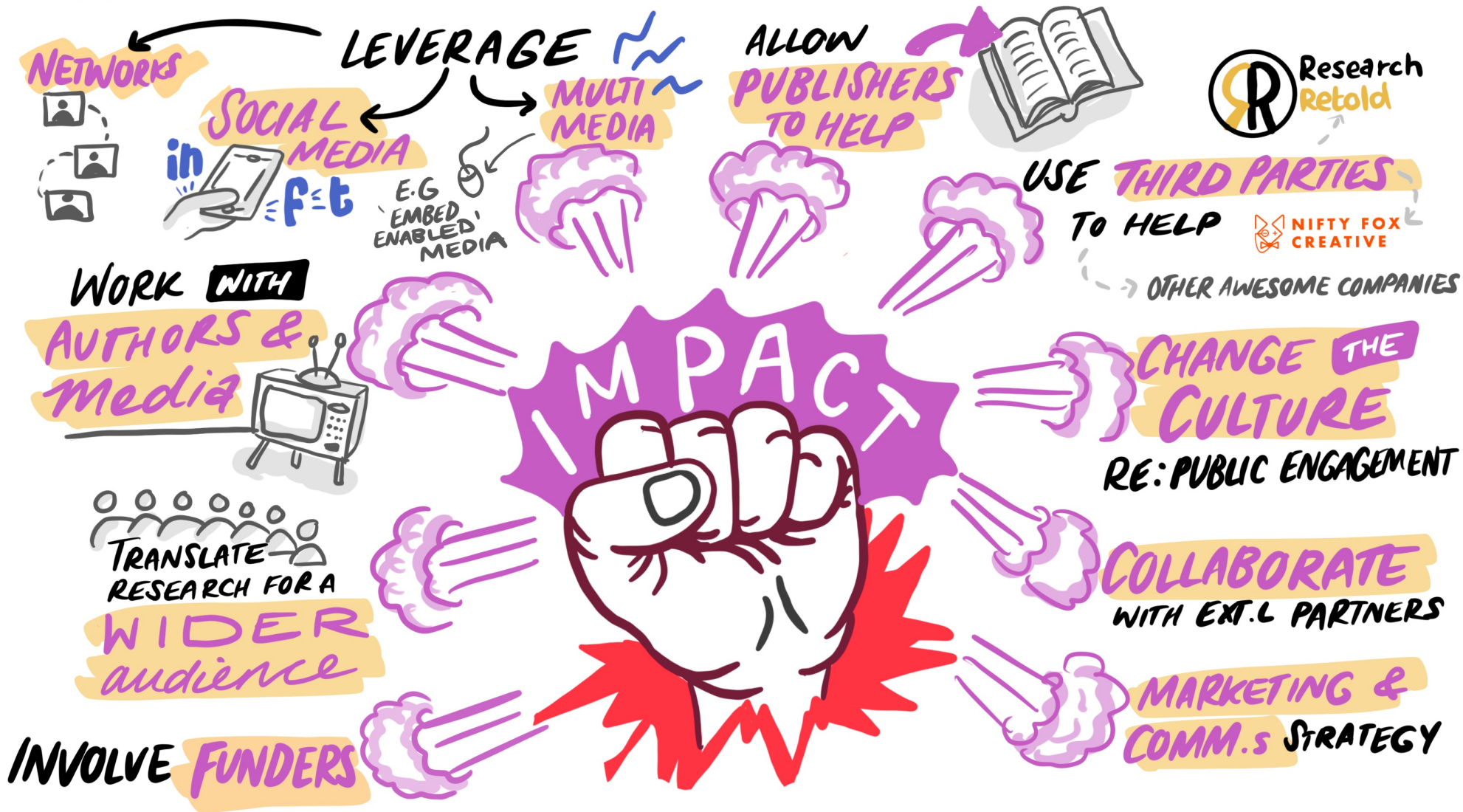
BUILD RELATIONSHIPS WITH THE TRUSTED PRESS





MIHAELA GRUIA

# HOW CAN YOU CREATE IMPACT FOR YOUR STAKEHOLDERS







STEFANO CONTRATTO

# MEASURING IMPACT



**KPI OBJECTIVE**

A VALUE THAT TELLS YOU HOW YOU ARE *Performing*



**SOURCES**

WHERE THE **DATA** COMES FROM




**BASE LINES**

PARAMETERS *for* THE *Data*



**METHOD- OLOGY**

**HOW** —THE— **DATA** IS COLLECTED



**FREQUENCY**

HOW *Often* WILL YOU COLLECT DATA?



**REPORTING Format**

HOW WILL ~~YOU~~ **PRESENT** DATA?

## — EXAMPLES —

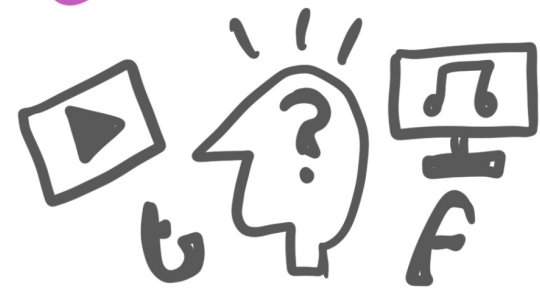
1 **FOOD WASTE MANAGEMENT**



2 **BENEFITS OF HATHA YOGA**



3 **HEAD OF MARKETING**





# MEASURING IMPACT

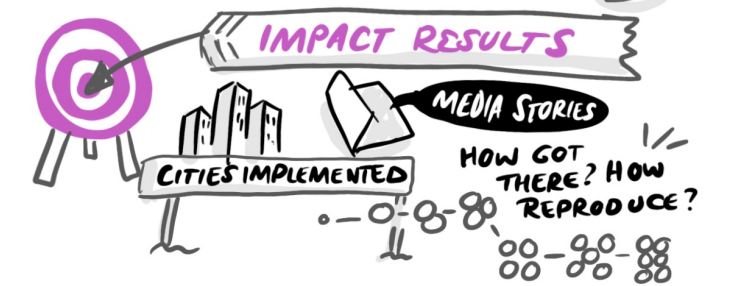
## 1 FOOD WASTE MANAGEMENT



**KPIs FOR IMPACT** **WHAT** STEPS DID CITIES TAKE?  
**WHO** INFLUENCED THE CITIES TO CHANGE?

**HOW** MUCH CHANGE IN LEVEL OF WASTE? HOW SHOWCASE?

**TRACK** SOCIAL MEDIA ENGAGEMENT + CONSUMER MEDIA MENTIONS



## 2 BENEFITS OF HATHA YOGA



**NOW** | **2021**  
 NO SUBS

\$ REV | \$ REV SUBS VS. O.A

Citations

USEAGE | I.F | E | USEAGE | O.A

AUTHOR SATISFACTION | 😊

## 3 HEAD OF MARKETING



**K.P.I.s**

- \* ↑ USAGE OF PLATFORM
- \* CUSTOMER NPS
- \* SALES RESULTS
- \* Customer service requests

**TRACK**

- BUSINESS IMPACT
- RISK ON INPUT
- REPUTATION

**TOOLS**

- USAGE
- SURVEYS
- SENTIMENT ANALYSIS
- NPS
- COMPETITOR BENCH-MARKING
- CITATIONS
- GOOGLE ANALYTICS





ALEXA COLLELA

# FUNNELLING IMPACT

ON -A-

TINY BUDGET



## CONTEXT



HOW TO COMMUNICATE WHAT YOU DO...



TO THREE DIFFERENT People

THINK ABOUT

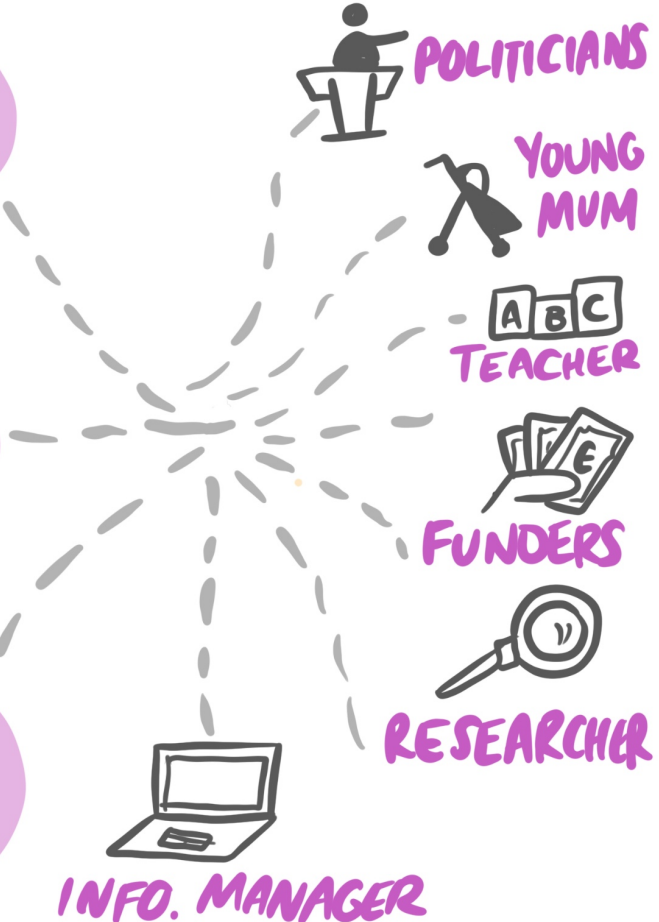
- Context
- Perspectives
- Reframing

Communicating VALUE U.I NEW

WHY is scholarly publishing a societal GOOD?

WHY trust RESEARCH?

EXAMPLES







ALEXA COLLELA

# FUNNELLING IMPACT ON-A-

## TINY BUDGET



