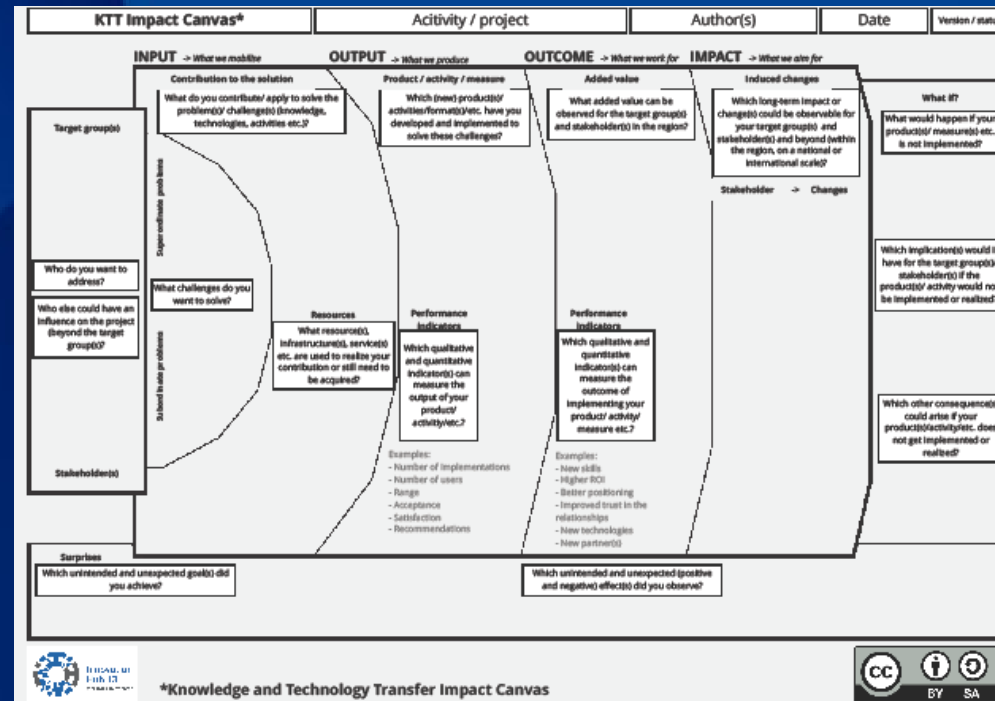




KTT Impact Canvas Concept Description



Why?

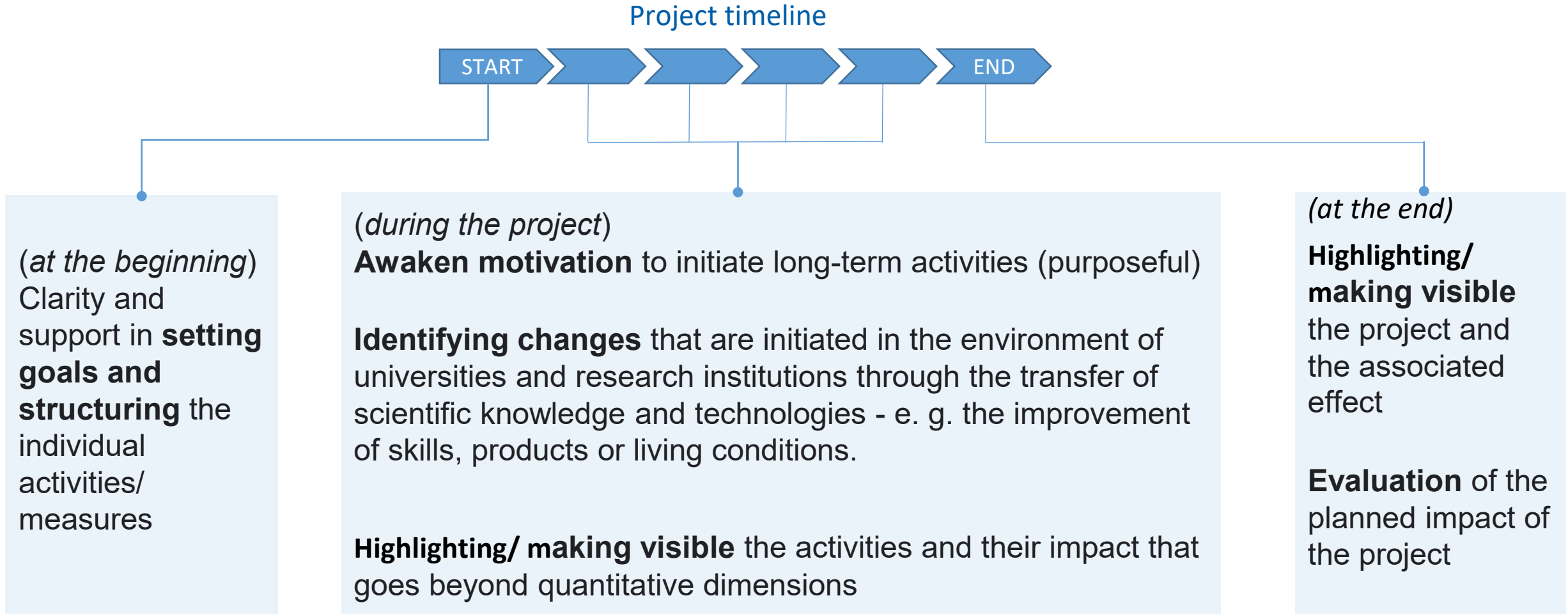
For whom?

Benefits

Why?



The KTT Impact Canvas contributes for planning, mapping and evaluation of transfer activities/ impact-oriented projects. Aims are as follows:



For whom?



For whom?

Institutions	Stakeholders/ Target group	Object/ Example
Universities & research institutions	Transfer-/Innovationsscouts Research managers Project managers	Planning of activities and measures as well as capturing of results: <ul style="list-style-type: none"> • project and activity planning / third-party funded projects • scientific support for transfer projects/ projects with other transfer reference • external appearance/ image & communication • intrinsic motivation for employees through long-term perspective, transparency and showing meaningfulness/purpose
Public institutions with project management	Project planners Managers	
NGOs/ citizens' initiatives	Committed citizens Project managers	
Economic development agencies & institutions/ cluster	Cluster managers/ Project managers	
Startups/Social Enterprises (Spin-offs from universities and non-university research institutions)	Entrepreneure/Social Entrepreneure Project managers	
...		

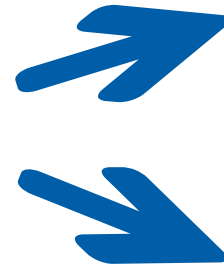


For what purpose? (e. g.)

Transferscouts

Research managers

Project managers



structured internal planning/
visualization of transfer or
project measures

increasing the intrinsic
motivation of employees

external communication of the
impact of the transfer activity/
measures

raising awareness & stimulating
cooperation

Benefits

For whom?

Universities

Transfer offices

(social) enterprises

Economic deve-
lopment agencies &
institutions

Benefits (e. g.)

- long-term horizon / enable planning options for third-party funded projects
- clarify the (positive) impact of transfer measures toward university management and external stakeholders / lessons learned for further transfer activities/ project planning
- presenting the impact of economic activities / corporate social responsibility / jobs creation through innovation, etc.
- long-term perspective for regional development; synergies between economic & science activities, identifying (positive) impact for the society



In a nutshell: What is the KTT Impact Canvas used for?



To clarify your own goals and intended impact within the team -> for a common understanding and intrinsic motivation as well as implementing the gained knowledge for the indicators to measure output, outcome and impact



To discuss and check and accordingly adjust the intended and/ or achieved goals and impact with your own team or project partners



To inform stakeholders outside of the transfer activities/project about the intended and/ or achieved goals and impact



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Do you have any questions or comments?

Please feel free to contact us:

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