



Utrecht University

Utrecht University
Working towards
a better world

Monique Mourits

Director Communications & Marketing

*We are a wide-range, international
research university of high standing.
Established in 1636.*



SHANGHAI RANKING 2020

Research



ACADEMIC OUTPUT

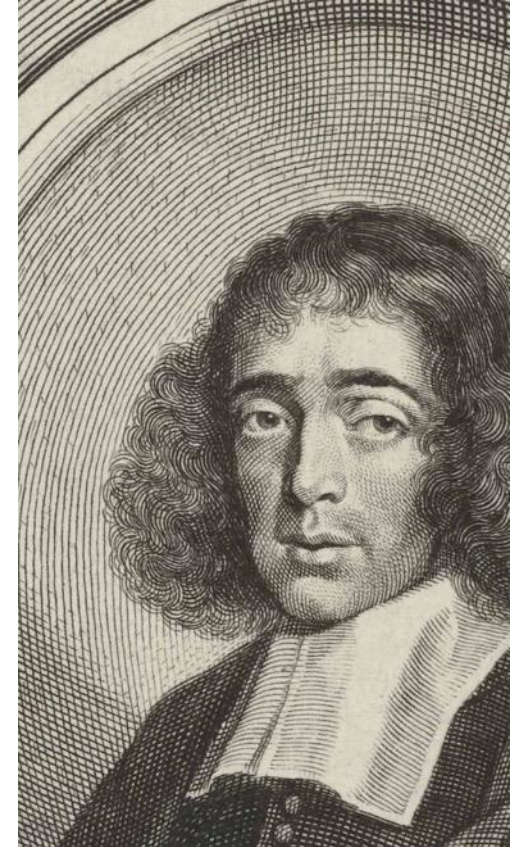
7,400
publications

570
dissertations



NOBEL PRIZES

12



SPINOZA PRIZES

19

Education



BACHELOR'S PROGRAMMES

50 Dutch

12 English



MASTER'S PROGRAMMES

50 Dutch

99 English



ALUMNI

171,000

People



STAFF-MEMBERS

7,000



PROFESSORS

600



FACULTIES

7+2
teaching institutes



STUDENTS

31,000
20,000 Bachelor
11,000 Master
2,510 International
100 Nationalities

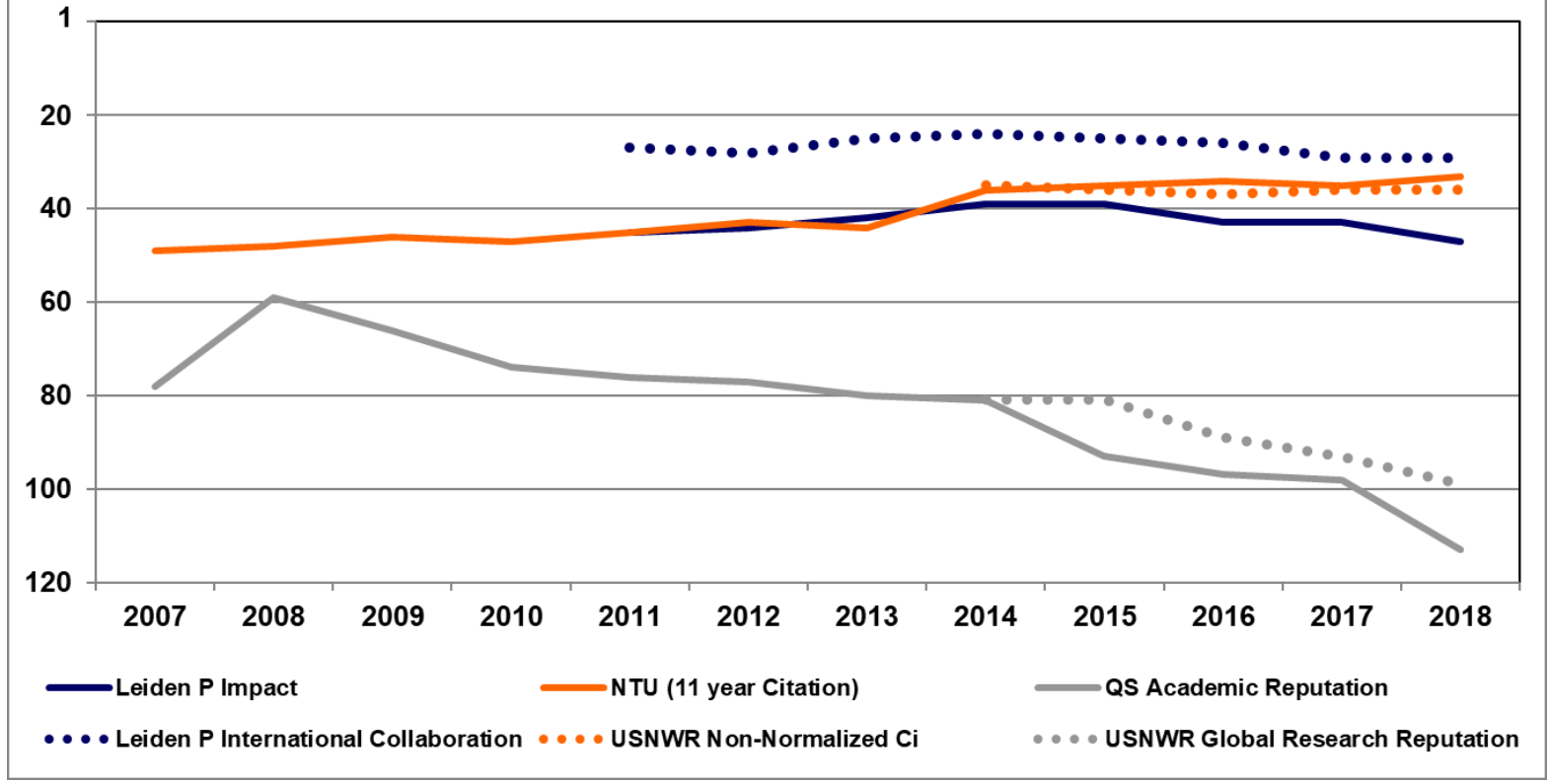
About our reputation



Reputation and Brand research by Illuminate Consulting Group



UU Publications vs Citations vs Reputation (2007-18)



Key Findings

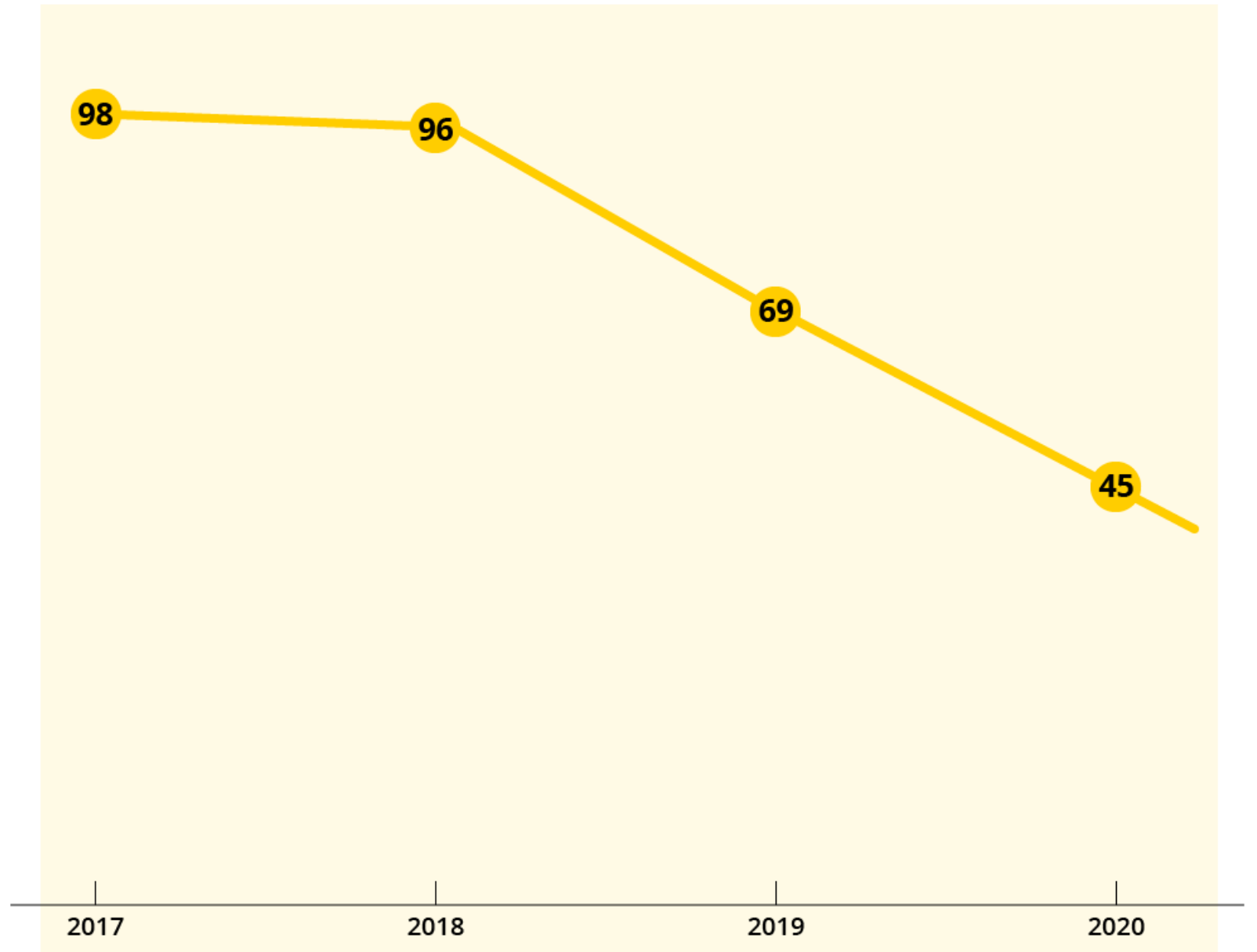
- UU is a respected university. It is believed to be a solid and contentious contributor to science, research and teaching.
- UU's brand and global impact do not match its scientific output and actual capabilities.
- UU is missing high impact stories, a systematically planned out global footprint and a culture which actively puts UU first.

Key Findings

- UU will have to consider a cultural adaptation to today's global university landscape: Branding, system and data-driven engagement models, and rankings strategies are not in conflict with an academic mission –they in fact serve as crucial enablers.

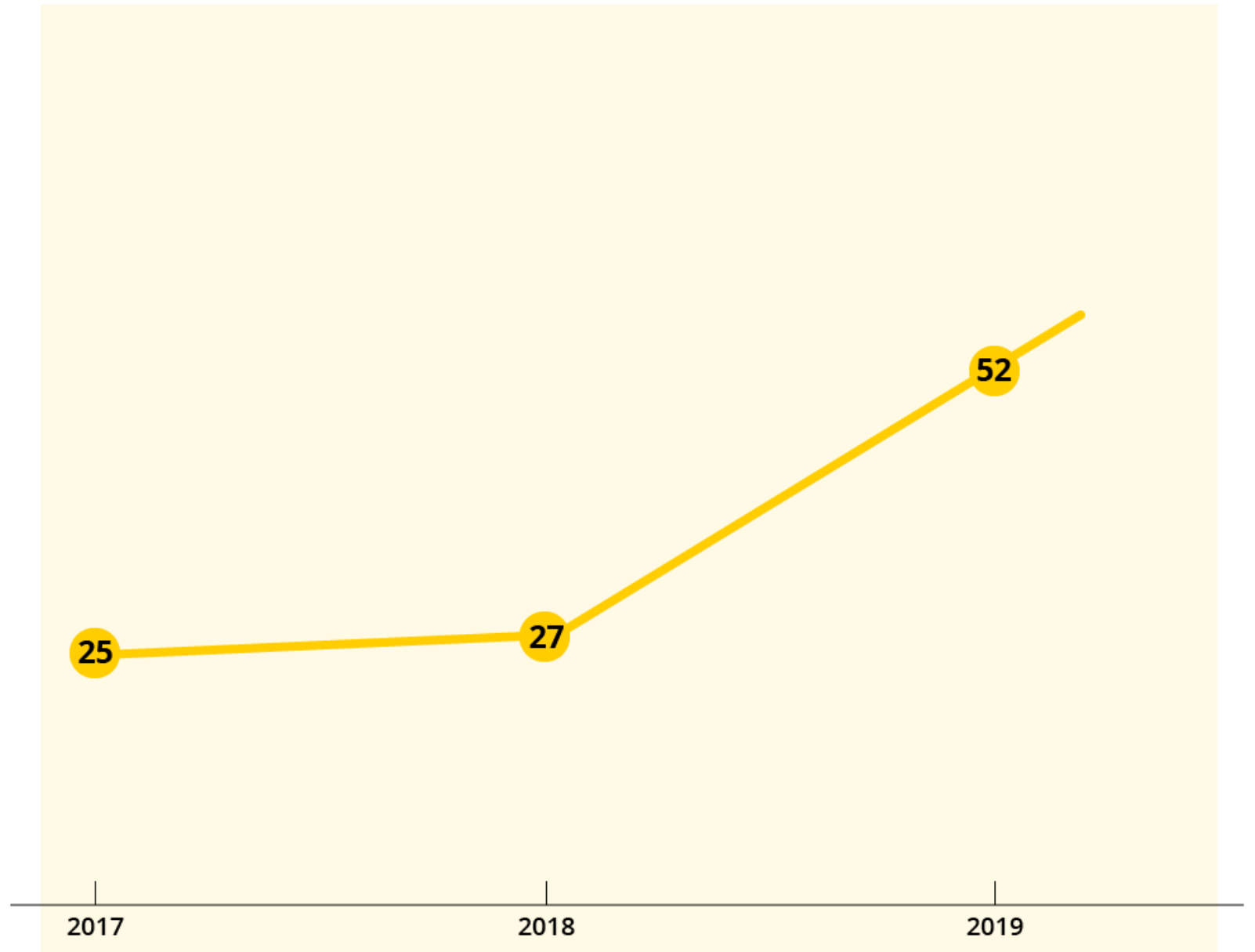
One brand

We established a branding policy and are implementing; from 98 'brands' and logo's we found in our university, we are on our way to only one Utrecht University brand



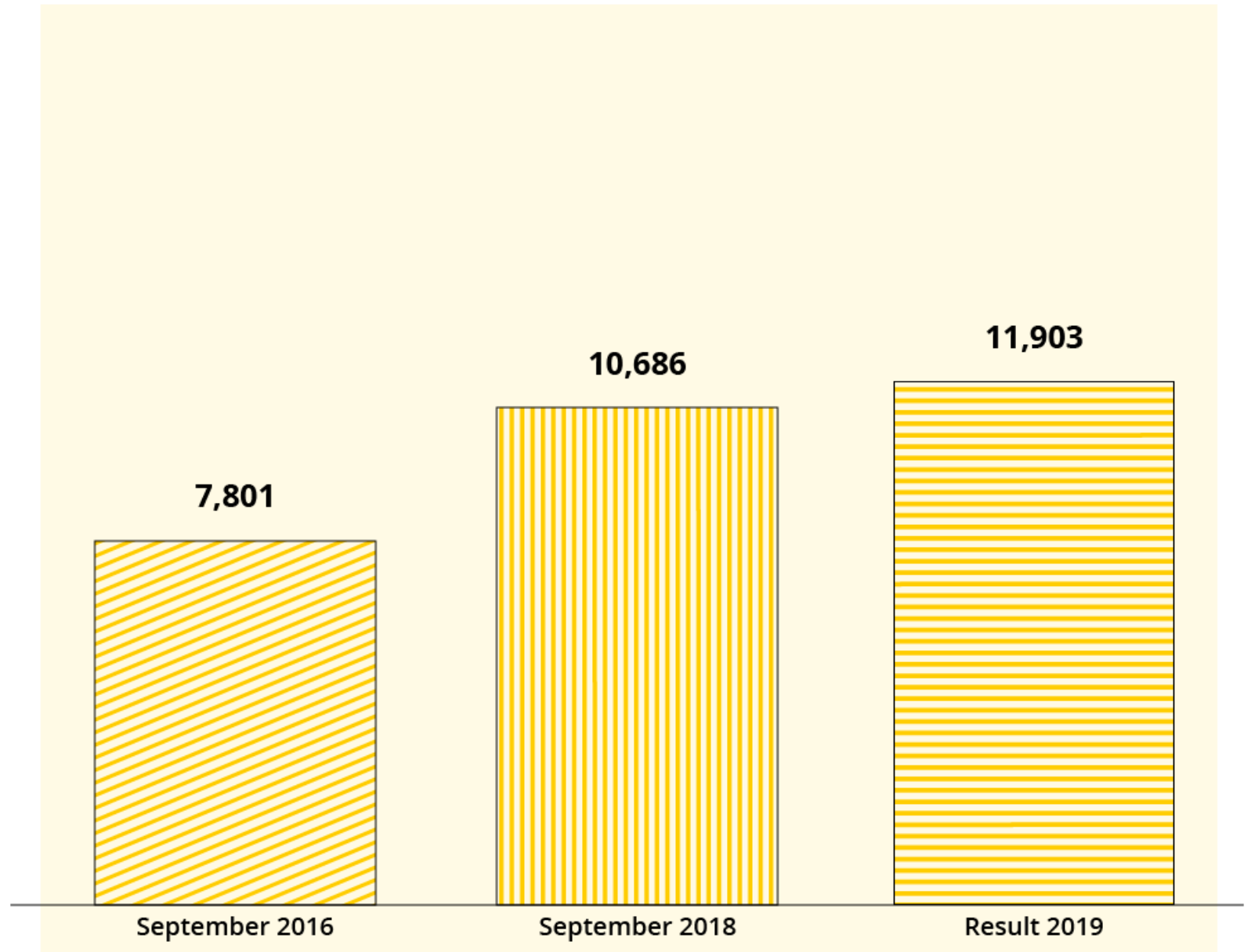
International media

We made a strategy on international media relations; and started increasing the amount of countries in which UU is visible



Alumni abroad

We invested in mapping out our alumni more and more. This resulted, among other things, in volunteers abroad who are active and committed to UU.



International student recruitment

We invested in intensive and personal international student recruitment. For example through this tool with which international students can talk to current students and ask questions.



Thomas

Methodology and Statistics for the Behavioural, Biomedical and Social Sciences MSc

[Chat with Thomas](#)

I COME FROM

England, UK 

PREVIOUS STUDIES

Psychological Theory and Practice

ABOUT ME

Although crazy about data science and statistics, I am a passionate ab...

[Read more about Thomas...](#)



Shuyuan

Media, Art and Performance Studies MA

[Chat with Shuyuan](#)

I COME FROM

Xinyang, 河南省中国 

PREVIOUS STUDIES

Creative and Cultural Industries: Curation, Exhibition and Events

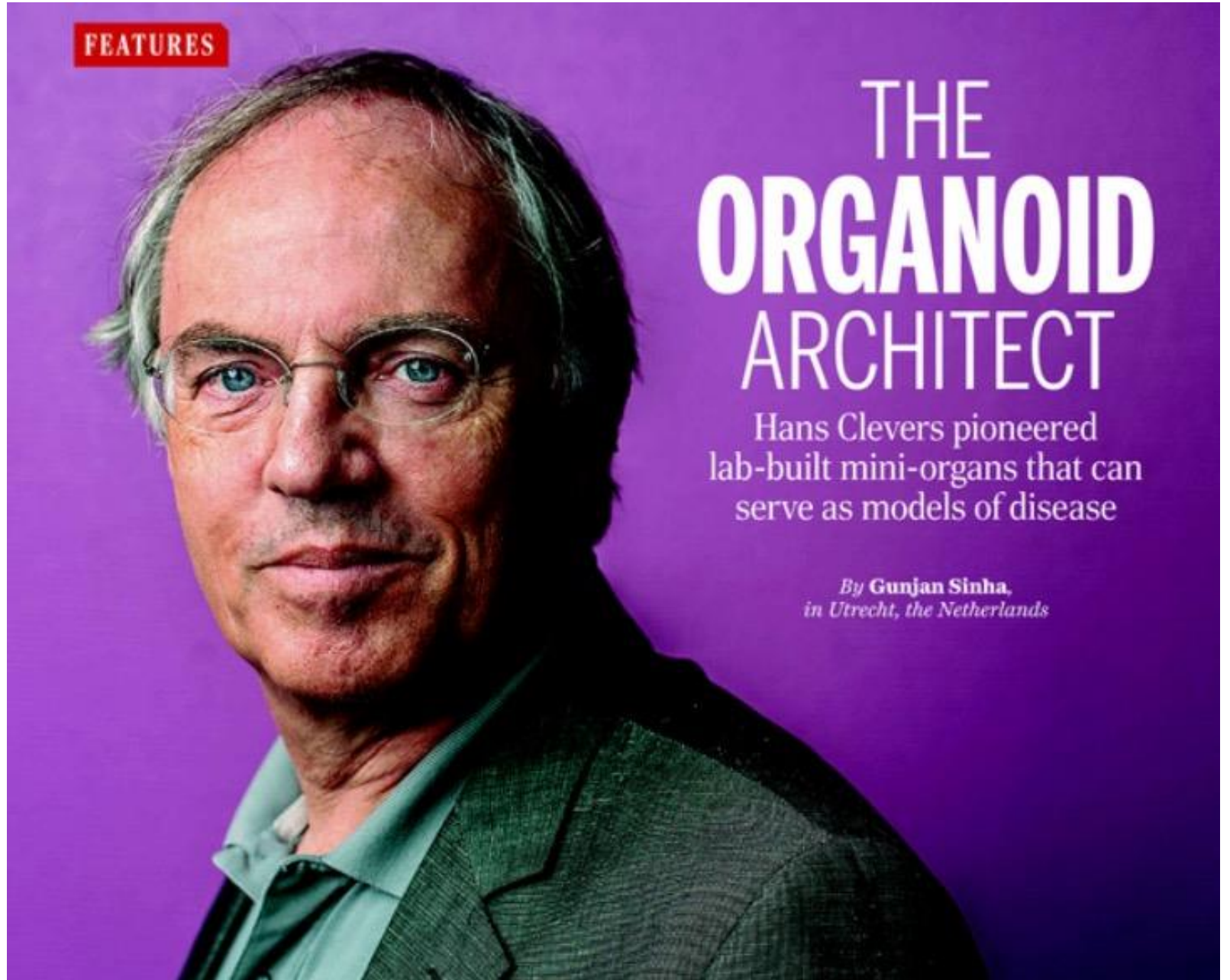
ABOUT ME

Hey, this is Shan, I am 22 years old and currently a first-year studen...

[Read more about Shuyuan...](#)

Claiming succes better

We started claiming his succes better. And that of others.



*And there was the dream of
starting a serious ranking project.*

But, well....

Time for a Paradigm Shift?



Image via



David Peeters
@Peeters_David

We @TilburgU drafted a letter that you can use to apply for the timely and exciting position of International Rankings Officer @TilburgU - Please distribute widely and APPLY for this dream job 🤩 Let's never stop the academic rat race! DM me for a copy ❤️

Tweet vertalen



Frank Miedema heeft geretweet



Dr Elizabeth Gadd @LizzieGadd · 2 sep.
The best at what?



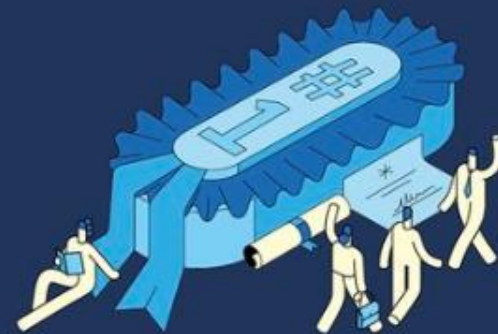
Phil Baty ✓ @Phil_Baty · 2 sep.

The best universities in the world, all around the world. THE 2021 @timeshighered World University Rankings are now live on thewur.com #THEUniRanking #THEWAS

New Zealand	1	University of Auckland	171
Norway	1	University of Oslo	-127
Republic of Ireland	1	Trinity College Dublin	-155
Russian Federation	1	Lomonosov Moscow State University	-174
South Africa	1	University of Cape Town	-155
Taiwan	1	National Taiwan University	97

THE WORLD
UNIVERSITY
RANKINGS

www.thewur.com
#THEunirankings



23

33

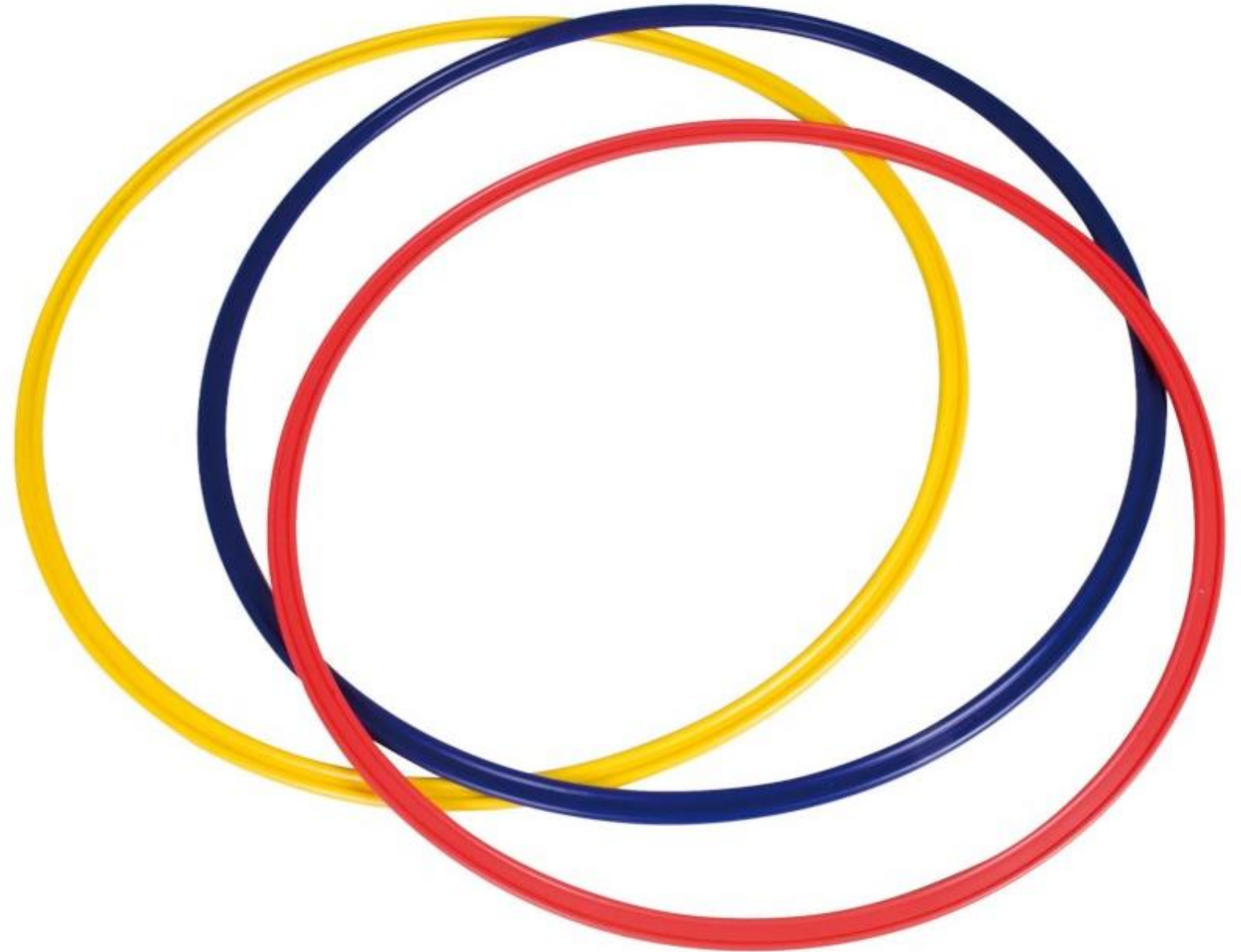
242



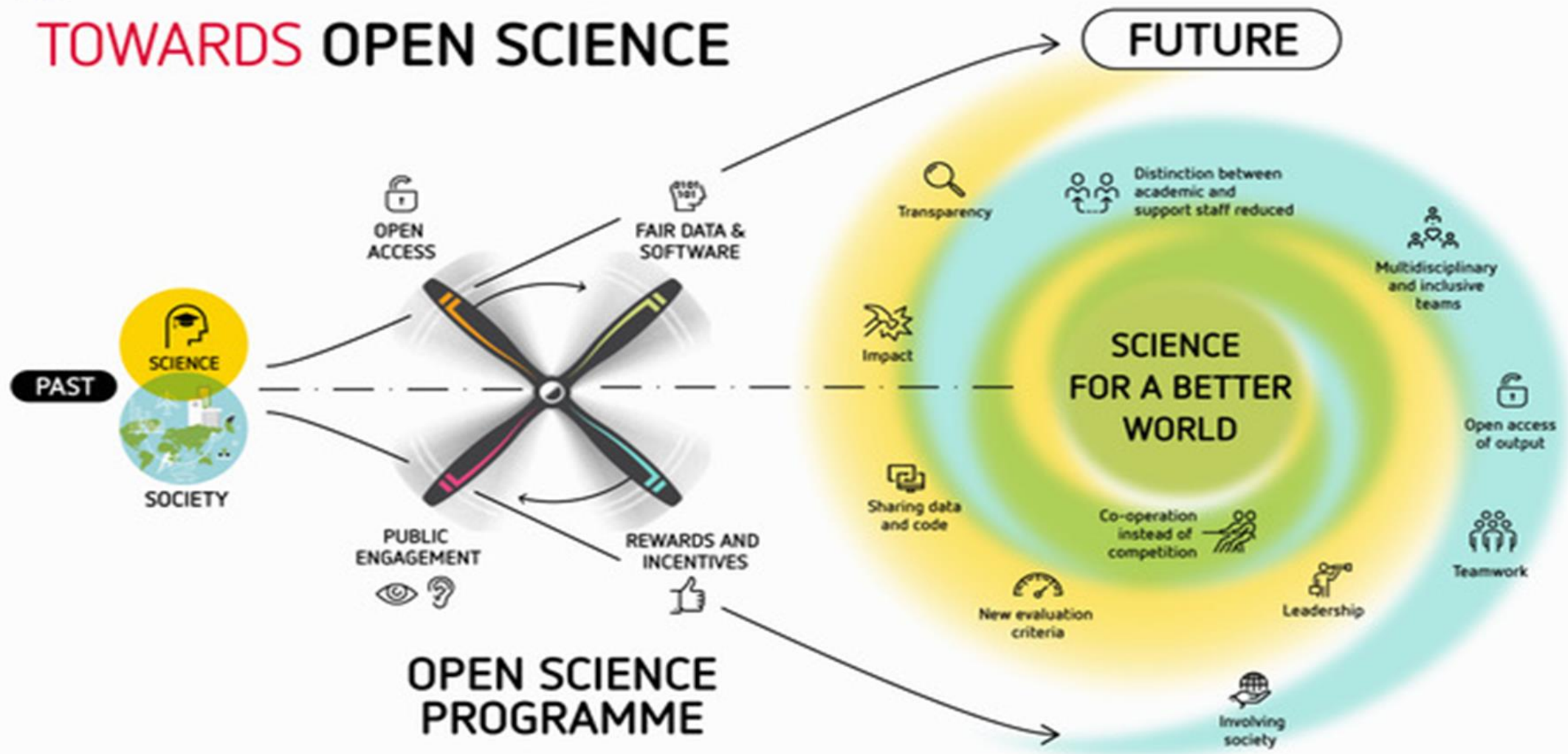


Are we jumping through hoops for the ranking?

What do we want to be judged on? What is of value for a university that wants to contribute to a better world?



TOWARDS OPEN SCIENCE



Impact on public policy

Societal parties including politics and policy makers

Scholarly impact

Peers

Pedagogical impact

Chain of education

Social impact

Local/regional environment ('community')

Public engagement

Citizens / general public

Impact in professional practice

Business sectors

Economic impact

B.V.
The Netherlands, enterprise & entrepreneurs

Impact



How a 17th Century University Is Trailblazing Interdisciplinary Collaboration

This Award-Winning Professor Urges Scholars To Strengthen Resilient Societies—and Even “Change the Rules of the Game”

By Willow Older

This custom content is sponsored by [Utrecht University](#).

Economic historian Bas van Bavel received the Netherlands’ prestigious NWO Spinoza Prize in 2019. *Source: Utrecht University.*



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GLOBAL

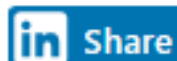
A 2040 vision of HE dominated by grand knowledge hubs

NETHERLANDS

Utrecht plots new way to tackle societal challenges



Jan Petter Myklebust 16 February 2018



Together with its partners, Utrecht University has made plans to tackle 14 key societal challenges, for which purpose it will allocate €26 million (US\$32 million) over the next four years. Fourteen multidisciplinary hubs were selected by the university board after an application round with intense discussions on strategic priorities.

UNTERSTÜTZUNG FÜR UNI-DOZENTEN

Lehre lernen

VON LISA KUNER - AKTUALISIERT AM 24.08.2020 - 10:10

“Ich wünsche mich, dass in Zukunft für eine gelungene Lehrveranstaltung genauso gratuliert wird wie für einen publizierten Artikel.”

Manon Kluijtmans

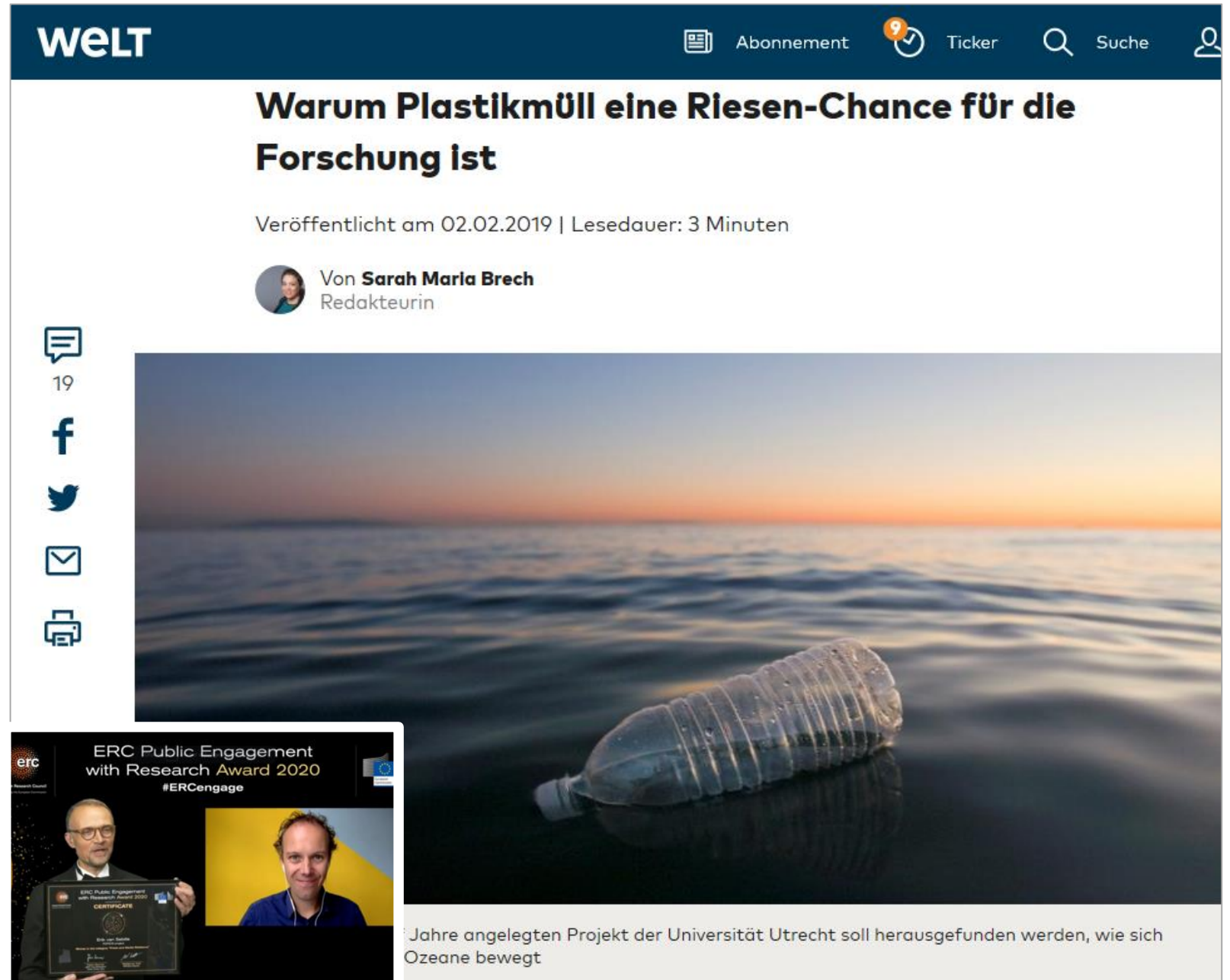
Frankfurter Allgemeine (August 2020)



“Nur ein Prozent des Plastiks im Meer treibt an der Oberfläche. Der Rest liegt vermutlich auf dem Meeresboden oder wurde irgendwo angespült. Wie schnell es absinkt, wohin es treibt und was es im Ökosystem anrichtet, ist weitestgehend unerforscht.”

Erik van Sebille

Welt, February 2019



WELT Abonnement Ticker Suche

Warum Plastikmüll eine Riesen-Chance für die Forschung ist

Veröffentlicht am 02.02.2019 | Lesedauer: 3 Minuten

Von **Sarah Maria Brech**
Redakteurin

19

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🐦

✉

🖨

erc
ERC Public Engagement
with Research Award 2020
#ERCengage

ERC Public Engagement
with Research Award 2020
CERTIFICATE

Jahre angelegten Projekt der Universität Utrecht soll herausgefunden werden, wie sich Ozeane bewegt

Background information

On how Utrecht University plans to tackle 20 key societal challenges

<https://www.uu.nl/en/research/profile/collaboration-within-hubs>

On open science activities at Utrecht:

<https://www.uu.nl/en/research/open-science>

On the novel national protocol for Research Evaluation:

https://www.vsnu.nl/files/documenten/Domeinen/Onderzoek/SEP_2021-2027.pdf

On recommendations for an open science policy platform of EU

https://ec.europa.eu/research/openscience/pdf/integrated_advice_opspp_recommendations.pdf#view=fit&pagedmode=none

Open for debate:
m.mourits@UU.nl





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