Impact narrative template

Content outline

1. **Audience**: Who is your audience for this impact narrative? Do you write it for the Strategic Evaluation Process (SEP) reviewers? for companies? for patients? Imagine your audience: what are their challenges/needs/problems, and how do these fit into your project/research area?

2. **Impact area**: In which wider impact area does your project/story fit? Economy/commerce; environment; creativity/culture/society; health/wellbeing/animal rights; practitioners/professional services; production/technological; public policy/law/services; social welfare; awareness/learning/participation/understanding.

Your research will likely have more than one impact, but try to concentrate on one aspect in the beginning: the one most relevant for your audience.

Process and questions to answer

1. **Describe your project and role in it**: What is the name of the project? What is the general goal? (1 sentence, more details will be given later) Who are you and where are you situated? (role, department, programme, institute)

2. **Describe the (intended) impact**: What was learnt? Who heard the findings and how? What changed and who benefited from that change?

   Earlier prediction and prevention of parkinson's disease, leading to longer lifespans.

3. **Describe the outcome**: What kind of effect did you have with your outputs? E.g. development/creation of collaboration; coproduction; drug; engagement; method; policy; product or service addition or withdrawal; technology; treatment or therapy; understanding; values; workforce planning (try to quantify/offer numbers).

   Earlier prediction of parkinson's disease through **adjusted clinical guidelines**

4. **Describe your output**: What is the measurable effect of this output? How can you prove it has occurred? And how did it reach the beneficiaries? How did you make sure that your outputs were seen by the relevant people that helped translating them into outcomes and finally resulted in your impact?

   E.g. measurements like audience/participation feedback; behavioural change; clinical outcomes; evaluations; documented educational materials; guidelines; media debates; policy; public citation; reports/briefings; research collaboration with major institution; testimonials.

   By involving clinicians and society X early on, we made sure that our publications (state them) where seen and discussed at a high level (provide proof - e.g. discussed during a conference, in a meeting, mentioned somewhere in a white paper). By presenting to policy makers in the field, we eventually achieved that clinical guidelines where changed, thereby leading to adjusted diagnosis and earlier prediction...
Finally, keep in mind that this is not a research paper. You don’t need to be cautious, you seek to convince with your story. So use confident and assertive language: your research “led to,” “resulted in” or was “cited by.”