

Frank Zwetsloot  
*CEO ScienceWorks*

# Assessing and evaluating the Societal Impact of Science

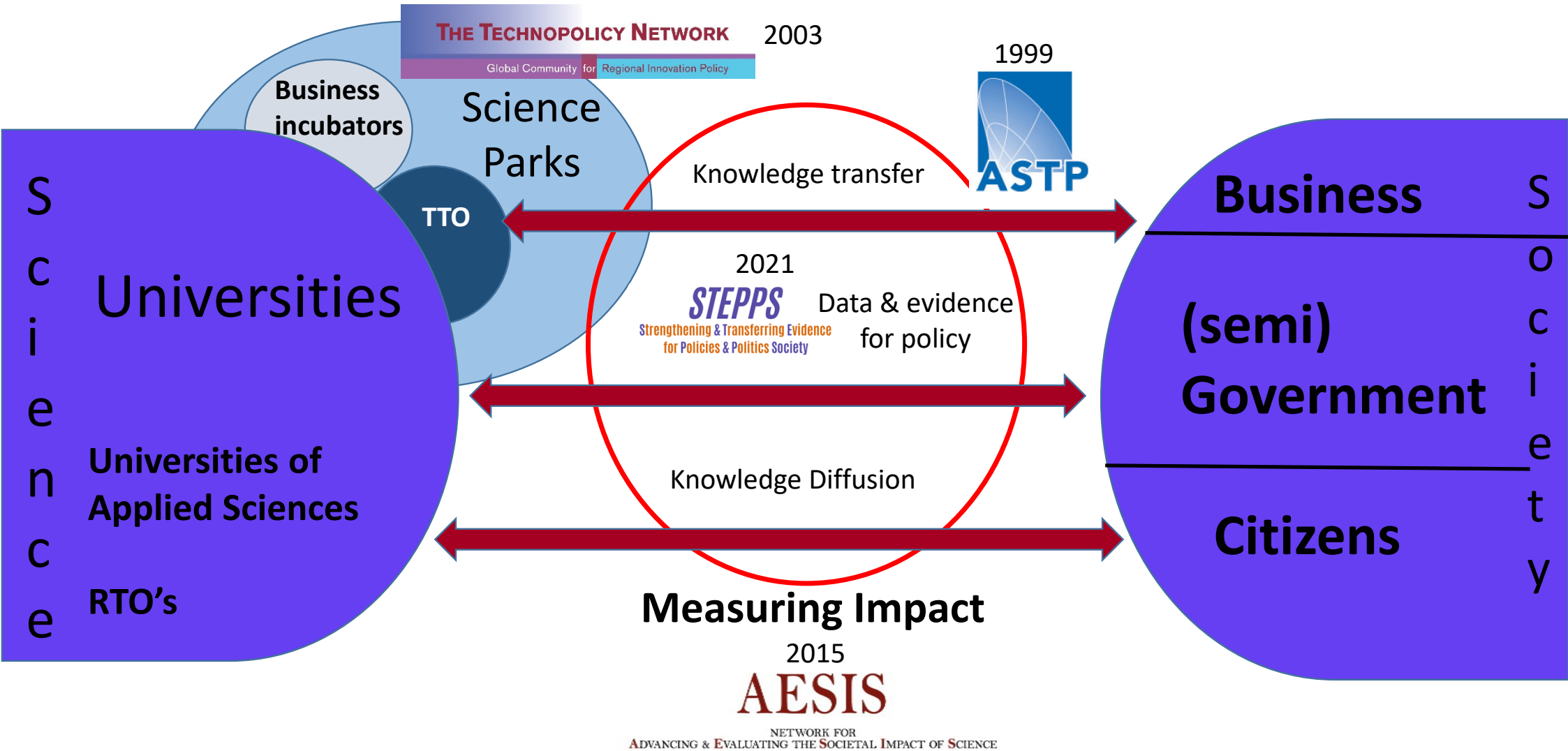
*Indicator-session*

*AESIS, Dublin, June 2024*

## ScienceWorks is an intermediary. We....

- Organize knowledge transfer (courses, conferences) on the professionalization of connecting science & society
- Developed our own quantitative methods & models for assessing impact of science.
- Developed international networks at the interface of science and society
- Provide advice on assessing & evaluating societal impact of science

# Positioning of our mission and our international networks



## History of Impact

|             | 80's                     | 90's                        | 00's                  | 10's                    | 20's                            |
|-------------|--------------------------|-----------------------------|-----------------------|-------------------------|---------------------------------|
| Goals       | Techtransfer & Start-ups | University Entrepreneurship | Third Mission         | Broad Impact            | Mission driven (ex ante)        |
| Instruments | TTO's                    | Holdings & Incubators       | University Strategies | KEO's                   | Theories of Change              |
| Visibility  | Start-Ups                | Scienceparks                | Regional ecosystems   | Unicorns & SDG's        | EDI, Open Science, Innovation   |
| Involvement | Industry                 | Regions                     | University management | <u>All</u> stakeholders | Divergence SSH & Hard sciences? |

# Cambridge, last weekend



## Can we measure impact?

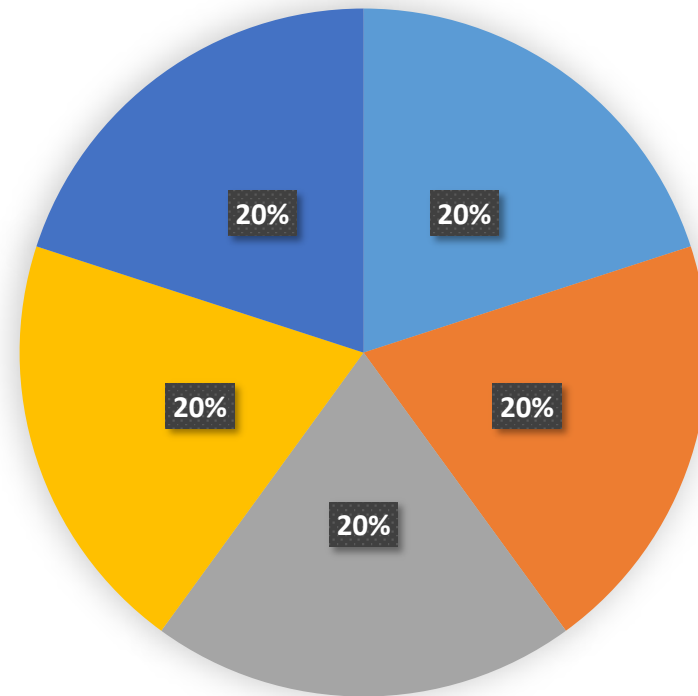
- In the long term, the effect of science on society can be determined in broad sense
- ... But it is nearly impossible to connect this to one research programme (Hill, Grant, REF analysis)
- Valorisatie – mapping the social value of science - can be measured; it describes the route towards Impact realization
- Impact can be part of a strategy or profile of a knowledge institution

# Measuring impact; The University Impact Ranking

- Since 2011, ScienceWorks is mapping the societal impact of Dutch universities through its bi-annual Impactranking
  
- Over time, five categories were created:
  - The entrepreneurial university
  - The cooperating university
  - The communicating university
  - The societal university
  - The sustainable university

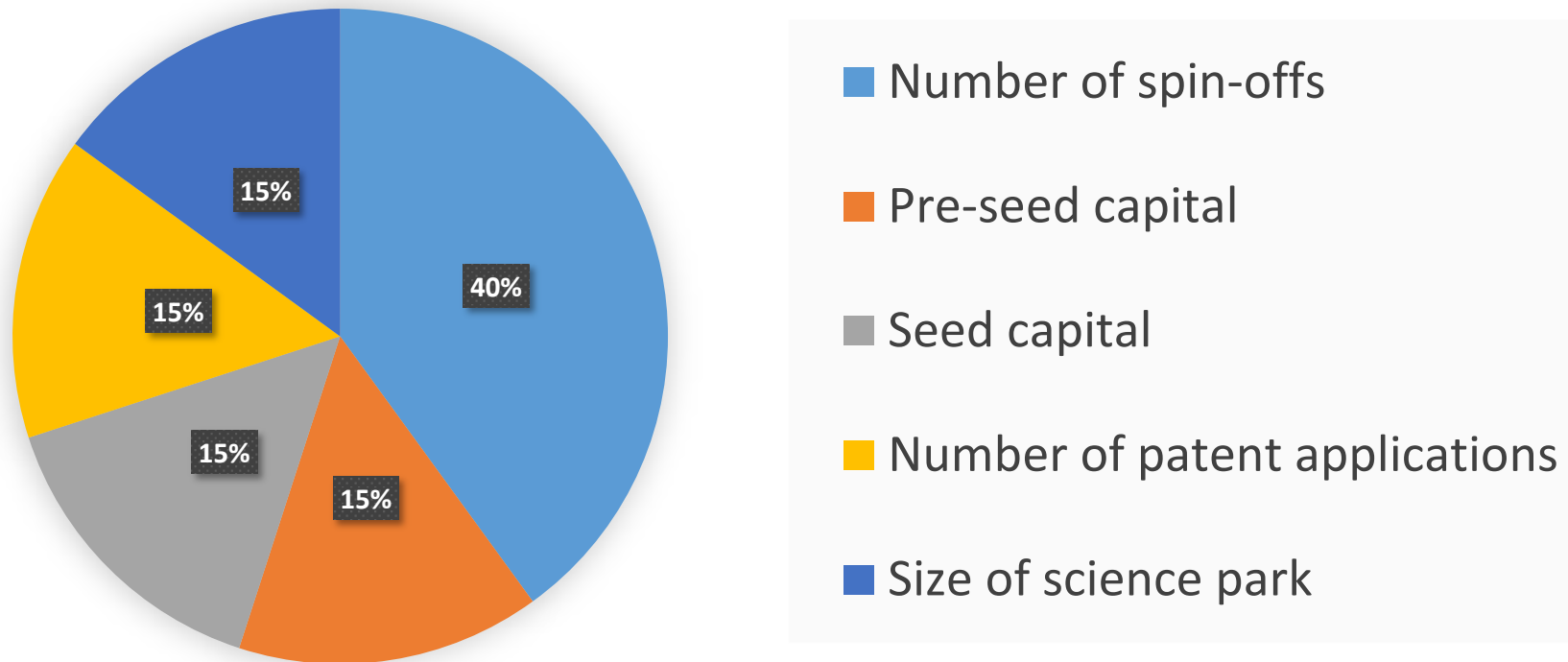
# Composition ranking

- The entrepreneurial university
- The communicating university
- The cooperating university
- The societal university
- The sustainable university

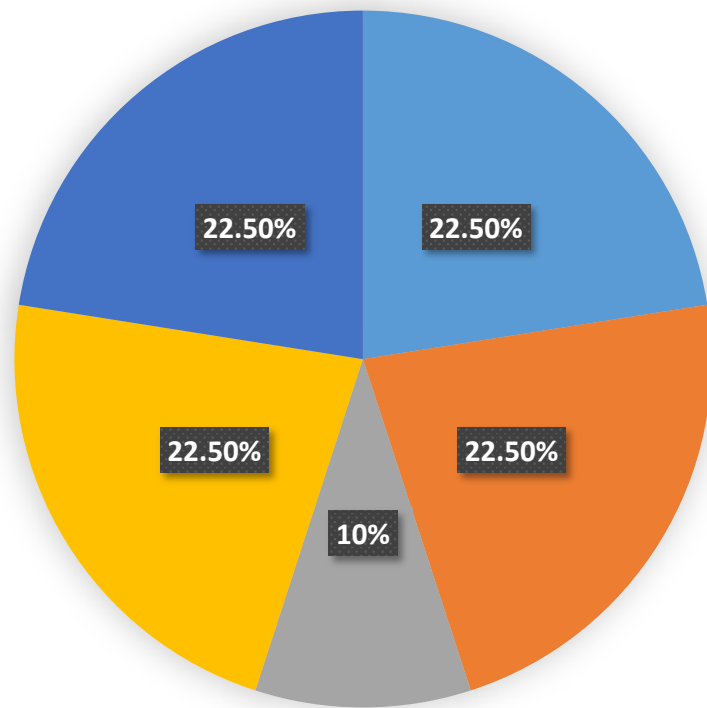




## Composition 'the entrepreneurial university'

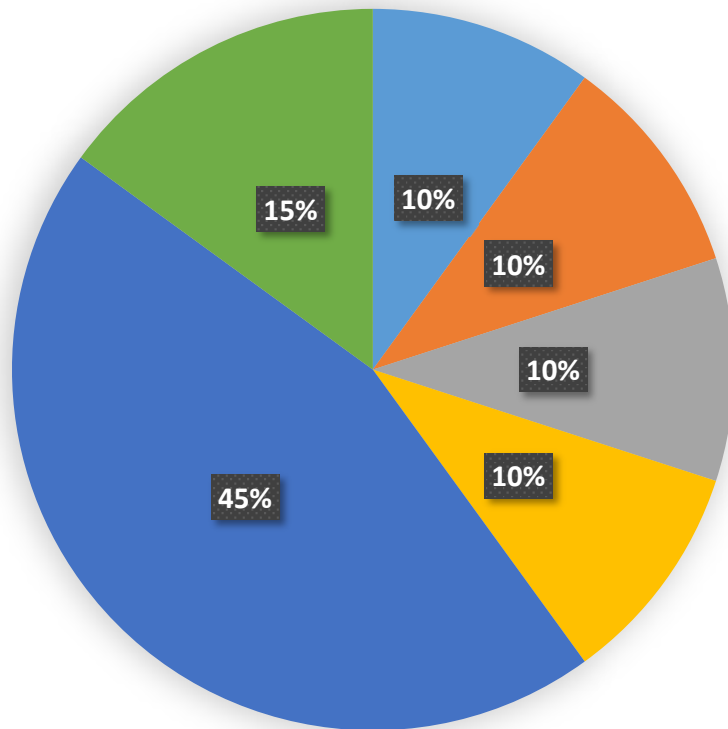


## Composition 'the communicating university'



- Mentions in national newspapers
- Mentions on radio and TV
- Mentions of 'impact' in the annual report
- Mentions in international newspapers
- Online reach

## Composition 'the cooperating university'

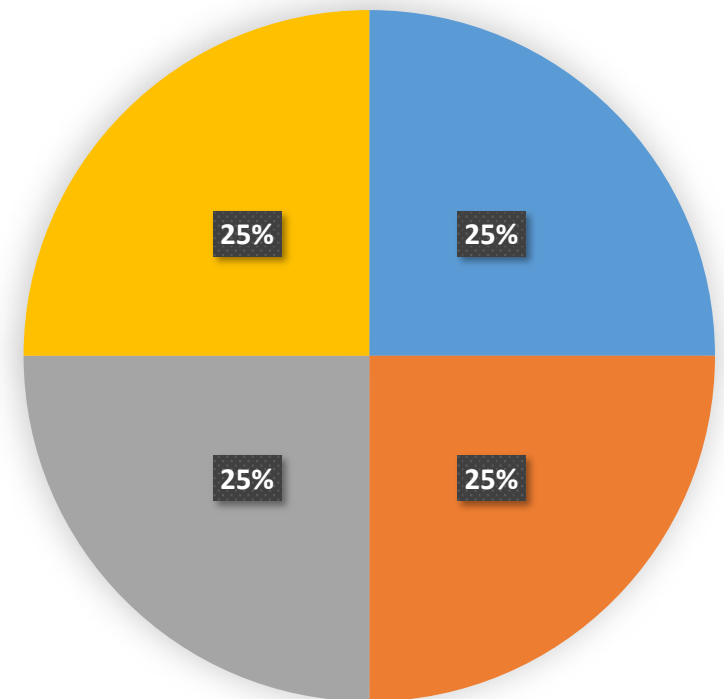


- Co-publications with business
- TTW researches
- Participation in TKI's (Topsectors)
- Participation in NWA-consortia
- Third party income
- License income

## Composition 'the societal university'

➤ New category since 2017

- Mentions in parliamentary papers
- Mentions in municipal papers
- Mentions in European Parliament
- Membership advisory boards national government



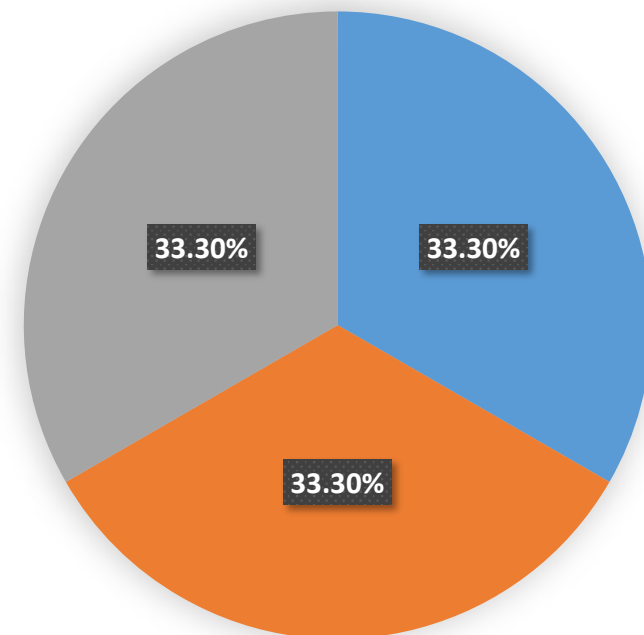
### 3. Measuring impact; our Methods & Models

# Composition 'the sustainable university'

➤ New category since 2019

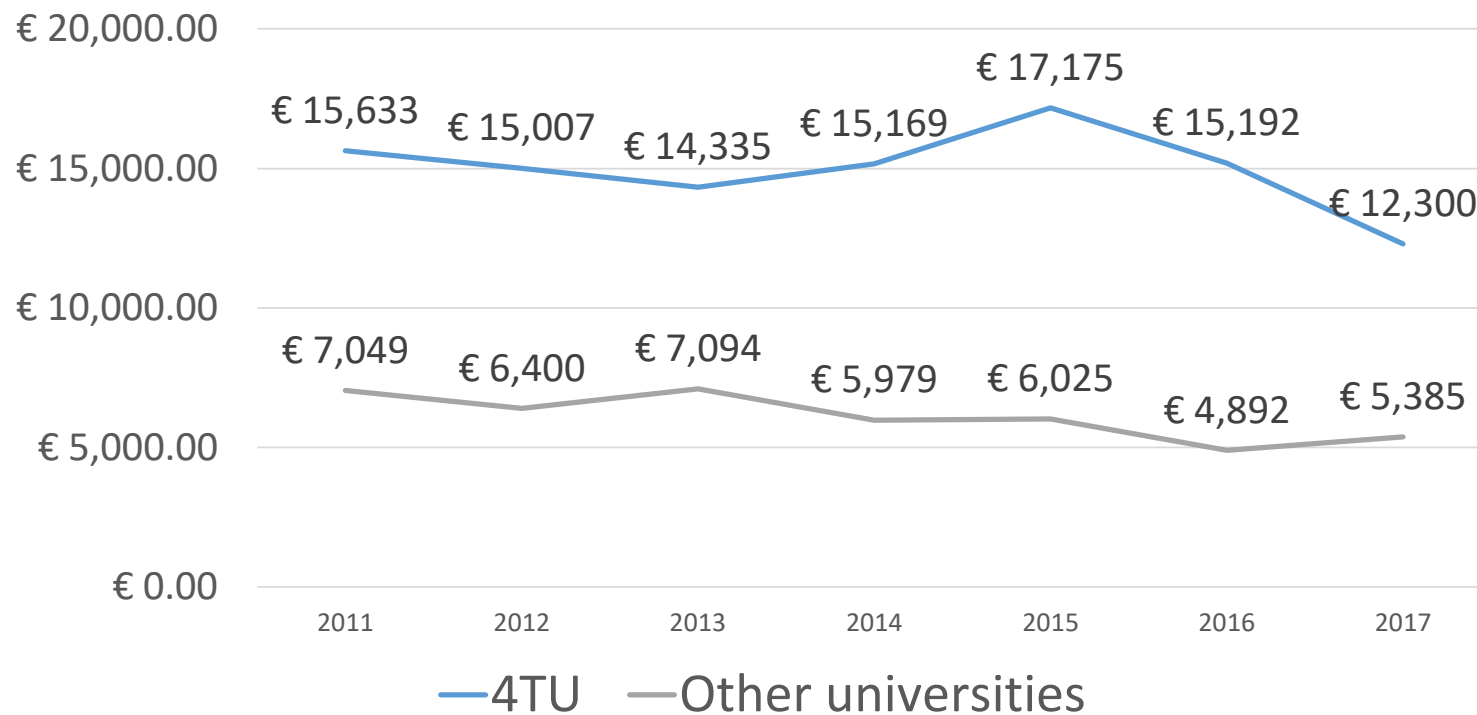


- Outreach
- Internal evaluation
- Research publications

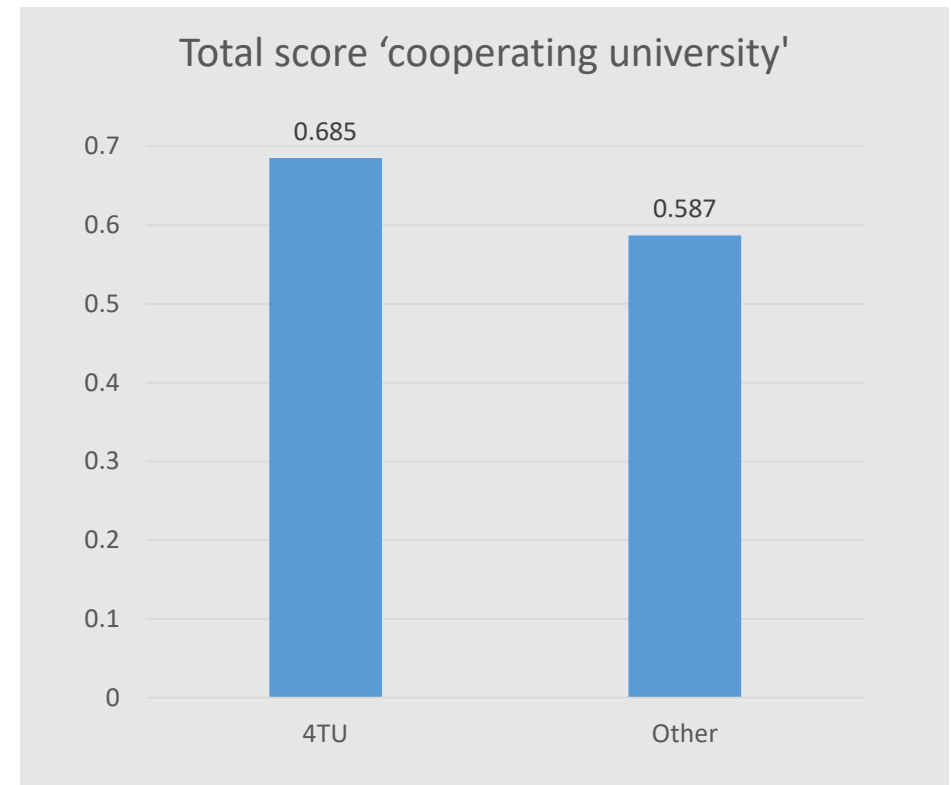
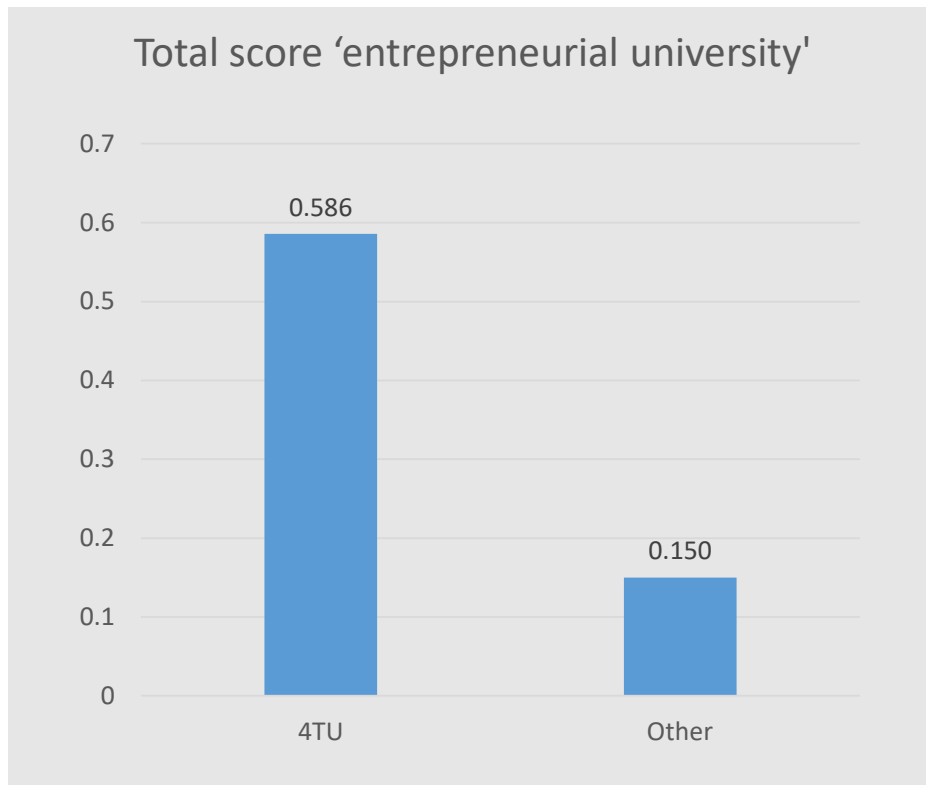


## Business investments: hard science vs. SSH

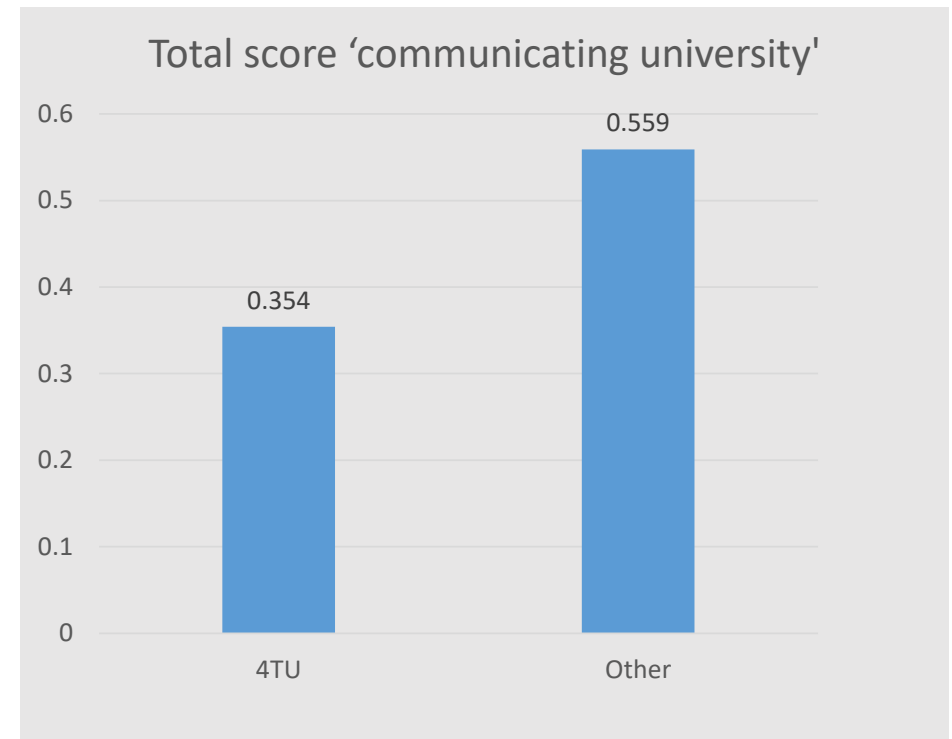
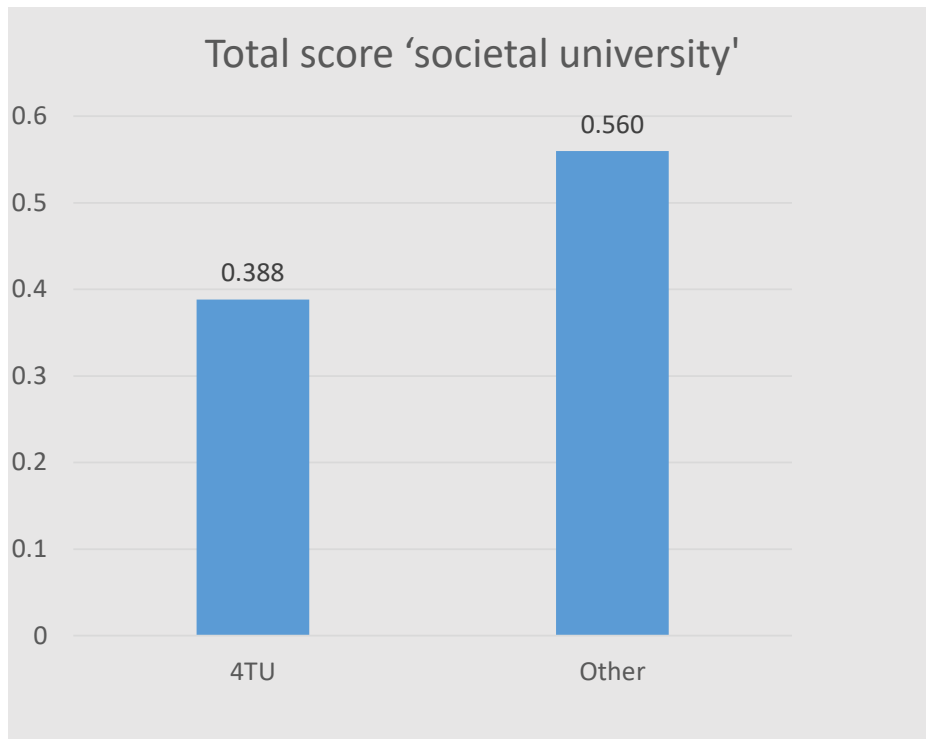
Business investments per researcher



# On some subjects SSH is not doing so well.....



## On others, SSH expertise excells



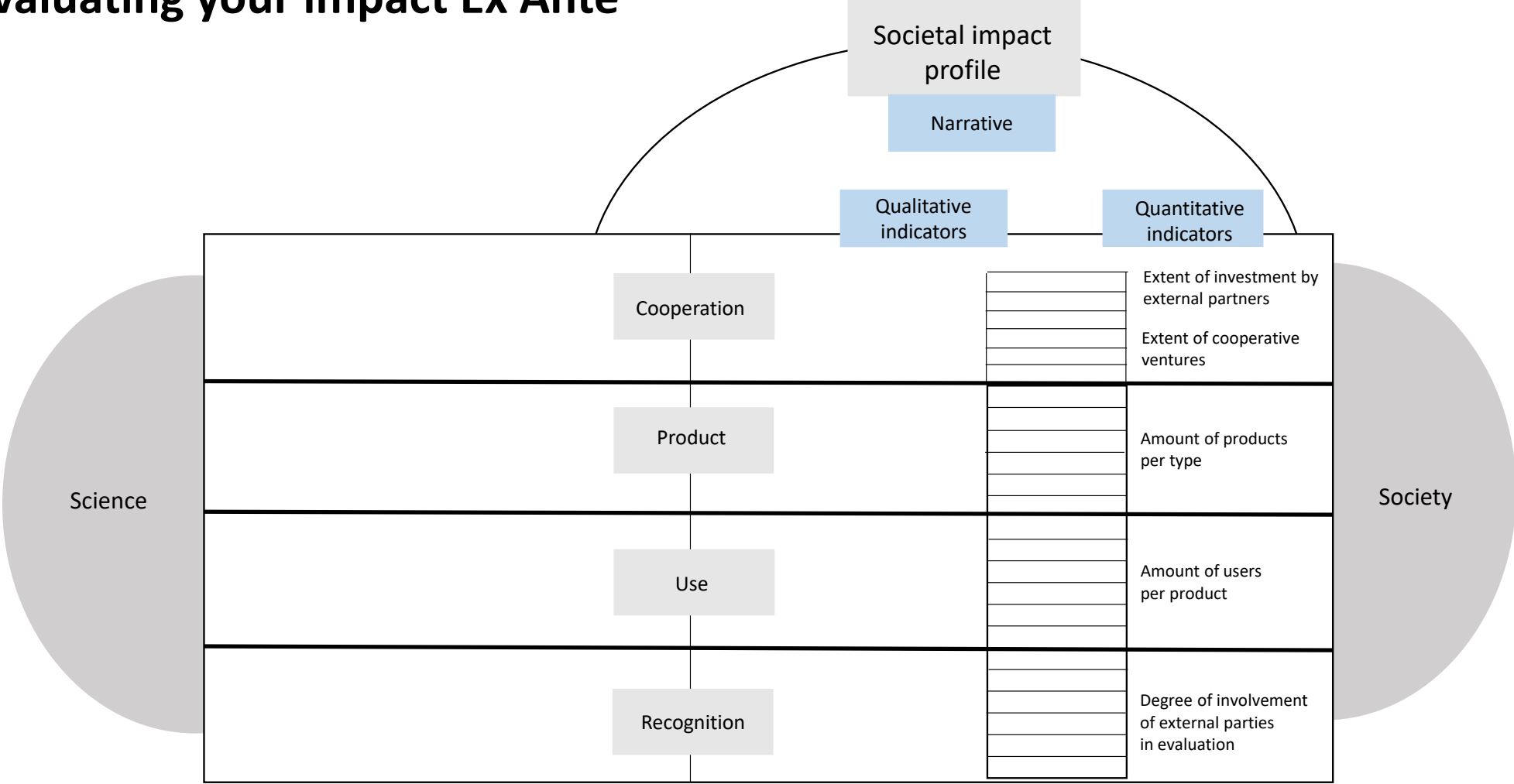


# Assessing the regional impact of science (R.I.S.)

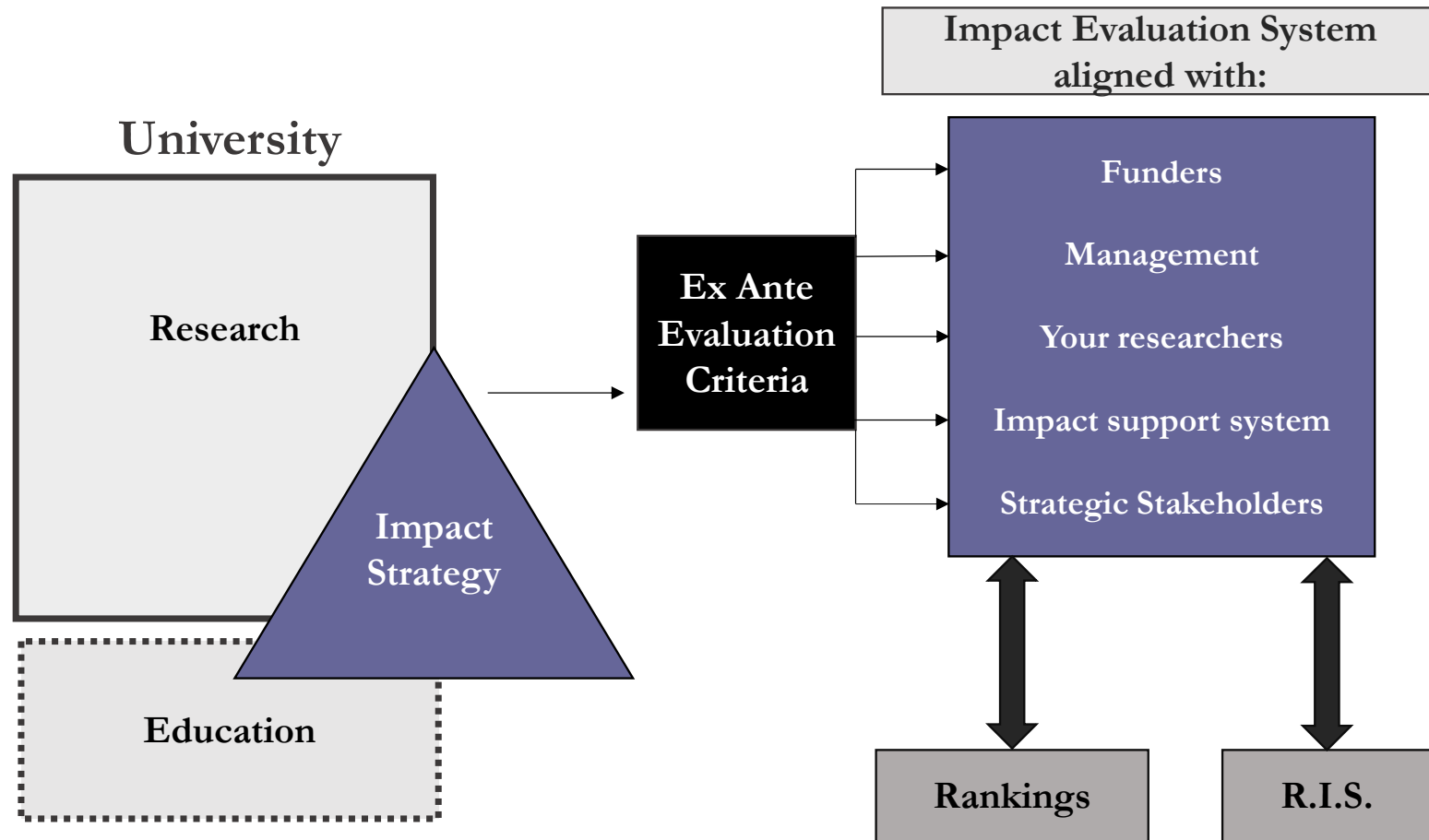
Technopolicy Model (based on Prof. P. Nijkamp/Prof. R.Stough)



# Evaluating your impact Ex Ante



## Developing an Ex Ante Impact Evaluation System



Happy to discuss things further!

[f.zwetsloot@scienceworks.nl](mailto:f.zwetsloot@scienceworks.nl)