Innovation in humanities research demonstrated by HERA-funded projects leads to diversity in impact. Through contrasting processes and methods of engagement outside the academy, researchers have developed new ways of both conceiving and addressing research challenges that are central to realizing the European Research & Innovation agenda.

As examples, we identify five distinctive areas of HERA project impact and associated policy implications that create social, economic and cultural benefits for ‘action’ and ‘reflection’. Pathways to impact are tied to specific project aims and target audiences.

**IMPACT ON WELL-BEING AND THE ENVIRONMENT**  
**Example:** Arctic Encounters (RP11)  
**Outcomes:** Developed new knowledge through interdisciplinary research and facilitated the development of sustainable tourism in the Arctic region.

**IMPACT THROUGH CONTRIBUTIONS TO THE KNOWLEDGE ECONOMY**  
**Example:** Cultural Exchange in a Time of Global Conflict (RP1)  
**Outcomes:** Generated new knowledge through cross-disciplinary research and facilitated the development of cultural heritage tourism.

**ECONOMIC IMPACT**  
**Example:** Creativity and Craft Production in Middle and Late Bronze Age Europe (RP3)  
**Outcomes:** Generated new knowledge through cross-disciplinary research and facilitated the development of cultural heritage tourism.

**IMPACT OF MEANING-MAKING ACTIVITIES: TRANSFORMING TANGIBLE & INTANGIBLE CULTURAL HERITAGE**  
**Example:** Travelling Texts 1900-1944 (RP12) & Border Changes (RP1)  
**Outcomes:** Generated new knowledge through cross-disciplinary research and facilitated the development of cultural heritage tourism.

**SOCIAL IMPACT AND CRITIQUE: CONTRIBUTIONS TO POLICY**  
**Example:** Disentangling European HIV/AIDS Policies (EUROPACH) (RP1)  
**Outcomes:** Generated new knowledge through cross-disciplinary research and facilitated the development of cultural heritage tourism.

**HERA Impact Case Studies**

**Generating Impact in Transnational Humanities Research: HERA 2009-2018**

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**HERA in the European Research Area**

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**PILLARS & CONFERENCE THEMES: Assessing Impact (Pillar 3)**

**KEYWORDS:** Humanities; Impact; Innovations; Values; HERA.