

# Value Proposition and Impact Model generation for SSH Valorization

Module 6



Co-funded by the  
Erasmus+ Programme  
of the European Union

# Agenda

**Welcome and introduction – objectives and learning outcomes**

**Share your value proposition** (*if you have it from next class*)

**The SSH Impact Model Canvas** (*presentation with example*)

**Workshop:**

**Individual work in the Canvas**

**Discussion of the Canvas in small groups**

**Presentation and feedback on selected SSH Impact Model Canvas**

**Questions and Wrap up**

# Facilitators

## **DR. MARIA JOSE HERRERO VILLA**

Head of Business Innovation Services at University Carlos III of Madrid

## **DR. VICTORIA GALÁN-MUROS**

Chief of Research and Analysis at UNESCO International Institute for Higher Education and Advisor at University Carlos III of Madrid



# Main aim

The primary objective of this session is to familiarise the participants with all the elements of the SSH Impact Model Canvas and use it to build an impact model for their research outcomes.



# Learning outcomes

At the conclusion of this module, the participants will:

- be able to generate an impact idea from their SSH research
- to know how to create an impact model suitable to their SSH research



# THE SSH IMPACT MODEL CANVAS

The SSH Impact Model Canvas consists of **five** distinct modules of a coherent impact strategy, namely: value, translation, activities, resources, evaluation.

Each module has **three** elements, making a total of 15 elements.

The modules and the respective elements it contains should be worked through iteratively to generate an effective valorisation strategy for your research results.

Not all elements are applicable to all valorisation processes.



# THE SSH IMPACT MODEL CANVAS

## MODULES


**1** VALUE

**2** TRANSLATION

**3** ACTIVITIES

**4** RESOURCES

**5** EVALUATION



ANY VOLUNTEER TO OFFER THEIR  
RESEARCH VALORISATION AS AN  
EXAMPLE?



# THE SSH IMPACT MODEL CANVAS

## 1

VALUE

### START WITH THE 'WHY?'

- How does my research results link to the current / future societal challenges?
- What would the world miss if my research results are not valorise?

# THE SSH IMPACT MODEL CANVAS

**1**

## VALUE

### RESEARCH RESULTS

What are the research results that you would like to valorise?

### IMPACT PROPOSITION

What is the value that you would generate?

### BENEFICIARY GROUP(S)

Who do you aim to reach with the valorisation of your research?  
Who else would be (positively or negatively) affected by the valorisation of your research results?

# THE SSH IMPACT MODEL CANVAS

**2**

## TRANSLATION

### **FORMAT**

Which format is best suited for valorising your research?  
Why?

### **CHANNEL**

Which channel(s) is/are the most suitable to valorise your research?  
Why?

### **BENEFICIARY RELATIONSHIP**

Which type of relationship do you need to establish with your beneficiaries? Why?

# THE SSH IMPACT MODEL CANVAS

**3**

## ACTIVITIES

### CORE ACTIVITIES

Which activities are necessary to valorise your research?  
Which of these activities can you do yourself and where do you need support?

### ADDITIONAL / COMPLEMENTARY ACTIVITIES

Which additional activities could add value or complement your core activities?

### CONTEXT

Which contextual factors can affect the valorisation of your research the most? How?

# THE SSH IMPACT MODEL CANVAS

**4**

## RESOURCES

### PHYSICAL / DIGITAL

Which physical resources do you need to valorise your research?  
Which digital resources do you need to valorise your research?

### HUMAN

Which human resources you need to valorise your research?  
Who can you collaborate with to valorise your research?  
Why should they collaborate with you?

### FINANCIAL

Which financial resources do you need to valorise your research?  
Where will you get the funds to valorise your research?  
Why should this organisation/people fund your research valorisation?

# THE SSH IMPACT MODEL CANVAS

**5**

## EVALUATION

### **BENEFITS**

Which are the benefits expected of your valorisation activity?  
Which are the benefits for you as a researcher / your team?

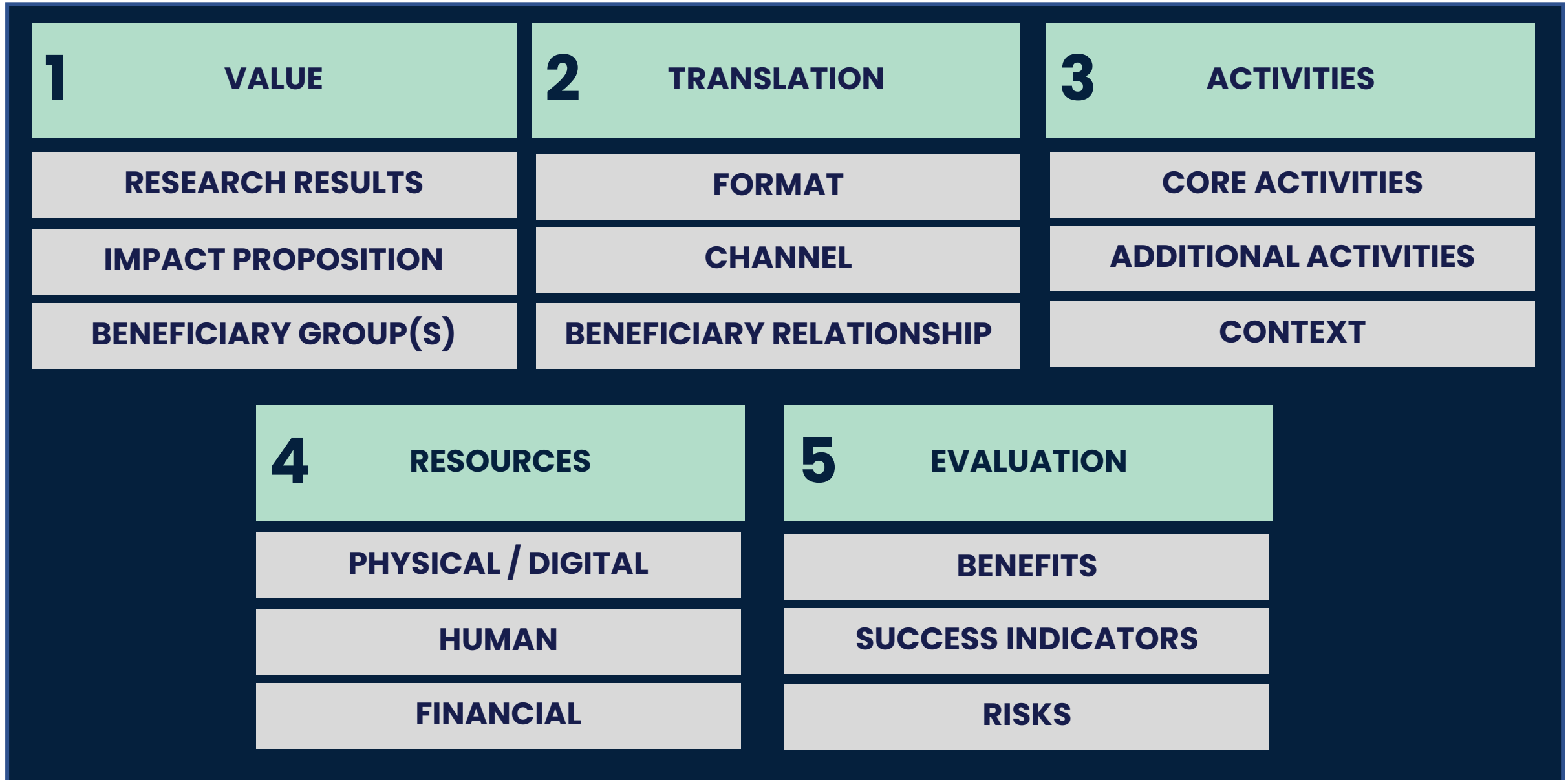
### **SUCCESS INDICATORS**

Which would make your valorisation a success?  
Which indicators would you use to measure this success?

### **RISKS**

How could this valorisation activity negatively affect you or your organization? Which negative effect could your valorisation have on other stakeholders?

# THE SSH IMPACT MODEL CANVAS



# INDIVIDUAL WORK

**Individually:**  
Fill in your SSH  
Impact Model  
Canvas





# GROUP WORK



## **In groups:**

Discuss the most difficult / concerning areas of your Canvas and give feedback to others

# PRESENTATION

A black and white photograph of a man in a plaid shirt standing at the front of a room, addressing a group of people seated at tables. The man is seen from the back, holding a microphone. The audience consists of diverse individuals, some looking towards the speaker. The setting appears to be a casual dining or meeting space with large windows in the background.

**Volunteers to  
present their  
canvas to  
everyone else  
and get feedback**



ANY QUESTIONS?



# REVALORISE<sup>+</sup>

enhancing research impact



RevaloriseEu



REVALORISE+

[revalorise.eu](https://revalorise.eu)