

Draft programme for the online training course on

Science Communication for Societal Impact

4– 7 October 2022

For:

Science communication strategists • Research Managers
Science practitioners • Science journalists • Policy-makers
Other professionals involved in science communication
& impact of science

Organised by:

AESIS

NETWORK FOR
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

BACKGROUND

We live in an era of abundant scientific information. In order to address pressing issues such as the pandemic, climate-change, poverty and more, it is crucial for science and society to close ranks, build trust, learn from each other and work together in order to tackle these societal challenges. To strive towards this end, those working in the often separate landscapes of science communication and societal impact would benefit from mutual learning.

Science communicators have long used the media and other engagement strategies to advocate for the value of science to the public and to enhance trust while professionals in the societal impact space have continuously worked to facilitate positive scientific contributions to the economy, society, environment and/or culture, undertakings which cannot be achieved without science communication skills, tools, methods and infrastructures. With these overlapping endeavours and activities, impact professionals can better support their mission for advancing societal impact through understanding how science communication may be leveraged to achieve this end, while science communicators can better understand the impact of their outreach efforts and the big-picture effect it has and can have through dialogue with impact experts.

Due to these considerations, AESIS brings together experts involved in the field of science communication and impact of science to provide an interactive training course on **Science Communication for Societal Impact**. This year's edition will cover key topics within the impact and science communication spaces, and will moreover delve deeply into issues that are widely discussed in the **African Continent** and other **Global South** regions, such as:

- ◆ Science communication as a tool for advancing societal impact of science
- ◆ Connecting science with policy, industry and society
- ◆ Building trust and co-producing knowledge — *with* local communities and *for* local communities
- ◆ Evidence-based strategies and practices for public engagement of science to foster equitable outcomes and move towards equality, diversity and inclusion
- ◆ Regional or national strategy for science communication and public engagement
- ◆ Monitoring science communication endeavours and evaluating the success of their impact

ABOUT AESIS

The Network for Advancing and Evaluating the Societal Impact of Science (AESIS) is an international, open community for professionals working on stimulating and demonstrating the impact of science on economy, culture and well-being. Members come from all over the world, where they are involved in the evaluation of impact, research strategy and policy making, science funding, scientometrics, research administration, business creation, public engagement, and many more. AESIS pursue a multi-stakeholder, system-wide approach on an international level, with the belief that stimulating dialogue between different sectors and regions, beyond the project level, will catalyse further development of effective instruments for evaluating and advancing the societal impact of science.

Tuesday 4 October

Engaging with the Public

all times in CEST

8.50 - 9.00 Walk-in

9.00 Words of Welcome

Anika Duut van Goor Director of AESIS

9.05 Introduction by the Participants

- ◇ Where do you sit in the ecosystem of research activity?
- ◇ Why are you here and what do you wish to take away?

9.50 - 10.05 Break

FROM SCIENCE COMMUNICATION TO PUBLIC ENGAGEMENT

10.05 Introduction to science communication and moving towards a participatory model of engagement

- ◇ History and context, from communication to dialogue to participation & engagement
- ◇ The importance of two-way engagement and the role it plays in creating impactful research

*Paul Manners** Director of Policy, National Co-ordinating Centre for Public Engagement (NCCPE), UK

10.55 - 11.10 Break

11.10 *Paul Manners continued...*

12.00 - 12.45 Break

KNOWLEDGE CO-PRODUCTION WITH LOCAL SECTORS & COMMUNITIES

12.45 Impactful research to best serve local communities through engagement and knowledge co-production

- ◇ Dialogue and knowledge co-creation to align societal needs with research
- ◇ Working with local partners such as policymakers, civil society organisations and SMEs

Temilade Sesan Development Researcher, Lecturer & Consultant, Nigeria

13.35 - 13.50 Break

13.50 Interactive Exercise & Q&A

14.30 End of Day 1

Wednesday 5 October

Strategies & Frameworks for Public Engagement with Science

all times in CEST

8.50 - 9.00 Walk-in

MOVING TOWARDS A NATIONAL FRAMEWORK FOR SCIENCE COMMUNICATION

9.00 Transitioning towards creating a national science communication framework

- ◇ Context of science communication in the Philippines
- ◇ Communication frameworks in East Asia compared to other frameworks
- ◇ Group work: science communication mapping exercise
- ◇ Gaps, barriers, and opportunities for advancement

Kami Navarro

Science Editor, University of Singapore and Co-Founder & Manager of Pinoy Scientists, the Philippines

9.50 - 10.05 Break

10.05 *Kami Navarro continued*

10.55 - 11.10 Break

EMBEDDING ENGAGEMENT IN A RESEARCH FRAMEWORK

11.10 The 'Engaged Research Framework' from the South African National Research Foundation's 'Framework to Advance the Societal and Knowledge Impact of Research'

- ◇ Developing a shared understanding of engaged research
- ◇ Providing a strategic framework for supporting and embedding engaged research within South African research and innovation
- ◇ Processes and metrics to design, implement, and assess engaged research
- ◇ Developing networks and building long-term relationships

Representative*

National Research Foundation (NRF), South Africa

12.00 - 12.45 Break

12.45 *Continued...*

13.35 - 13.50 Break

13.50 Interactive Exercise & Q&A

14.30 End of Day 2

Thursday 6 October

Incentivising Good-Practices in Science Communication

all times in CEST

8.50 - 9.00 Walk-in

RECOGNITION & REWARDS

9.00 How will Recognition and Rewards change communications departments of knowledge institutions

Dieudonnee van de Willige*

Science Communication Advisor & Writer, the Netherlands

9.50 - 10.05 Break

10.05 *Dieudonnee van de Willige* continued*

10.55 - 11.10 Break

EQUALITY, DIVERSITY & INCLUSION

11.10 Building capacity in science engagement to enable equality, diversity & inclusion

- ◇ Accessible and well-aligned science communication to engage diverse publics
- ◇ Considering the audience: socio-cultural context, religious beliefs, prior scientific knowledge or misinformation, language...

Sarah Iqbal*

Independent Science Engagement Consultant, India

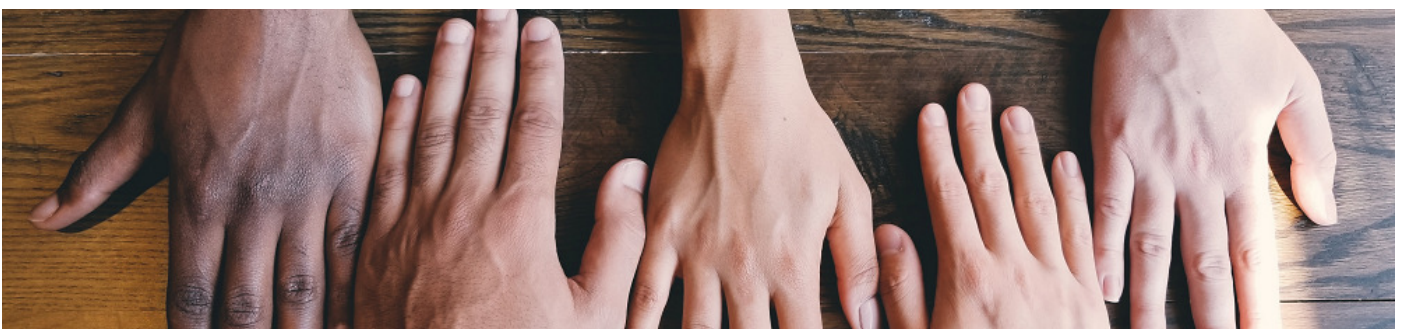
12.00 - 12.45 Break

12.45 *Sarah Iqbal* continued...*

13.35 - 13.50 Break

13.50 Interactive Exercise & Q&A

14.30 End of Day 2



Friday 7 October

Monitoring and Evaluation & Participant Presentations

all times in CEST

8.50 - 9.00 Walk-in

MONITORING & EVALUATING SCIENCE COMMUNICATION AND ITS IMPACT

9.00 Tools to monitor impact through science communication indicators

*Representative**

Kudos Innovations, United Kingdom

9.50 - 10.05 Break

10.05 Monitoring science communication endeavours and evaluating the success of their impact

◇ Common problems with science communication evaluation

◇ Designing long-term and systematic evaluation method

Eric A. Jensen

Associate Professor, University of Warwick, United Kingdom

10.55 - 11.40 Break

PARTICIPANT PRESENTATIONS

11.40 Part 1

12.30 - 12.45 Break

12.45 Part 2

13.25 Closing

13.30 End of Day 2

