

Selection criteria EWUU Impact Award

Amount: € 3.000

Every proposal is judged according to the following seven criteria:

Goals

What is the main goal of your public engagement (= general public) activity / activity for external stakeholders? Please make this as concrete as possible.

For instance:

- To create knowledge and understanding (e.g. to inform, educate, train, or coach)
- To promote certain behavior and skills (e.g. to inspire, motivate, raise creativity, teach skills)
- To enrich consciousness and attitude (e.g. to create new experiences, stimulate critical reflection, improve attitudes toward subject/science in general)

Public

The EWUU Impact Award is meant for *initially* EWUU funded projects to make your work more visible, enrich your research, increase societal impact, and foster transdisciplinary learning by developing an activity aimed at a general audience (i.e. general public **or** specific external stakeholders) which we take to mean:

- General public: individuals who are not engaged with the subject in a professional capacity, be it as an academic or as a different kind of professional.
- Stakeholders: individuals who are engaged with the subject in a professional capacity, but not as an academic

For your application you will have to define your audience more specifically. With which specific public would you like to reach the goals you specified above, and why? Please provide a description that is as detailed as possible and if you are aiming external stakeholders or the general public (e.g. age, background, interests, education levels, but also: how does the subject touch their lives?). It's also important to state how you intend to reach your public: how are you going to convince them to participate?



Activity

An important aspect of public engagement is the interaction taking place between research(er) and public (and vice versa). In which ways can your public participate in your activity? Is your public mainly recipient of information, is there an equal exchange of information, do you co-create with your public? What does the interaction look like and how is the activity made suitable for this specific public?

Research(ers)

Is the activity related to this EWUU project research in general or to (the results of) this research? Please make clear how not just the public but also the research(er(s)) benefits from this activity (*what's in it for you?*). These can be benefits for this or other research, your own development, for teaching, for new cooperations, etc.

Cooperating partners

We encourage interdisciplinary and/or multidisciplinary cooperations with relevant internal and/or external (societal) partners.

Budget

A concise but realistic budget.

Evaluation

How are you going to determine to what extent you reached the goal you specified at point 1? Please have a look at the [IMPACTLAB](#) to get an idea. Describe your evaluation as detailed as possible by specifying the target audience for your evaluation, the questions you will ask them, the evaluation method (e.g., online survey, behavioral observation), the type of data you will gather (e.g., quantitative, qualitative), and your standard for determining whether you

reached your goal. Please reflect on the comparison between your standard and the results in your end report.

Who can apply?

All research teams funded by EWUU seedfunds / UCo/Spark funds can apply for the Impact Award. If more proposals are meeting the criteria with the same quality, we will give preference to early career researchers.

Evaluation and reporting

Projects should be completed within a year of receiving funding. After completion we would ask you to present the results (impact) and evaluation of your project, the lessons you learned and the experience you gained during the annual EWUU conference on the 16th of April 2026 in Eindhoven (Conferences EWUU).

Procedure

Applicants can apply through the registration form as provided for the EWUU Community Day 2025. A judging committee, consisting of Stephanie Helfferich (project manager at the Centre for Science and Culture, UU) a variable member of the Impact Steering Committee of the EWUU alliance and a researcher as affiliated with the EWUU will judge the proposals according to the outlined criteria. The judging committee will choose a maximum of 3 proposals that will be invited to the EWUU Community Day on the 3rd of April 2025, where the final winner will be announced and presented with the award (3000,-).

Planning

- Submit your (rough idea) application as soon as possible through the application form.
- To hand in your final proposal you have the opportunity to get guidance from an expert as affiliated with the Centre for Science and Culture (Stephanie Helfferich) to fine-tune your idea and get support on designing and measuring your activity
- Please send an e-mail to s.helfferich@uu.nl to book your consultation hour for one of the following time-slots:
Wednesday 5 March between 10.00-12.00
Monday 10 March between 10.00 – 12.00
Thursday 13 March between 15.00 – 17.00
- After fine-tuning your idea, the deadline for submitting the final proposal by updating the application form of the EWUU Community Day: 25th of March. Finalists will be notified within a week.

Contact

Do you have questions? Please send an e-mail to info@ewuu.nl t.a.v Helma van Luttikhuizen (Projectmanager Communitybuilding & Impact EWUU alliance).