

# IMPACT SHOWCASE CHALLENGE

## RUN-EU Impact Showcase Challenge

### 1. Overview

In RUN-EU our staff makes positive impact in various ways through their RUN-EU activities. To celebrate and recognise these impacts, we encourage our staff to showcase the impact of their activity by participating in this very first Impact Showcase Challenge. This challenge offers RUN-EU staff the opportunity to develop a short case study in which they narratively highlight and showcase the positive impact their RUN-EU activity had on our beneficiaries.

The objectives of this competition are threefold:

- (1) Celebrate and recognise our staff in their daily effort to make positive impact in our regions.
- (2) Communicate our impact to our internal and external stakeholders so they are inspired to also make positive impact with RUN-EU.
- (3) Learn about our impact and improve.

### 2. Awards

The three nominees that make it to the shortlist win **free mobility to the RUN-EU General Assembly at IPCA in Barcelos, Portugal** in October 2025. A **professional video** will also be made for the case study of the nominees, which will be showcased at the General Assembly.

The winner gets **free mobility to a RUN-EU activity of one RUN-EU partner of choice in 2026**.

### 3. Application form

To enter the challenge the following completed template [\[download application form here\]](#) should be submitted by e-mail in PDF – and Word – format to [run-eu@howest.be](mailto:run-eu@howest.be) by **23:59 CET on the 6 June 2025**.

### 4. Eligibility

- Templates should be complete;
- We request that a lead contact person from a RUN-EU HEI is identified for each case study who can provide further information on this case study if required by us. The lead contact is the person with a chance to win the award;
- The RUN-EU Impact Showcase Challenge is open to all staff of RUN-EU, regardless of their discipline or function within their institution or the type of RUN-EU activity;
- Only RUN-EU activities that took place **from January 2024** onward are eligible for submission;
- There is no limit on the amount of case studies that can be submitted by each institution. To be eligible for the competition, the official template provided by RUN-EU should be used and all applicable sections should be completed;
- There is no limitation in the amount of persons that are involved in creating the submission for the challenge, however, one person should be designated as the lead contact for the case study, this is the person that makes a chance on winning;

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- The RUN-EU activity that is the subject of the case study should take place at the institution of the lead contact person of the Impact Showcase Challenge submission;
- For questions on this challenge contact [run-eu@howest.be](mailto:run-eu@howest.be).

## 5. Timeline with key dates

24 March 2025	Competition launches
6 June 2025	Submission deadline
First half of June 2025	Review and judging to nominate shortlist
Second half of June 2025	Shortlist is notified and contacted to make a video testimonial
6-10 October 2025	Presentation of video testimonials on the RUN-EU General Assembly and notification of the winner

## 6. Judging criteria

Two judging moments will take place: one to nominate the shortlist and one to select the winner. To nominate three case studies for the shortlist, the case studies will be judged by a jury that consists of members of each RUN-EU institution. Jury members will not judge the case studies of their own institution. The following criteria will be employed to judge the submissions:

- 1) Impact and Significance (40% of the final score)
  - **Significance of Impact:** How significant and transformative is the change?
  - **Reach of Impact:** How many people, communities, or ecosystems benefit?
  - **Relevance:** Is the issue addressed important and timely?
- 2) Evidence (30% of the final score)
  - Does the submission provide clear and credible evidence to support its claims?
- 3) Clarity and presentation (30% of the final score)
  - Is the case study compelling and engaging?
  - Is it well-written and logically structured?

To select the winner of the competition, a video testimonial will be recorded for each of the three case studies and presented for the audience at the General Assembly. The audience will be asked to vote through an online voting system for the case study that they believe should be the winner. Criteria for this judgement will be entirely up to the voter in question. Institutions will not be able to vote for their own submission.