Course: "Impact, how to enable and measure it: tools and Methodologies"

Pisa, 10th of January 2024 h:9:00-13:00 14:00-17:00

Objectives:
- Introduce impact.
- Explaining the process of impact enablement.
- Introduce the measures and tools to maximize and measure it.
- Apply what has been shared on concrete cases provided by the beneficiary.

Program:
Face-to-face activities - frontal teaching in plenary and workshop in groups, designed for a maximum of 30 people.

Introduction
SoBigData.it project presentation (Giovanni Comandé SSSA)

Module 1: Impact: Main Concepts
Frontal teaching: the challenge of impact; main concepts related to the achievement of the expected impact research results – (Key Exploitable Result) - outcome - impact); how to maximize impact (exploitation, dissemination, communication).

Module 2: Maximizing Impact
Frontal teaching: the impact logic; how it is generated and how it is measured; the *toolbox* to support/interact with researchers.
Workshop: in-depth analysis of case studies (SoBigData.it, Brief,).

Teachers
Andrea Di Anselmo (MetaGroup)
Antonello Fiorucci (MetaGroup)