

# The why and how of research reporting and demonstrating societal impact

## AESIS

NETWORK FOR  
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

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Research funding bodies worldwide seek to maximise their returns on investment in research and incentivise for valuecreation for society. Monitoring the economic and societal impact of research is now a vital component in the process of organising and funding research, to promote accountability and lead to evidence-based decision-making. Faced with these new challenges, researchers and university staff are called upon to become impact-driven when reporting and monitoring their research.

During this free webinar three experts will delve into why it is important for researchers to better communicate their research, as well as making use of data in impact assessment, in order to better advocate for the societal value of their research, and in fact improve the impact on society it has.

## Webinar overview



February 21st

16.00 CET



3 guest speakers



75 minutes



Free of

charge



# Webinar programme

16.00 Words of welcome

*Anika Duut van Goor* Director of AESIS, The Netherlands

16.05 Individual presentations by invited speakers

## The importance of research reporting: From a funder's perspective



**Kathryn Graham**  
*Executive Director, Impact Action Lab, Alberta Innovates, Canada*

### Sub-topics:

- Why is it important to report and communicate impact: from a funder's perspective in the Canadian research & innovation sector;
- Examples of how to properly report and communicate impact.

**Kathryn Graham** is the Executive Director of the Impact Action Lab at Alberta Innovates, a Canadian-based publicly funded provincial research and innovation organization. A co-founder of the International School on Research Impact Assessment and was Director of the School when it was hosted in Banff in 2014. She has over 25 years of strategic evaluation experience in health care, research and innovation. Her expertise is in developing performance management and impact strategies and implementing assessment frameworks for complex systems across a diversity of organisations.

## Methodologies for impact-driven research reporting

**Tjitske Holtrop** is an anthropologist and has worked as a researcher at the Center for Science and Technology Studies (CWTS) at Leiden University since 2017. Her focus is on evaluation practices. After a PhD on critically reflecting on the evaluation of Dutch civil-military mission in Afghanistan 2006-2010, she refocused on evaluation practices in academic contexts and RRI. She is involved in projects around self-assessment, reward and recognition, inter/transdisciplinarity and responsible research and innovation.

**Tjitske Holtrop**  
*Postdoctoral researcher at CTWS, Leiden University, the Netherlands*



### Sub-topics:

- Evaluative inquiry and the relation with societal impact of science: lessons to better communicate and monitor your research;
- Rewards and recognition: promoting responsible research.

## Topic tbd



**Speaker tbd**  
*Position*

### Sub-topics:

- To be updated soon

More information will follow-up soon.

16.50 Debate and Q&A