**Kurt Lewin Institute Call for impact initiatives**

Would you like to improve your visibility and impact as a researcher, and do you have ideas on how to do that? The KLI might be able to help you.

The KLI aims to stimulate and strengthen the field of social and organizational psychology. By increasing our visibility and impact, we ensure that external organizations and other disciplines can find us. The KLI therefore invites its members to submit applications for impact initiatives. Applications can be submitted throughout the year via [KLI.manager@uu.nl](mailto:KLI.manager@uu.nl). Your application will then be reviewed by the impact committee consisting of Allard Feddes (UvA), Lotte van Dillen (UL), Hedy Greijdanus (RUG), Romy van der Lee (VU), Justin Richardson (RUG), Tessa Coffeng (UU), and Madelijn Strick (UU) (Chair).

Money can be requested for initiatives up to 5.000 euros.

For applications, please use the ‘Application form KLI impact activity' (see below). An application consists of a maximum of two pages. An explanation of some of the questions asked:

* Societal partner(s) involved and/or researchers from other disciplines: in many cases (depending on the type of proposal) the involvement of an external party will be a condition for granting. This concerns an external party that is already involved and not a party that has yet to be involved.
* The concrete objective: which output should result from this initiative?
* The involvement of and/or added value for KLI PhD students: this is not a condition but it is a plus.
* Spoken language: Dutch is sometimes preferred, depending on the target group, but English facilitates the involvement of international PhD students.

Furthermore, the application must be in line with the following general objective of the impact program:

**General objective of the impact program:**

**The KLI supports members in setting up and financing initiatives aimed at societal impact. It concerns activities with which:**

**a. the added value of our work for other disciplines and/or external organizations (profit or non-profit) becomes clear;**

**b. the significance of our research for current societal issues can be clearly highlighted;**

**c. the nature of the KLI as a network of researchers at various universities can be emphasized**

There are different formats with which this objective can be achieved. Examples include: organizing a symposium, summer school, expert meeting or workshop with societal partners or other disciplines. But also the development of an innovative communication strategy, an online initiative or making a concrete product such as a video, exhibition or book are among the possibilities. The format is therefore by no means fixed; the most important criterion for granting is whether your initiative is expected to contribute to the above objective.

Based on our previous experiences with impact initiatives, we are happy to provide you with the following tips:

* Define the target group. Develop and promote the initiative aimed at this target group. Consider in advance what they can gain from participating;
* In the case of an activity with speakers: use attractive titles of talks. Choose speakers carefully based on affinity with societal impact. Instruct the speakers on the basis of the objective;
* Preferably submit a joint application with an external partner or other discipline. This ensures the interest from the external party from the start;
* Short pitches on a stimulating question often work well at symposia;
* A representative location, good catering and attention to design are important;
* Consider starting with inviting external people, then scientists from your own circle.

***\*\*\* The request form is on the next page \*\*\****

**KLI impact activity application form**

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| Name, e-mail address and telephone number of the main applicant: |
| Date of this application: |
| Planned date of the impact initiative: |
| KLI members involved, including affiliations: |
| Involved societal partner(s) and/or researchers from other disciplines: |
| Objective and output: |
| Interdisciplinarity and societal impact: |
| Is there an added value and / or possibility for involvement of KLI PhD students? |
| Main language: |
| Budget (think of travel and accommodation costs, room hire, catering and the like): |
| Explanation / further description: |