

Draft Programme  
3-day course on

# Effective communication of Science to foster Societal Impact

24-26 March 2020

Rome, Italy

## AESIS

NETWORK FOR  
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

Partners:



## INTRODUCTION

Science communication is growing in importance to many universities and other research institutions, and it could play an increasingly important role in achieving societal impact of science. Because in order to generate more effective impact, it is important to consider how science is communicated, how it is perceived, whether the right research reaches the relevant audience, if the message is understood and whether it is trusted. These are all factors which determine the success of the impact of science on society.

Society can benefit from innovative and well-substantiated methods for mission-oriented communication of science, covering a number of impact-pathways: through government (evidence informed policy making), through business (science marketing) or through media (science broadcasting), to name a few. With all these possible pathways and target groups, it is of utmost importance to learn and understand how to communicate scientific knowledge to non-scientific audiences in a way that is meaningful to them. For example, understanding the “value proposition” of your science to industrial partners is key to maximising your institution’s innovation potential. It is also of great significance that research is translated and not misinterpreted by users, the latter often taking place when certain data or knowledge is perceived to support the goals of an organisation or party.

One of the increasingly developing approaches in the past few years is public engagement, with the goal of connecting the broader public with science through reciprocal approaches and using new communication methods often provided by social media. Especially with the growing “Open Science” movement, which offers a new way for disseminating science to the broader public, multiple additional roads are paved to sustain the transfer of scientific knowledge to society. This leads to new positions and professions coming into existence to organise these processes: from librarians taking up new roles, to impact professionals exploring the best approaches to create new partnerships through dissemination strategies.

Although the relevance seems undisputable, communicating science is not per definition part of a routine in the academic world, and it usually lacks a programme and structure. Therefore AESIS brings together professionals and stakeholders in the field of impact and science communication, in order to support the development of the new goals, professions and tasks in the interface between science and society. For three days we will offer knowledge from experts in the field and interactive discussions with peers on topics such as

- ◇ How can knowledge exchange benefit from better communication strategies
- ◇ Pitfalls and challenges to connect open science to innovation and societal impact
- ◇ The role of intermediaries like science journalists and social media
- ◇ How to combine marketing capabilities and communication strategies

## TARGET AUDIENCE

**Research managers, Communication strategists,**

**Librarians, Science funders, Policy makers, Press officers**

**And other professionals involved in science communication  
and impact of science**

# Draft Programme

## Tuesday 24 March

*8.30 - 9.00 Registration with coffee/tea*

9.00 **Word of welcome by AESIS**

9.05 **Representative hosting University\***

**Opening of the course**

9.15 **Course Coordinator: Anika Duut van Goor**

*Director AESIS Network*

**General introductions by the participants**

Why are you here, what do you want to take away? Where do you sit in the ecosystem of research activity? What are we talking about and why is it important?

9.45 **Paul Manners**

*National Co-ordinating Centre for Public Engagement*

**Science communication - pathway to societal impact**

- ◇ From communication to collaboration: Public engagement
- ◇ How to increase the chance of effective impact through public engagement
- ◇ The importance of evaluation and evidence of change

*10.30 - 11.00 Coffee/tea break*

11.00 **University science communication frameworks (to be elaborated)**

*12.30 - 13.30 Lunch*

13.30 **Andrea de Bortoli\***

*University of Turin, APEnet*

*14.30 - 15.00 Coffee/tea break*

## Draft Programme

### Tuesday 24 March (cont'd)

15.00 **Leonardo Alfonsi**

*Director Psiquadro and board member of Ecsite*

- ◇ Defining the societal value of science communication for university research
- ◇ Involving societal actors & stakeholders
- ◇ Positioning Open Science

16.30 **Remaining questions for the day**

*17.00 Reception*



## Draft Programme

### Wednesday 25 March

*8.30 - 9.00 Registration with coffee/tea*

9.00 **Welcome & Summary**

9.15 **Monique Mourits**

*Director Communications & Marketing at Utrecht University*

- ◇ Science Communication and University Strategies
- ◇ The (potential) contribution of science communication to societal impact of research
- ◇ Universities and public engagement

*10.30 - 11.00 Coffee/tea break*

**Draft Programme**  
**Wednesday 25 March (cont'd)**

11.00 Interaction with the audience “challenges for university communicators

*12.30 - 13.30 Lunch*

13.30 **Sile Lane**  
*Head of International Campaigns and Policy, Sense about Science*

**Generate a university communication strategy**

- ◇ Engagement with policymaking and policymakers
- ◇ Practical steps towards real public engagement
- ◇ How to connect with the media and policymakers

*15.15 - 15.45 Coffee/tea break*

15.45 **Framing research messages for a policy audience**

- ◇ Why and How
- ◇ Application exercise

17.15 **Recap & remaining questions**

*18.00 Dinner*



# Draft Programme

## Thursday 26 March

*8.30 - 9.00 Registration with coffee/tea*

**9.00** **Welcome & Summary**  
Collecting final questions

**9.30** **Alex Verkade**  
*Director of the Dutch Organisation of Science Museums and Science Centers, VSC*

**Societal Impact through Science Communication**

*11.00 - 11.30 Coffee/tea break*

**11.30** **Anna Maria Fleetwood**  
*Senior Adviser External Relations, Swedish Research Council*

**Facilitating Science Communication to Society**

- ◇ 'I want to, but there is no time' - *Researchers' views on communication and Open Science*
- ◇ Support researchers to succeed in their communication
- ◇ Communicating science in a post-truth era

*13.00 - 13.45 Lunch*

**13.45** **Anika Duut van Goor**

**Interactive exercise on intergrating science communication  
in a research impact strategy**

*15.15 - 15.45 Coffee/tea break*

**15.45** **Problem Solving: going into collected practical issues of the past days  
(Closing) presentation, discussion, summary & recap of most important lessons**

**17.00** **End & Closing**

