

Social Impact Symposium

Empowering Researchers to Generate Societal Change

September 4th 2025

PROGRAM

09.00 Registration & welcome with coffee and tea

09.30 Opening

Lisan Assen, congress chair

09.35 Impact Through and With Research

Jochen Mirau

09.50 Innovation from the North: lessons from the past, directions for the future

Marijn Molema

10.20 Personalized Physical Activity Recommendations for People with Dementia: Development of a Tool

Marieke van Heuvelen & Joey Lommerse

10.50 Coffee and tea

11.20 To break-out rooms

11.25 **Break-out sessions round 1**

1. FAIR Play: Unlock the full potential of your research data (ENG)

Karina Sulim and Yugyun Kim

Join the UMCG Digital Competence Center for an insightful workshop on the importance of FAIR data. Embrace the future of research by integrating the FAIR principles into your work and discover how these practices not only advance your career but also contribute to societal progress.

2. Accelerating E-health from Bench to Bedside: Practical Pathways to MDR-Compliant Clinical Deployment (ENG)

Rick Pleijhuis

In this focused breakout session, we will examine the real-world journey of bringing medical technologies—particularly software classified as a medical device—from academic conception to routine patient care. Drawing on hands-on clinical experience, I will highlight common implementation hurdles and share actionable strategies for integrating digital health solutions into existing clinical workflows.

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A standardized “fast-track funnel” for meeting the European Medical Device Regulation (MDR) and related EU legal requirements will be discussed, illustrating how rigorous compliance can be achieved efficiently and reproducibly. Participants are provided with a step-by-step framework for de-risking innovation, shortening time-to-clinic, and sustaining regulatory alignment throughout the product life-cycle.

3. Multi-level placed based leren; de minor expeditie naar het gezonde noorden als casus (NL)

Paul Beenen

Onderwijs gericht op het werken aan complexe opgaven in en met de praktijk hebben een aantal uitgangspunten. Ze vinden plaats in de context (place based); zijn onderdeel van een langdurend informeel leerproces waaraan onderwijs kortcyclisch een bijdrage levert; is een co-creatief proces van mensen uit de praktijk en studenten vanuit MBO/HBO en WO; is naast leereffecten voor studenten gericht op impact in de praktijk. . Op basis van deze uitgangspunten is de minor expeditie naar het gezonde noorden ontwikkeld en uitgevoerd.

4. Subsidies als catalysator van innovatie implementatie (NL)

Jan Willem Veldsink

Implementeren van een innovatie is vaak de laatste stap, maar tevens de moeilijkste. Zorginnovaties, worden algemeen gezien als cruciaal voor de toekomst van de zorg, maar weten, helaas, de weg naar de praktijk maar moeizaam te vinden (“Zorginnovatieverhalen”, 2021, KPMG). Context-specifieke adaptaties spelen een belangrijke rol in effectieve implementatie. Aan de hand van praktijkvoorbeelden bespreken we cruciale implementatie factoren, waaronder het verkrijgen van subsidies. Welke subsidies zijn er en hoe vergroot je de kans gesubsidieerd te worden?

12.25 Lunch

13.25 De mogelijkheden en methodiek om impact uit onderzoek te subsidiëren en stimuleren bij NWO

Alexander Hagemeijer

13.55 **From Research to Therapy: Establishing Large-Scale Centers in Groningen. The Proton Therapy and Lifelines case studies**

Bert Jan Souman

14.25 To break-out rooms

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14.30 Break-out sessions round 2

1. Connecting Researchers and Society: Instruments to foster Meaningful Collaboration (ENG)

Manna Alma, Thomas Wieringa & Renske van Wijk

This breakout session will highlight three different best practices for involving patients and the public in research. Manna Alma will share her experience with the Health Experiences International (HEXI)-methodology: an internationally scientifically recognized research methodology to explore patient experiences. This methodology aims to enrich our understanding of people's experiences of health, healthcare and illness and brings this knowledge into the world via modules on the [Praten Over Gezondheid](#) website (POG; translated as Talking About Health). By publishing rigorous patients' experience research in a highly accessible format, others (e.g., patients, citizens and professionals) can learn from these patients' insights and experiences.

Thomas Wieringa is coordinator of the [Science Shop for Medicine and Public Health](#) at the UMCG. His science shop collects research question from society, i.e., citizens and societal organizations. These research questions are answered for free by students that carry out the research projects in the context of their thesis. In this way, the science shop creates a 'win-win situation' in which society benefits from the answers on the research questions, and students learn not only about conducting research, but also about the direct added value of research for society.

The third 'best practice' is [MEEDOEN](#), presented by Renske van Wijk from the University of Twente. MEEDOEN was initiated to facilitate researchers to make their work accessible for society, build towards a community of engaged citizens and facilitate society-driven collaborations.

2. Adapting Ethical Impact Assessment to Needs of Innovators (ENG)

Ineke Malsch

Research organisations and companies developing innovative technologies for ethically sensitive applications, e.g., in health, food, or sustainability could benefit from Ethical Impact Assessment (EIA) to timely identify and evaluate ethical issues and co-create recommendations for remediating expected risks and promoting expected benefits, in dialogue with stakeholders. During the session, we will explore how the EIA methodology based on CEN CWA 17145-2:2017 can be fine-tuned to better match innovators' needs.

3. Co-creating your Organisational Impact Strategy (ENG)

Erika Hajdu

Using the Impact Strategy Development Toolkit developed by the Evaluating Societal Impact (ESI) team of Erasmus University Rotterdam, this workshop will support you in consciously and systematically embedding impact in your organization through the development of impact strategies.

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Based on hands-on experiences and collaborations within the university, we encourage incorporating elements of co-creation in the process to ensure it is a participatory effort that fosters a sense of ownership and involves your community in developing authentic objectives.

4. From Data to Dialogue: Engaging with Research Through Story (ENG)

Lisan Assen & Anja Smykowski

Join us for a fun and interactive workshop where we'll explore the art of storytelling as a powerful tool for public engagement. Learn how to translate complex ideas into compelling narratives that connect with audiences beyond academia. Expect practical tips, surprising examples, and plenty of opportunities to try things out for yourself!

5. Building Regional and National Networks: an Interreg Example

Corinna Glasner

In this workshop, we explore how cross-border cooperation between regions and institutions in the Netherlands and Germany can be successfully initiated and strengthened. Using the Interreg programme as a case study, we will discuss concrete examples of networks established between the Netherlands and Germany, focusing on key challenges, success factors, and long-term impact. Participants will gain insights into how Interreg projects work, how partnerships are built, and what practical lessons can be drawn for future collaboration. The session is interactive and encourages the exchange of experiences and ideas.

15.30 Transition back to Rode Zaal

15.35 Closing Remarks

16.00 Refreshments

17.00 End