

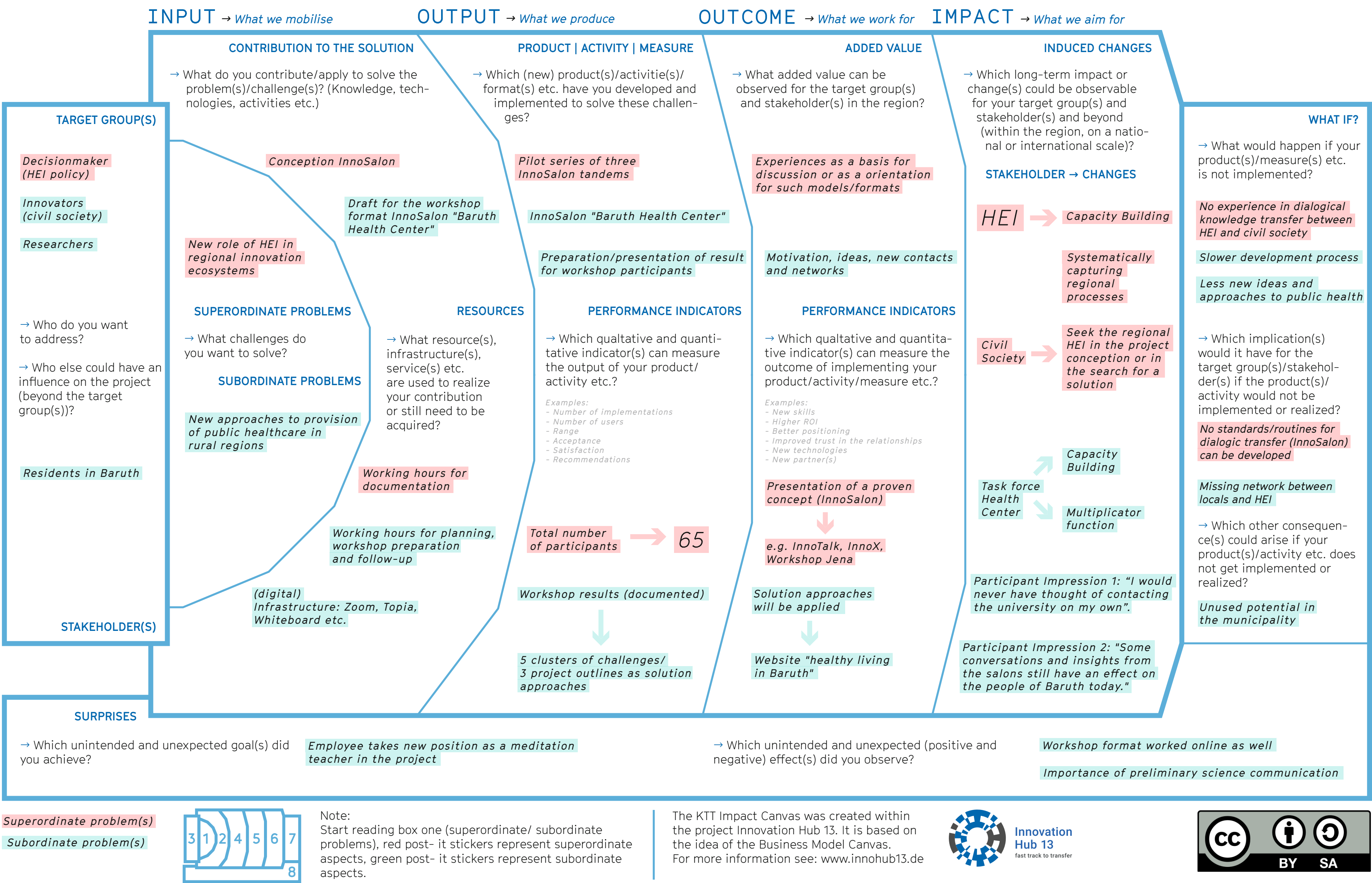
# Knowledge and Technology Transfer (KTT) Impact Canvas

## INTRODUCTION & AIM

The universities experience big pressure in the last decades because of their changing roles within the Quadruple Helix model (government, business, academic, society) and the external expectations regarding their a) responsibility b) accountability and c) Third Mission.<sup>1</sup> These changes require not only a specific new measuring approach, but also a different kind of planning, evaluating and communicating the activities in this context. Measuring the outcome and impact of university transfer activities is a difficult task and it is even more challenging in a cross-organisational platform like the

Innovation Hub 13, a joint project of two universities and three non-university research institutions. Thus, our mission was creating a tool that enables conceptualizing, mapping, evaluating and communicating the effects of the diverse transfer activities within the hub and beyond.

KTT Impact Canvas Title: InnoSalon Baruth/Health Center<sup>7</sup> | Authors: Julia, Iliyana | Date: 04/20/22 | Version/status #02



## METHODS

KTT Impact Canvas was inspired and is based on:

- Business Model Canvas by Osterwalder and Pigneur<sup>2</sup>
- Theory of Change Toolkit<sup>3</sup>
- Social Return on Investment<sup>4</sup>
- Social Impact Navigator<sup>5</sup>
- the case of Euskampus Knowledge Hubs<sup>6</sup>

It contributes to planning, mapping and evaluating of transfer activities/impact-oriented projects.

## RESULTS AND CONCLUSIONS

The KTT impact canvas was tested using transfer activities as case studies within the Innovation Hub 13. The feedback was used to gradually improve the canvas structure to the present version. The compact visualization provides support for following aspects:

- determining and describing the desired output, outcome and impact
- reflecting on what has been planned and already achieved
- showing the added value of the activity
- communicating the added value of the activity within the organisation and to the outside world.

## DISCUSSION

How do you plan and evaluate your transfer activities?  
Which indicators do you use to evaluate your transfer activities?

Footnote  
1 Meyer, M.; Sporn, B. (2018): Leaving the Ivory Tower: Universities' Third Mission and the Search for Legitimacy. In: Zeitschrift für Hochschulentwicklung (Jg.13/Nr.2), S. 41–68. DOI: 10.3217/zfhe-13-02/02.  
2 Osterwalder, A., Pigneur, Y., (2010): Business Model Generation: a Handbook for Visionaries, Game Changers, and Challengers. John Wiley & Sons.  
3 Nesta (2011): Guidance for Developing a Theory of Change for Your Programme. Online verfügbar unter [https://media.nesta.org.uk/documents/theory\\_of\\_change\\_guidance\\_for\\_applicants.pdf](https://media.nesta.org.uk/documents/theory_of_change_guidance_for_applicants.pdf) [access on 01.02.2022]  
4 Nicholls, J., Neltzer, E., Lawlor, E., Googspeed, T., Cupitt, S. (2012): A Guide on Social Return on Investment. Second Edition. Online verfügbar unter <https://socialvalueuk.org/resource/a-guide-to-social-return-on-investment-2012/> [access on 01.02.2022]  
5 Kurz, B., Kubek, D. (2018): Kursbuch Wirkung: das Praxishandbuch für alle, die gutes noch besser tun wollen. 5. Auflage. Phineo. Online verfügbar unter <https://www.phineo.org/en/social-impact-navigator> [access on 01.02.2022]  
6 Ruiz Yáñez, M., Campillo, I., Mayoral, R., Atutxa, E. (2020): Measuring Impact with Social return in R&D&I activities. The case of Euskampus Knowledge Hubs. University Industry Interaction Network 2020  
7 Source: fig. adapted from Schmidt, S. & Stadermann, J. (2022, unpublished manuscript). Innovation Salons: Creating spaces for dialogical knowledge transfer between universities and civil society at the example "Baruth und das Gesundheitshaus"