

MIND
social
impact
in numbers
2011

“Why academics and social impact?”

At MIND Research Group we believe that it is the responsibility of universities to have a positive impact on society: knowledge is to be shared with citizens and organizations, and it is to be used to accelerate entrepreneurship, innovation and change.

As researchers in Aalto University, we are not satisfied to measure our performance only through traditional indicators used in academia. As we said, we want to influence and make a positive impact: this is why we measure our achievements through different and more demanding indicators. We want to be heard, read and make the world a better place.

2011 was a year to be proud of and we want to share our numbers with you!

The **M!ND** team

Anssi, Lotta, Stefania, Reetta, Jussi, Henna, Susanna

media/

Many journalists wanted to hear more about what goes on at MIND: our projects, especially Hidaskassa and Soita Mummolle were able to create real media swarms!

4

**appearances
on national TV**

25

**appearances
on printed media**

7200

**unique visitors at
www.mindspace.fi**

15

publications,
among which
journal articles,
a book and a best
paper award.

>> for a complete list of publications
<http://www.mindspace.fi/research-teaching/publications/>

31

courses where MIND have been teaching, for a total of **800** students (Aalto, Aalto Pro, AEE, Aalto Protomo...)

39

workshops given, for a total of **715** participants from different national and international organizations

speeches/

MINDers are sought-after speakers on the topics of strategic innovation and experimentation.

68

among speeches, panels, seminars, webinars and presentations

3950

persons listening to a MIND-speech

Society/

MIND wants to put its expertise at service of society at large. The trick is done by influencing communities and businesses through a culture of experimentation.

1800

licensed agents

MIND has been issuing the Official Licence To Act Differently to key people in Finland and abroad.

The Licence is a tool to inspire people to change the rules and innovate.

>> more info about the Licence:

www.mindspace.fi/projects/licence-to-act-differently

60

real life experiments with organizations and end-users

Extra impact bonuses of 2011: we had influence also through entrepreneurship and even on Finnish language!

2

**new companies
founded by MIND**
(Mindustry Oy, Ilolla Oy)

1

**new word,
“Hidaskassa”,
in the dictionary**

(source: Kotimaisten Kielten Tutkimuskeskus)

M!ND

the gap between what is
and what could be!

contact us!

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visit us!

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