



Impact of Science

5-7 June 2019, Berlin

Raum E0.42, 11:30-12:45

Public Engagement

Tamika Heiden (Chair)

Andrea Frank

Andy Martin



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Tamika Heiden(Chair)

Principal of Knowledge Translation

Australia

Boost the impact of science by understanding your “public”

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Public – more than one audience



WANTS & NEEDS

WANT
NEED
DREAM
HOPE
DESIRE

An assumption is something that you assume to be the case, even without proof.

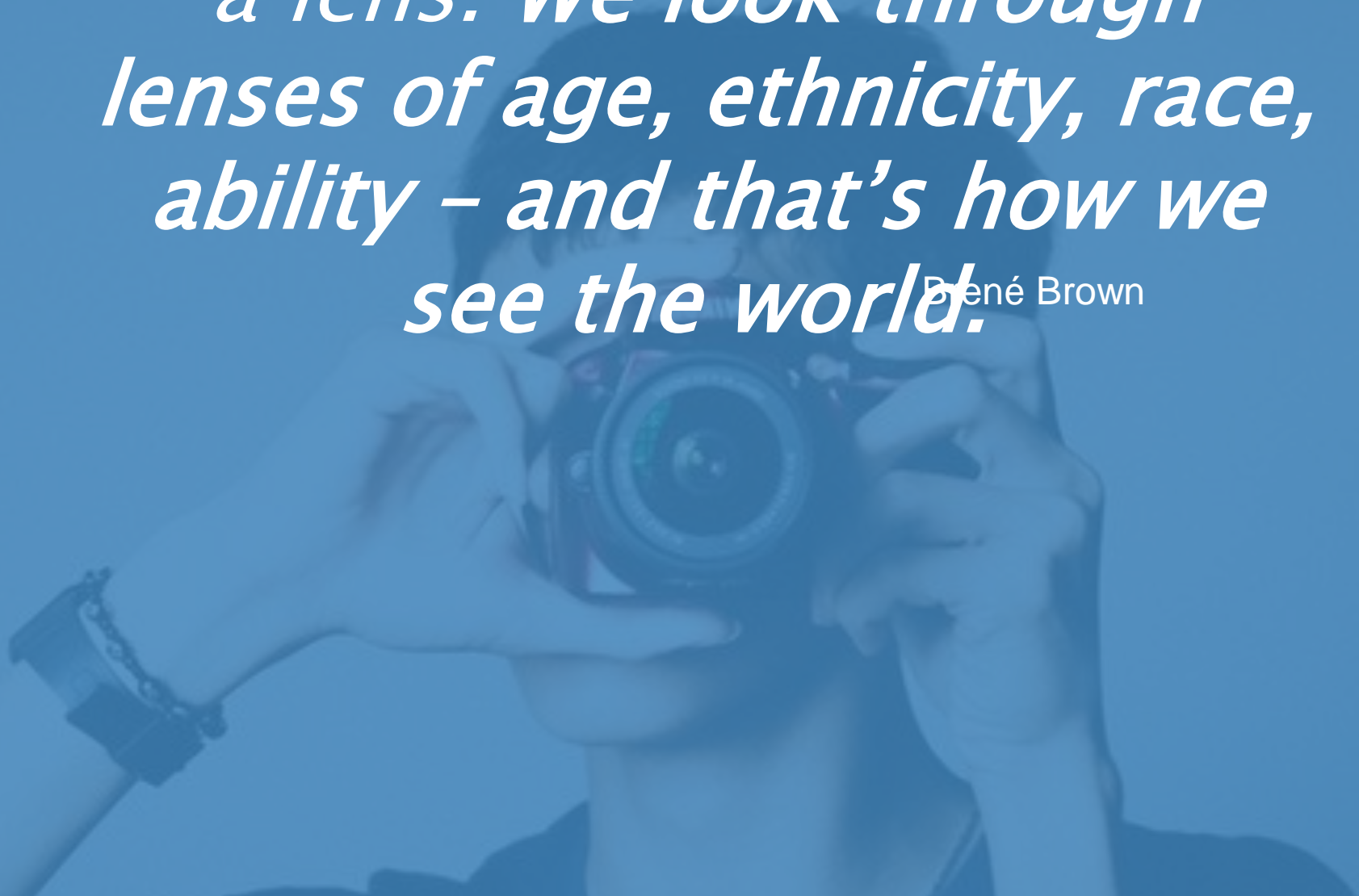


Can your connections have integrity if they are based on your assumptions?

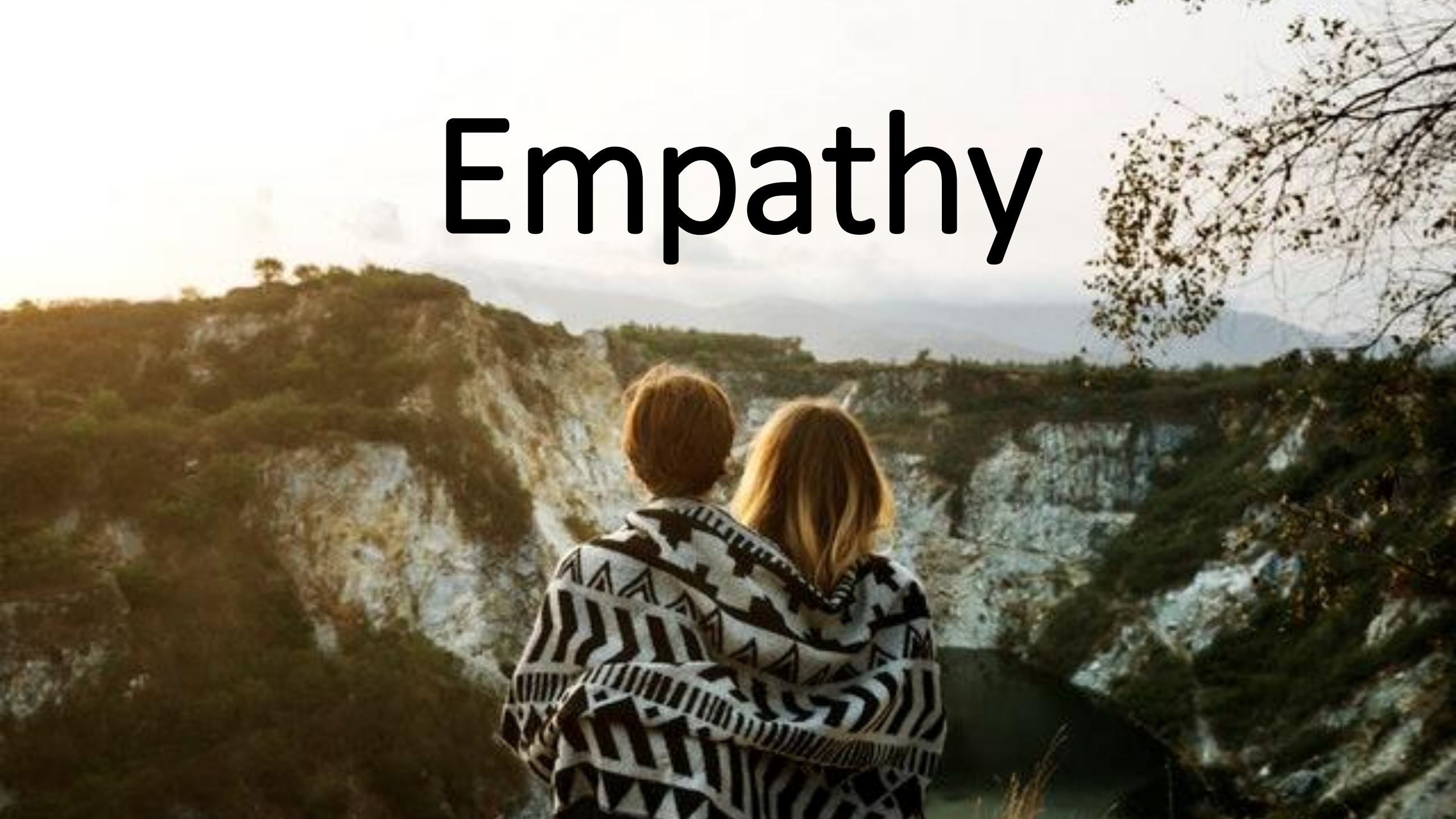


*We all see the world through
a lens. We look through
lenses of age, ethnicity, race,
ability – and that's how we
see the world.*

Bené Brown



Empathy



Perspective....

Needs & Wants

NEEDS are things we perceive that people want or should do.

Based on our personal values and beliefs (our lens)

WANTS are things that people are willing to commit to and are ready to do

WANTS drive the behaviour to make decisions

What does this person NEED?
A home, a bed, shelter?



STREAT
TM

A social enterprise for good

What do homeless youth WANT?

*'Today I graduate. Today I actually **finish something I started**, today I walk away with friends and knowledge but most of all I leave with **hope**.... Sometimes you underestimate how much a course can do for you. I know I did but when I look back I can see that STREAT is one of the defining factors in my life.'*

*'I'm so **proud** of myself and I never thought I would be **proud of myself**.'*

*'Staff make you **feel really welcome** when you walk in. Just a smile that means they **know you and care**. Simple stuff but it makes me happy to know I **belong** here.'*

*"STREAT has given me a **sense of direction** that I haven't felt in years. Even just a year ago everything was chaotic - now I am getting on track. I am finally in stable accommodation, I am studying and have got **motivation to do things again**. STREAT has been an amazing experience for me.....'*

*'Trainees and staff are the first people in my life who **accept me** and **support** me completely.'*

CERTAINTY

LOVE & CONNECTION

VARIETY

SIGNIFICANCE


6 Human Needs

GROWTH

CONTRIBUTION



Know your “public” – who are they,
what are their WANTS?

A photograph of a sunset over the ocean. The sun is low on the horizon, partially obscured by dark, dramatic clouds. The sky is a mix of deep blues and greys, with some lighter patches where the sun's light breaks through. The water is dark and reflects the sun's glow. The overall mood is serene and contemplative.

The best way to serve someone is to
give them what they WANT, not what
you think they NEED!



Thanks



Impact of Science

5-7 June 2019, Berlin

Public Engagement

Andrea Frank

Head of Research and Dialogue Science and Society

Stifterverband für die Deutsche Wissenschaft

Germany



STIFTERVERBAND

Bildung. Wissenschaft. Innovation.

Berlin, 6 June 2019

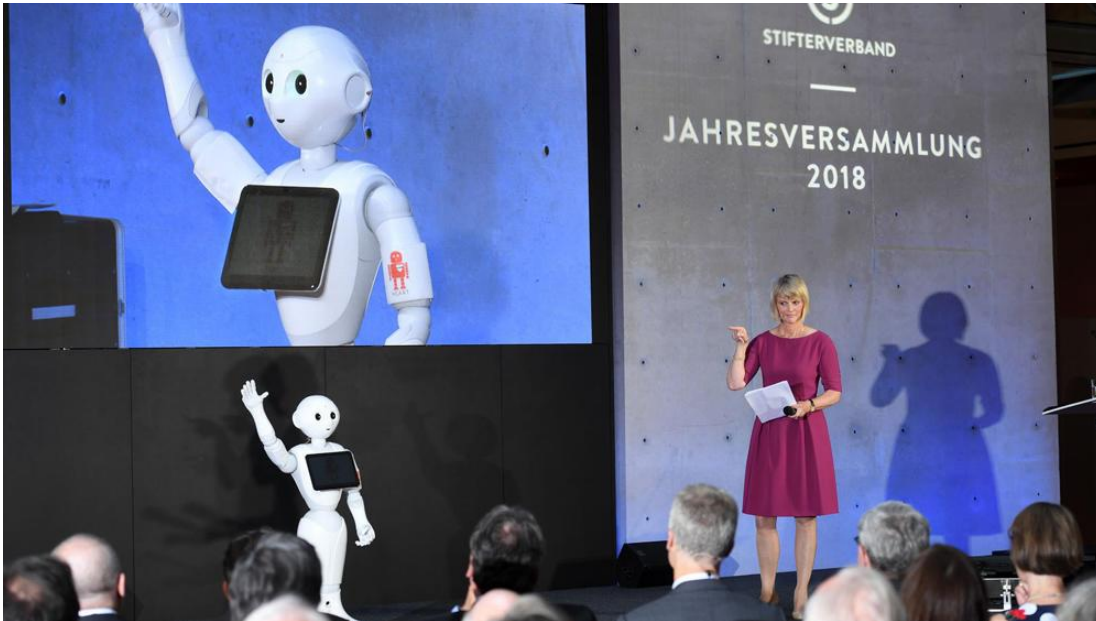
PUBLIC ENGAGEMENT RETHINKING ACADEMIA'S ROLE IN SOCIETY

Andrea Frank





STIFTERVERBAND - JOINT BUSINESS INITIATIVE



SHAPING EDUCATION

We are committed to enabling young people to develop and nurture their talents, and we promote equal opportunities in education.

PROMOTING SCIENCE

We promote the quality of academic teaching and research, the cooperation between industry, society and science, and the dialogue between the scientific community and society.

ENABLING INNOVATION

We support the innovation policy of the Federal Government through high-level advisory bodies and make our research findings available for application.

FUNDING - CONSULTING - NETWORKING - ANALYSING



TAKE A LOOK AT GERMANY: WHERE DID WE COME FROM?

AWARENESS RAISING

PUSH-Declaration stresses dialogue
Science & Society as key task of every
researcher



1999

ROLE MODELS

REGIONS & RESEARCHERS

Communicator Prize & City of Science
pilots variety of formats



2005



TAKE A LOOK AT GERMANY: WHERE DID WE COME FROM?

INSTITUTIONALIZATION

Houses of Science
Wissenschaft im Dialog
Network *Education through Responsibility*



PRIVATE & PUBLIC FUNDING INITIATIVES

Foundations & federal states
drive changing roles of
universities



Mehr als Forschung
und Lehre



**CAMPUS UND
GEMEINWESEN**[®]



STIFTERVERBAND



Stiftung
Mercator

2009

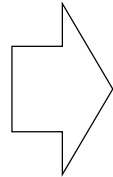
2010 ff.



WHERE ARE WE TODAY?

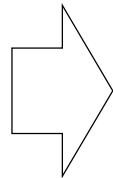
PUBLIC ENGAGEMENT OF UNIVERSITIES AS A MAINSTREAM DEBATE

Science Policy



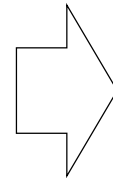
Research, Teaching & Knowledge Exchange is seen by science policy as part of universities' mission.

HEI's Strategy:
the Purposeful University



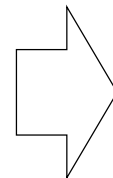
Universities work on their strategic priorities regarding the collaboration with society.

Funding:
Role of University in Region



Funding programs increasingly address the role of universities in the region and in society in general.

Formats:
Variety of engagement
activities



Formats for collaboration in teaching and research have been established but need to be mainstreamed.



PUBLIC ENGAGEMENT ADDS VALUE TO STUDENT LEARNING AND UNIVERSITY PROFILE

Students

- ✓ Learning transfer competence
- ✓ Experience limits of the applicability of academic knowledge
- ✓ Develop personality
- ✓ Experience your own productive power

University

- ✓ HEI as a learning institution
- ✓ Exploring formats with practice
- ✓ Impulses for research and didactics through practice
- ✓ New partners from society
- ✓ Profiling as solution partner
- ✓ Regional anchoring
- ✓ Student marketing



WHERE ARE WE HEADING NEW SELF-UNDERSTANDING AS RESEARCHER AND UNIVERSITY?

I. Take transformative sciences seriously!

Teaching and research as a process of co-creation with society and external partners in order to deliver solutions for societal challenges.

II. Take the concept of engagement as a researcher seriously!

Public engagement as a learning experience für students, teachers and institution & public engagement as a mission and responsibility for individuals as well as institutions.



WHAT IS LEFT TO DO

FOUR CHALLENGES

- 1. Align reputation & incentives
 - 2. Professionalize & institutionalize formats & activities
 - 3. Develop adequate impact assessment of activities
 - 4. Develop collaboration-friendly regulation
-

THANK YOU



STIFTERVERBAND

Bildung. Wissenschaft. Innovation.



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5-7 June 2019, Berlin

Public Engagement

Andy Martin

*Founder and Director of Firetail
United Kingdom*

AESIS Impact of Science Conference 2019

Public Engagement

Andy Martin, Director
Firetail



“How to boost the impact of science through connecting to the broader public?”



About Firetail

“Strategy for social progress”

Strategy, engagement, learning and growth

Intersection of science and civil society

London (& Berlin soon)

About Firetail



Strategy

Engagement

Evaluation

Leadership





- **Impact is rarely accidental**
- Engagement can happen at every stage in the process
- Understand purpose
- Use a theory of change
- Engage partners and funders



- **Participation not dissemination**
- Have two-way conversations
- Recognise different skills and capabilities
- Partnerships are essential



- **Evaluation is essential for learning**
- Use different metrics
- Requires different approach and skills
- Reward systems & funding can be confounding



- **Clear need for leadership**
- Role of science in society
- Grand challenges
- Need for collaboration
- Resources



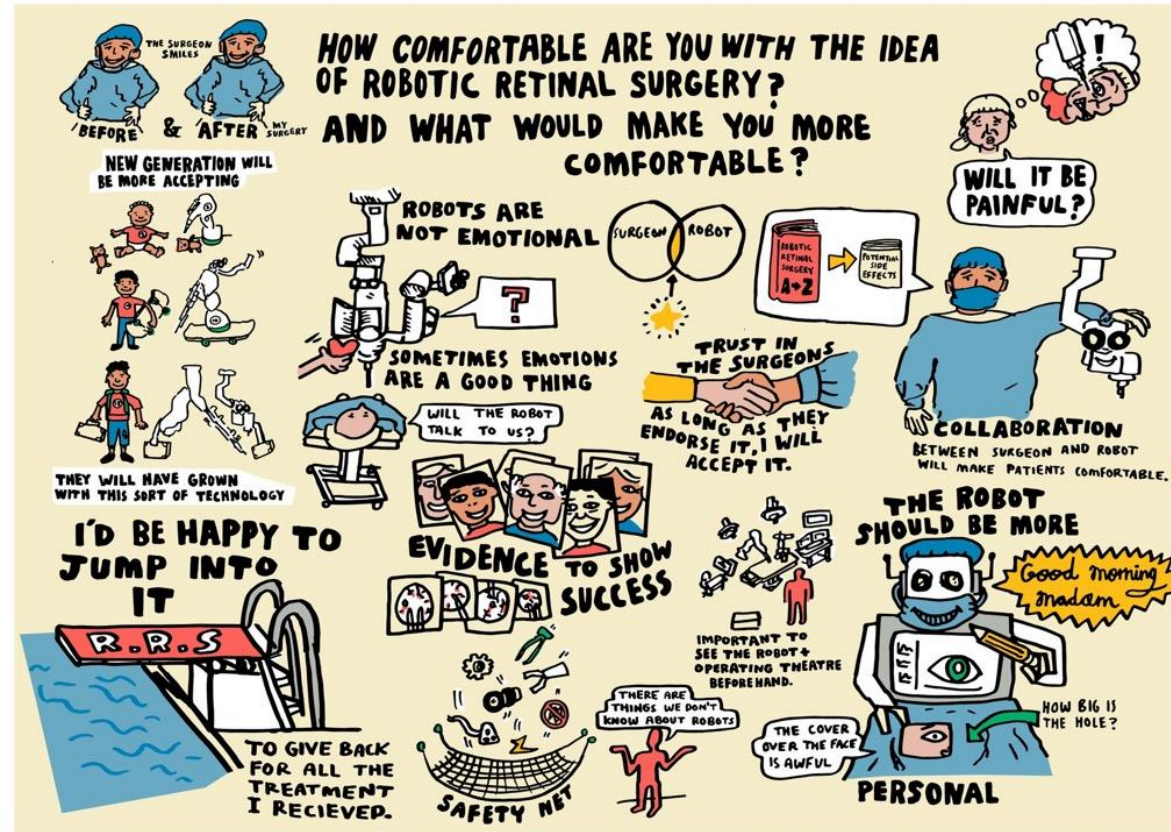
AUTISTICA

- National consultation
- New research priorities
- Co-creation and partnerships
- Improved research design

Links

<https://www.autistica.org.uk/our-research/our-research>

Case Study



- King's Imaging
- Age UK
- Use of robotics in retinal surgery

Links

<https://www.kcl.ac.uk/bmeis>

Case Study



- **University of Bristol, Smart Internet Lab**
- 5g Testbed
- Music for all

Links

<http://www.bristol.ac.uk/engineering/research/smart/news/2019/5g-music-lesson.html>

<http://musicforall.org.uk/5gmusic/>



Royal Society of Chemistry

- Leadership
- Evidence
- Community ownership
- Practical actions

Links

<https://www.rsc.org/campaigning-outreach/campaigning/incldiv/inclusion--diversity-resources/womens-progression/>
<https://www.firetail.co.uk/news/2018/12/5/breaking-the-barriers>





**International
Science Council**

- Global voice for science
- Science as a public good
 - Science for policy
 - Policy for science
 - Scientific freedom

Links

<https://council.science>



Final thoughts

“How to boost the impact of science through connecting to the broader public?”

- Impact is rarely accidental
- Authentic participation and deliberation is valuable
- Partnerships are essential
- Evaluation is worthwhile

There is a need and opportunity for leadership

- at every stage in the process
- at every level



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