



Communication

Building Impact Stories: An Inspirational Guide for Communicators

This guide is designed to assist (external) communication professionals in articulating the societal impact of university activities, projects and initiatives stemming from our education, research and engagement core missions, and the operations activities that enable them. It includes EUR's definition of impact, the essential elements of impact stories at EUR, and three steps to guide you in creating an impact story.

Use it to

Articulate the fine-grained details of the societal impact of university activities (i.e., the processes, mechanisms, failures and successes) when writing a communication output.

Who to involve

University staff, societal partners and beneficiaries.

Results

Accessible, comprehensive account of societal impact in EUR communications.

Get the 'Building Impact Stories: An Inspirational Guide for Communicators' at [EDR](https://doi.org/10.25397/eur.27722265)



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