

Checklist impact: from concept to implementation

This checklist is useful to get an idea of what you need to figure out to come to a solid implementation of your impact idea. It complements the 6+ model *How to create Impact in Public Health*.

The order of actions to be taken varies: there is not one right way or straight line to go through the impact process.

Perform enough reality check moments during the process and create a strong team and network around you.

Impact concept

- Give a brief description of the impact concept (what and why?)
- What makes this concept special or important? What makes this concept different from what is already out there?
- Who are the key target groups or stakeholders?
- To what extent does this concept contribute to solving or addressing problems or issues?
- What will the impact on society be? For example public health, healthcare, cultural, social, industrial, ecological?
- Does the concept fit into the impact strategy of the department or the research institute you belong to?

Content idea

- Within which context has the concept been developed? Research or education?
- Who has been involved in the development of the knowledge/the concept?
Are different partners/parties involved? Inside and outside your institute?
- To what extent is intellectual property (copyright, patents, database rights, trademarks, etc.) involved? And who owns these rights? Are the rights registered/recorded?
- What Amsterdam UMC impact strategy suits best to create maximum societal impact?
- To what extent is what you want to offer (product, service, process) ready-made? Is there a high degree of repeatability and is it scalable?
- To what extent is it appropriate to enter into partnerships in the development and/or rollout of the concept?

Positioning

- Who are the key external target groups or stakeholders? What is the importance of each target group or stakeholder and what priority can be given to them?
- To what extent has the concept been tested among the target groups or stakeholders?
- Who are possible other players (companies, universities etc.)? How do they distinguish themselves? What is the distinctive character or the added value of this concept?
- What professional organizations/branch associations are active in this domain? Have these organization already been contacted?
- Make a SWOT (strengths, weaknesses, opportunities, and threats) analysis: this framework is used to evaluate a competitive position and to develop strategic planning.

Marketing and communication

- Draft a communication strategy with communication goals (at the level of knowledge, attitude and behavior) for each of the identified target groups and stakeholders.
- Plan different goals, communication messages and resources per target group and stakeholder. Provide a timeline.
- Organization of marketing and communication. Do you have internal or external support?

Organization

- Describe all tasks, responsibilities and qualifications of all parties involved.
- How is the connection or support within your department or institute? Who takes ownership?
- Do you have a team? What are the different competences? Are they willing to participate? What specific expertise do you need and what are you missing? How can you solve this?
- Coordination with finance/control. Setting responsibilities for e.g. sending invoices up to settling internal accounts/invoicing.

Planning

- Indicate broadly which steps need to be taken by whom and when: from concept to implementation.

Exploitation/ costs

- Calculation model to include revenues and costs (marketing, deployment scientific or support staff, project management etc.). Do you have a sustainable revenue model to be able to organize activities, finance further development and deliver to create impact?
- And to what extent have investment costs been made and who made them?
- What are the different funding possibilities to finance your impact concept (grants, POC, research institute, faculty, division, target groups, stakeholders)?