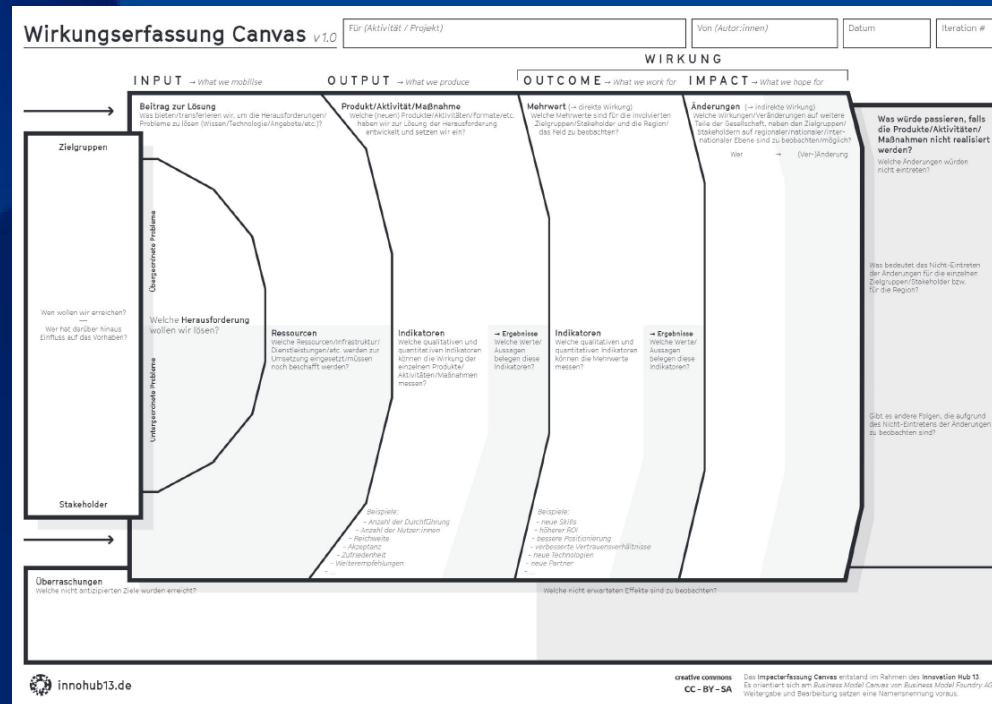




# KTT Impact Canvas Guidelines

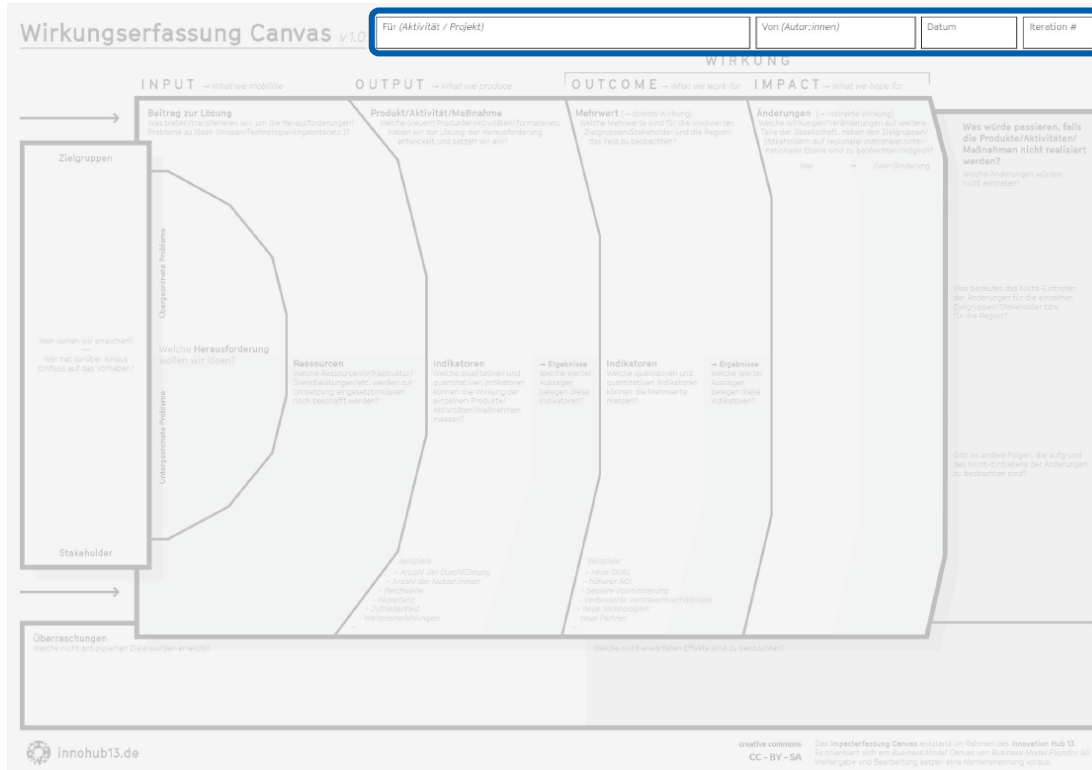


How do you work with the template?

How do you fill out the KTT Impact Canvas?

What do you do with it?

# How do you work with the template?



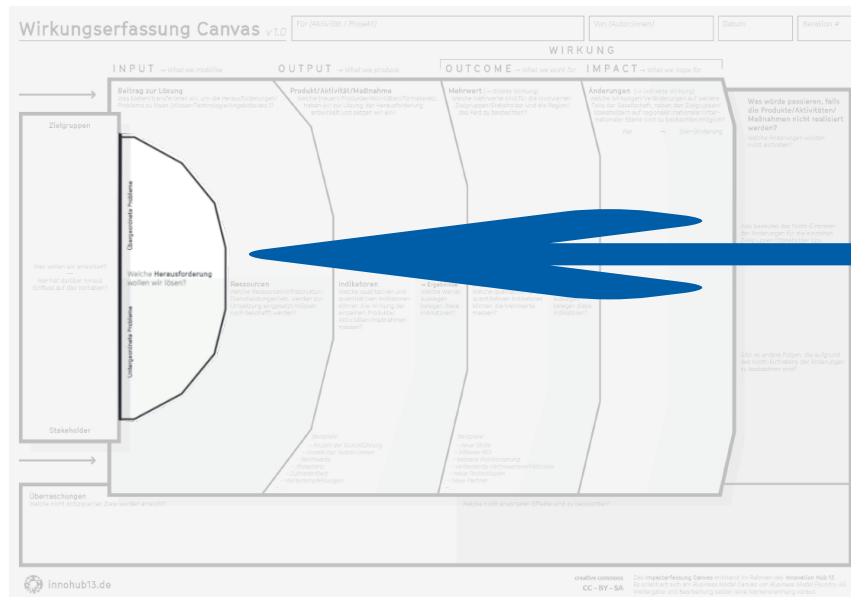
First, fill in the fields at the top right corner:

Activity/  
Project: e. g. subproject X/ z.B. Teilprojekt X/ a concrete measure or activity etc.

Author(s): Name / filled in by

Date: XX.XX.XXX

Version/  
Status: how many times already filled in



Problem(s)/  
Challenge(s)

Before measures/ activities are implemented, the superordinate goals of these measures should also be discussed:

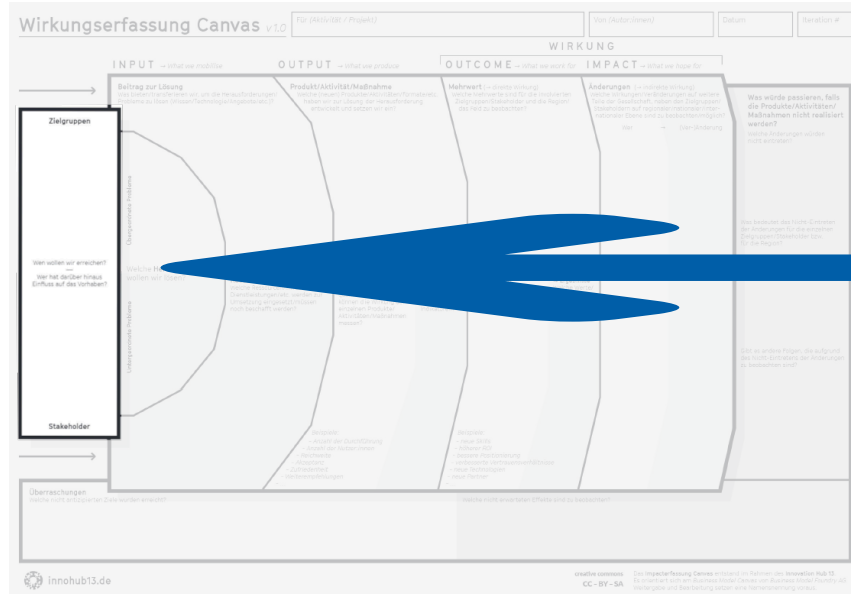
- to which problem solution do the measures contribute?
- which are the long-term steps to expand the intended impact?

**Answer these questions:**

*What challenges do you want to solve?*

*What is the superordinate problem(s)/ challenge(s)?*

*What is the subordinate problem(s)/ challenge(s)?*



Target group(s)/  
Stakeholder(s)

Important to consider e.g:

- Which stakeholders could be involved during the phase "Input"? What impact can these have?
- What kind of output/outcome/impact could be considered for each target group(s)?

**Answer these questions:**

Who do you want to adress?

Who else could have an influence on the project (beyond the target group(s)?

## ...Target group(s)/ Stakeholder(s)



Difficulties identifying the stakeholder(s) who might be relevant?



No problem. Some possible stakeholder(s) are listed below as a guidance.

pupil/ schools

students

members of a university

researchers

individual citizens

civil society/general public

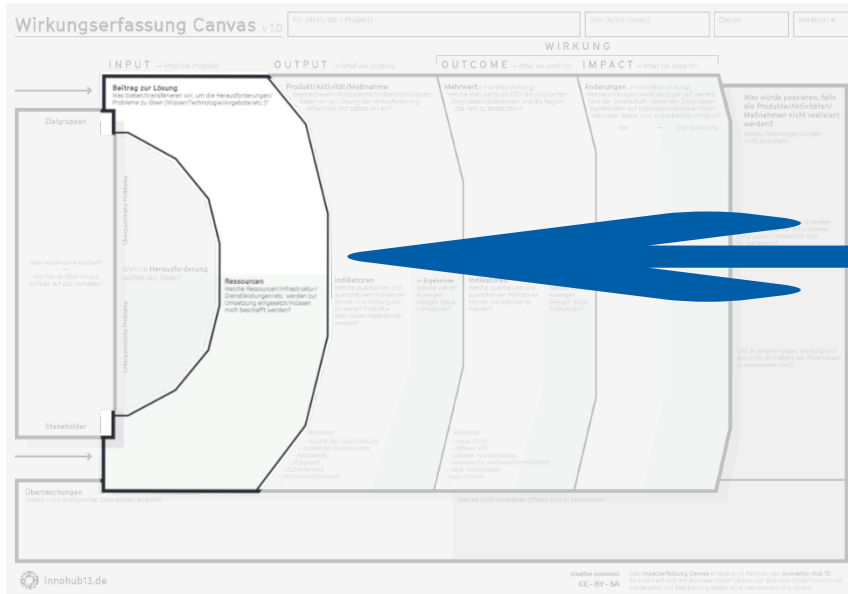
politicians

media representatives

Multipliers (e.g.  
business development  
agencies)

companies

municipalities



Input

The successful implementation of the measures depends on:

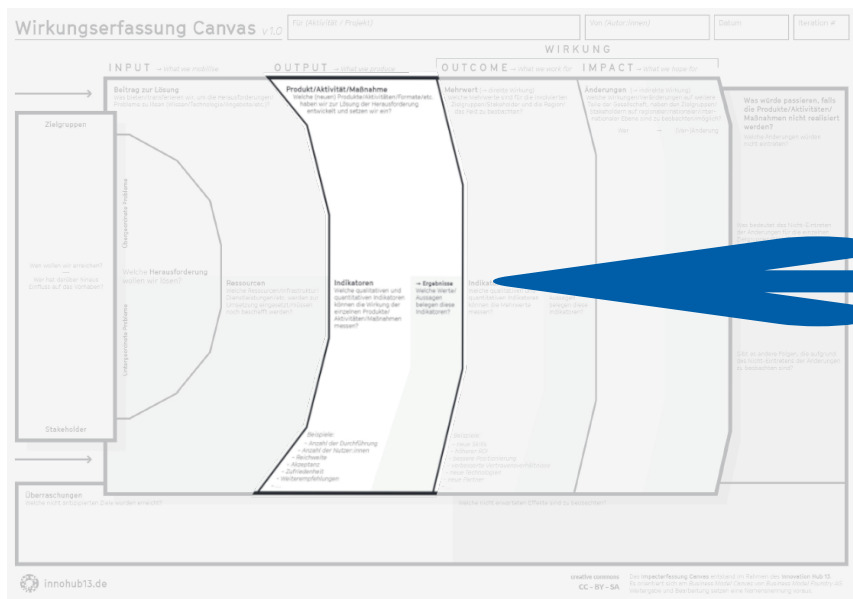
- Concrete offer and activities (intangible and physical)
- Mobilized Resources

**Answer these questions:**

*What do you contribute/ apply to solve the problem(s)/ challenge(s) (knowledge, technologies, activities etc.)?*

*What resource(s), infrastructure(s), service(s) etc. are used to realize your contribution or still need to be acquired?*





Output

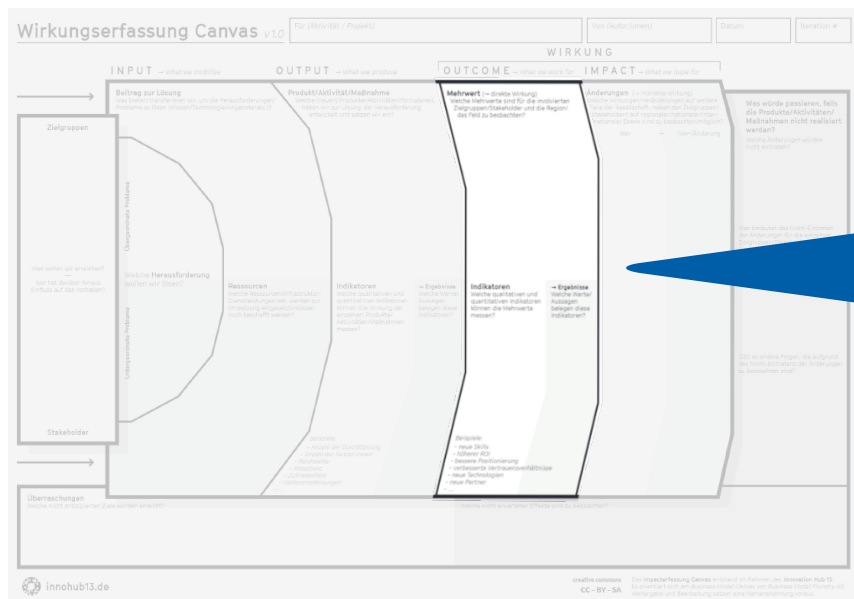
Specification of the  
measure/ activity

**Answer these questions:**

*Which (new) product(s)/ activities/format(s)/etc. have you developed and implemented to solve these challenges?*

*Which qualitative and quantitative indicator(s) can measure the output of your product/ activity/ etc.?*

*Is there an evaluation/ assessment of the mentioned indicator(s)? (only for ongoing projects)*



Outcome

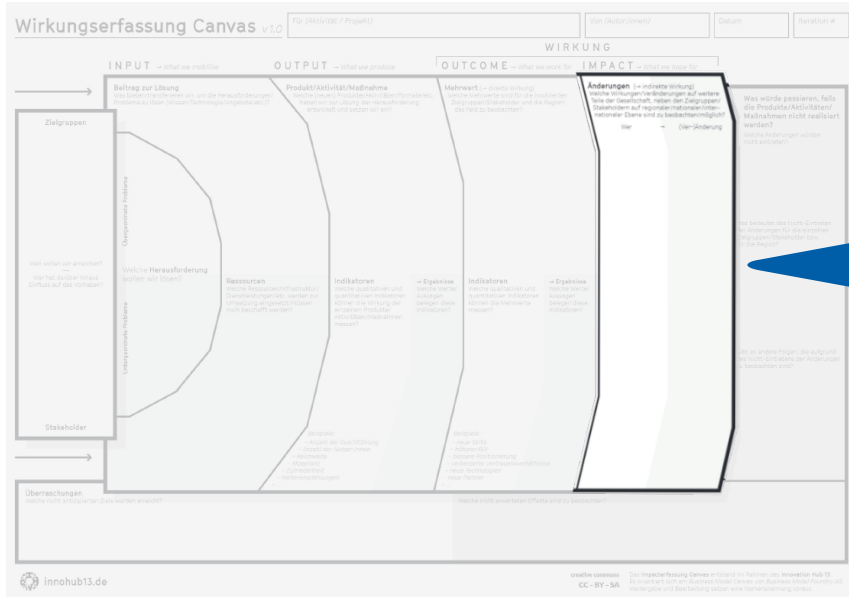
Specification and  
assessment of the results  
(direct effect(s))

**Answer these questions:**

*What added value can be observed for the target group(s) and stakeholder(s) in the region?*

*Which qualitative and quantitative indicator(s) can measure the outcome of implementing your product/ activity/ measure etc.?*

*Is there an evaluation/ assessment of the mentioned indicator(s)? (only for ongoing projects)*



formulation of the  
intended changes  
(indirect effect)

## Answer these questions:

*Which long-term impact or change(s) could be observable for your target group(s) and stakeholder(s) and beyond (within the region, on a national or international scale)?*

*Who? -> specify (e.g. a specific regional stakeholder)*

*What can the change(s)/transformation(s) look like? -> specify (e.g. for the relevant stakeholder(s))*

## ...Impact/ Measurement



How could we measure our impact (direct and indirect effects) or what do we want to change?



On the next slide there is a list of possible measurement variables as a guidance or inspiration.



...Impact (examples in case science manager(s)n are filling in the template)

direct effect(s)\*

Level of expertise

Level of innovation

Reach/ coverage

Network density

Target audience satisfaction

Change in self-perception  
among researchers

indirect effect(s)\*

Trust in science

Image/ positive perception

Awariness level

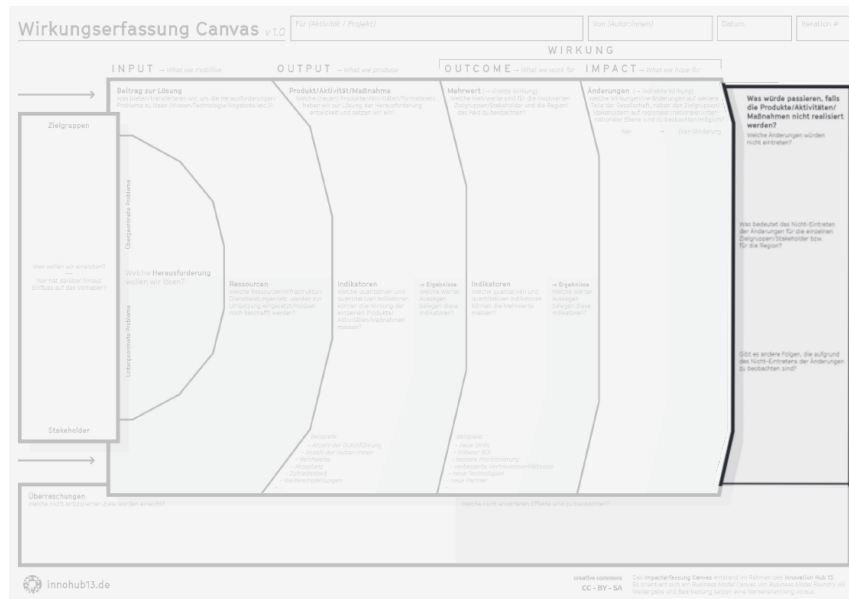
Interest in / requests for cooperation /  
inspiration for further activities

Quality of life of the residents

Importance for the region

Inquiries from media

\* The assessment and evaluation of the individual measured variables must be defined and implemented.



What if..  
(gap)

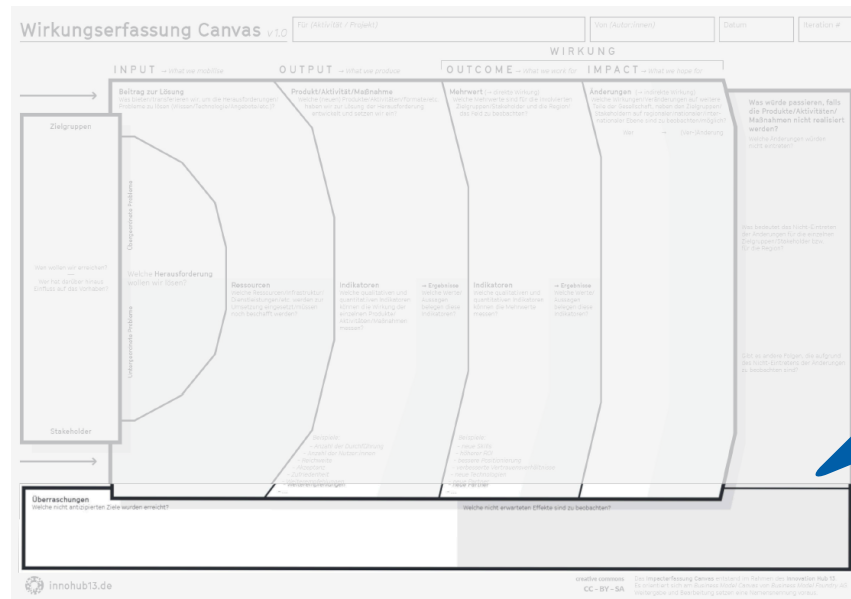
Now let's try to imagine:  
what can be expected if  
the planned or  
existing/current  
products/activities/measu-  
res are not implemented  
at all?

**Answer these questions:**

*What would happen if your product(s)/ measure(s) etc. is not implemented?*

*Which implication(s) would it have for the target group(s)/ stakeholder(s) if the product(s)/ activity would not be implemented or realized?*

*Which other consequence(s) could arise if your product(s)/activity/etc. does not get implemented or realized?*



Surprises

Only for ongoing projects:  
maybe something positive/ negative happened that wasn't planned or expected?

**Answer these questions:**

*Which unintended and unexpected goal(s) did you achieve?*

*Which unintended and unexpected (positive and negative) effect(s) did you observe?*

# How do you fill out the KTT Impact Canvas?





## How do you fill out the KTT Impact Canvas?

Step 1 – go to Miro board ([KTT Impact Canvas, Online Whiteboard for Visual Collaboration \(miro.com\)](#)) and download the KTT Impact Canvas

Step 2 – fill it out

- digital -> e.g. add comments to the PDF document
- On paper -> with legible handwriting

# What do you do with it?

## What do you do with it?



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



Innovation  
Hub 13  
fast track to transfer

# Do you have any questions or comments?

## Please feel free to contact us:

[info@innohub13.de](mailto:info@innohub13.de)