**“Potenziale strategisch entfalten” – Template**

*Max. 30 pages excl. executive summary and implementation schedule; font size 11 pt, line spacing 1.5. The tentative page numbers of the sections 1-4 are not binding. You are free to add a title page and a table of contents.*

# Executive Summary (1 page)

# SWOT Analysis / Self Report (ca. 5 pages)

*Please, position the role of your research institution in Lower Saxony and provide a SWOT Analysis.*

# Strategic Goals (ca. 5 pages)

*What are the strategic goals you seek to achieve with your funding? Please detail the long-term potentials and in how far they strengthen the unique profile of your research institution in Lower Saxony. Also outline, in how far the strategic goals of your institution will offer the potential for synergies and cooperation with other research institutions in Lower Saxony and beyond. Please name benchmarks (e.g. specific institutions) that you would like to be on par with.*

*If applicable, how do the strategic goals correspond to the goals your research institution sought / seeks to achieve in other funding programs (e.g. “Wissenschaftsräume”, “Innovation an Fachhochschulen” or future programs, e.g. German Universities Excellence Strategy).*

# Implementation (ca. 15 pages)

*Please explain by which implementation measures you intend to reach your strategic goals.*

# Expected Impact and Key Indicators (ca. 5 pages)

*Which impact do you expect to create? What would be key indicators (qualitative or quantitative) for evaluating output[[1]](#footnote-2), outcome[[2]](#footnote-3) and impact[[3]](#footnote-4) of the measures? Please explain how and when you would measure the indicators.*

# Implementation Schedule (max. 4 pages)

*Please outline the implementation schedule graphically in one or more Gantt charts. In order to enable the reviewers to evaluate the adequacy of the costs, summarize the estimated costs for each measure in this chart.* [***Here (PDF)***](https://www.volkswagenstiftung.de/sites/default/files/documents/zn_Potenziale_entfalten_GanttChartExample.pdf) *you can find a simplified example.*

1. Output refers to results that derive directly from the resource input (e.g. qualifications, publications, networking, events) [↑](#footnote-ref-2)
2. Outcome refers to changes that occur in your institution as a result of the resources and outputs (e.g. increase in methodological expertise, international visibility) [↑](#footnote-ref-3)
3. Impact refers to changes that occur in the longer term beyond your institution (e.g. effects on the scientific system or society) [↑](#footnote-ref-4)