



Welcome to the international course on

Science Communication for Societal Impact

14-18 September, hosted online from Delft

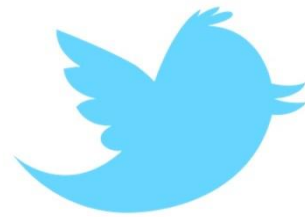
AESIS

NETWORK FOR
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

 **TU**Delft



DAY 4

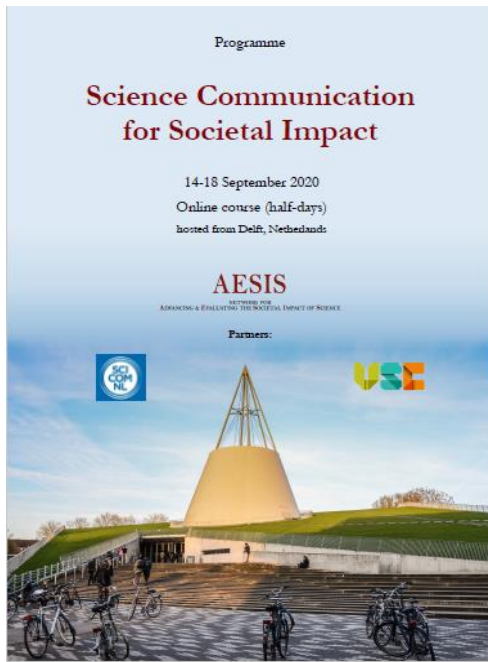


#SciCOM20
@AESISNET

Science Communication for Societal Impact

14-18 September 2020

OVERVIEW OF THE COURSE



Monday 14 September – Welcome and Introduction to Science Communication for Impact
Joost Ravoo & Roy Meijer, and Paul Manners

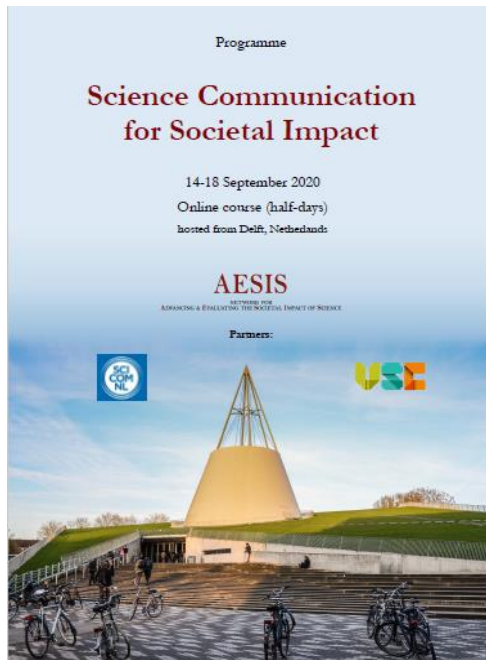
Tuesday 15 September – Science communication, university strategies, obstacles and criteria
Maarten van der Sanden and Alex Verkade

Wednesday 16 September – Facilitating science communication to society and lessons learned from COVID-19
Cissi Askwall & Anna Maria Fleetwood, and Stefanie Molthagen-Schnöring

Thursday 17 September – Connecting Organisations for Societal Impact and Public & Policy Engagement
Ben Vivekanandan and Emily Jesper

Friday 18 September- Science Gallery Rotterdam: Science Communication and Societal Impact
Fred Balvert
Case study presentations

OVERVIEW OF TODAY'S PROGRAMME



Ben Vivekanandan

Connecting Organisations for Societal Impact

- Building long term relations between Monash University, governments, and businesses for impact
- Leveraging the societal impact that research infrastructure can deliver through enhanced collaboration
- Articulating aspiration and communicating achievements to attract investments

Emily Jesper

Public- and Policy Engagement

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



Science Communication for Societal Impact
14-18 September 2020

Ben Vivekanandan

Director, Precincts and Government at Monash University

Connecting Organisations for Societal Impact

Ben Vivekanandan
September 2020



Connecting Organisations for Societal Impact

Session 1

- **About Monash University**
- **Projecting an external message to develop relationships with government and business**
- **Leveraging Infrastructure and enhancing collaboration**
- **The big picture – how to attract investment**

Session 2

Group discussion

- **Science and Technology for good in a COVID world. Adapting in times of crisis - Refining your plans as you seek to project a situational dependent message, leverage assets in a time of fiscal prudence and aspire to have impact as technology, innovation and science come to the forefront of community need.**



Monash University is named after General Sir John Monash



On 12 August 1918, at Château de Bertangles, Monash was knighted as a Knight Commander of the Order of the Bath on the battlefield by King George V.

The Sir John Monash Centre is a museum and that commemorates Australian servicemen and women who served on the Western Front during the First World War. The centre, located near the village of Villers-Bretonneux (Somme) in northern France, Australian National Memorial and within the military cemetery.



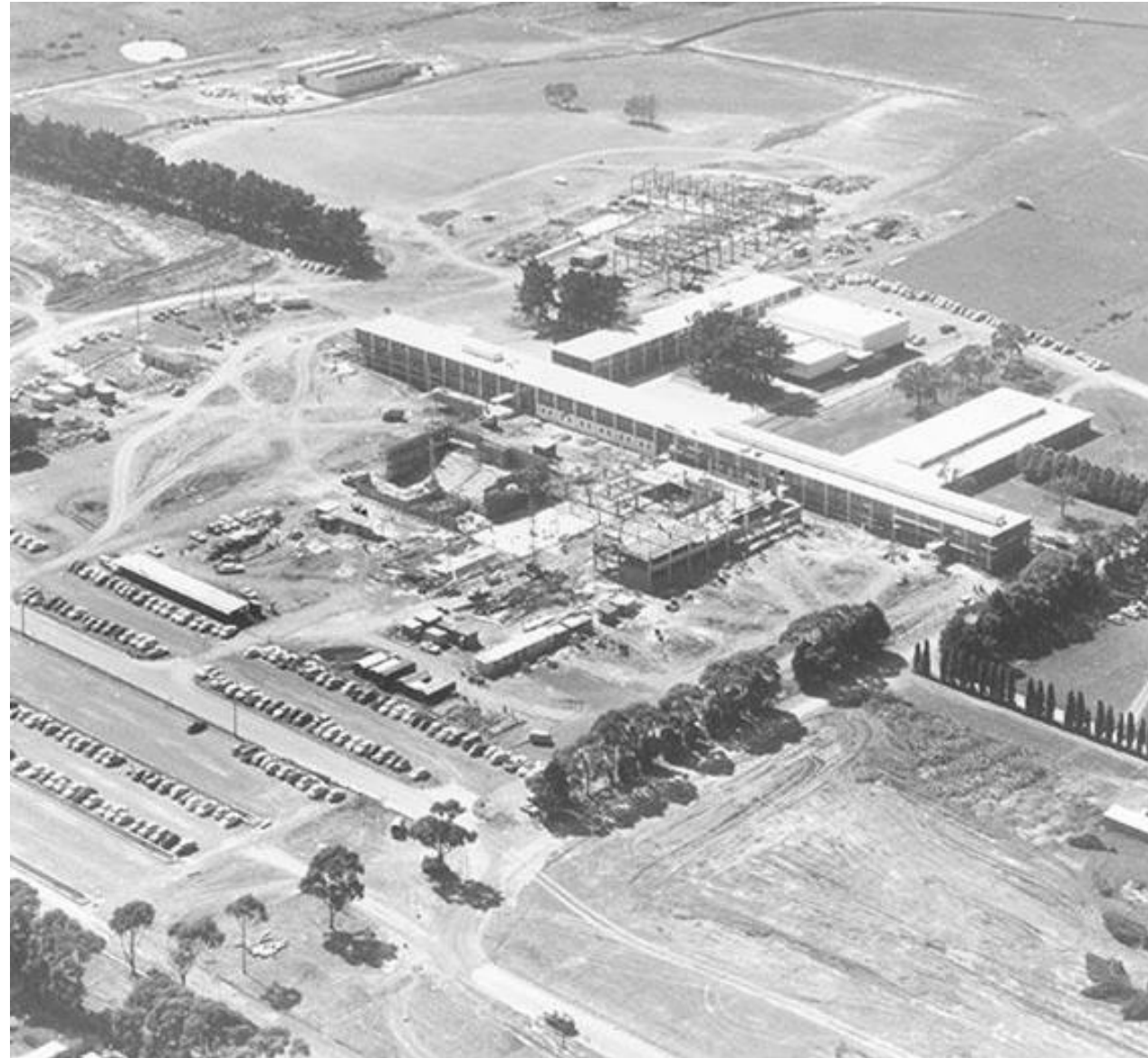
About Monash

1961

First student intake:
347

Melbourne's population:
1.9 million

Our campus was on the
'outskirts' of Melbourne



Monash University Today



Australia's largest
university



Revenue of \$2.9b
annually



88,000 students



\$1 Billion annual
investment in R&D

Monash University has a global footprint of campuses and strategic research partnerships



“To build enduring partnerships with industry, government and other organisations that will enrich our ability to innovate, to infuse students and staff with enterprising capabilities and provide opportunities to apply our research to make a significant impact for the betterment of communities”

Projecting an external message to develop relationships with government and business

Strategic pillars:

To be Excellent, by undertaking research and education of the highest quality;

To be International, by building the strength, networks and scale of international research and education;

To be Enterprising, by promoting collaboration and innovation; and

To be Inclusive, by fostering diversity and openness both within Monash and with the wider community



Projecting an external message to develop relationships with government and business

To be Excellent, by undertaking research and education of the highest
quality

Excellent research

We will maintain and strengthen the
strategies that have proven effective
in enhancing research performance

Excellent education

We will work to ensure our curricula
are highly relevant. We will also
transform our pedagogy to reflect the
best available thinking and incorporate
appropriate technology.



Projecting an external message to develop relationships with government and business

To be International, by building the strength, networks and scale of international research and education

International research

We will build our international partnerships and offshore campuses into a global research network.

International education

We will ensure that our students graduate with an international outlook and capabilities that reflect the international character of the University and prepare them for a globalised world.



Projecting an external message to develop relationships with government and business

To be Enterprising, by promoting collaboration and innovation

Enterprising research

We will build deep partnerships with organisations that have the national and international reach necessary to address major challenges and have impact across regions and populations.

Enterprising education

We will engage deeply with government, industry and alumni to ensure that the skills Monash students learn prepare them for a successful and varied career.



Projecting an external message to develop relationships with government and business

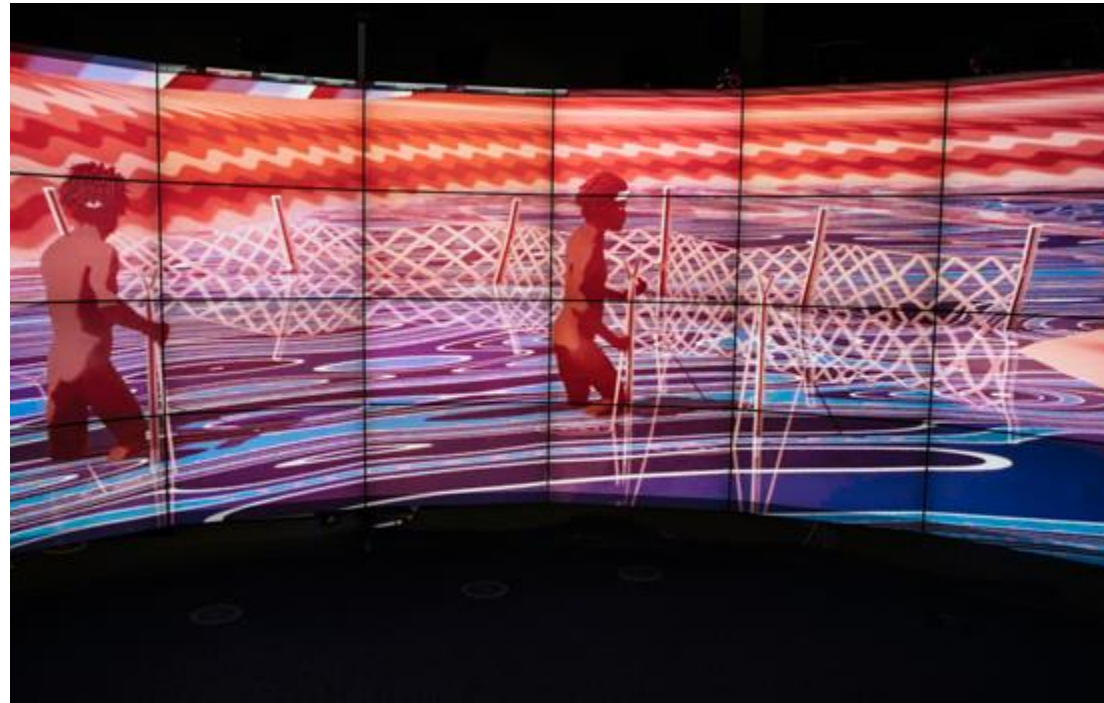
To be Inclusive, by fostering diversity and openness both within Monash and with the wider community

Inclusive education

Connection and belonging

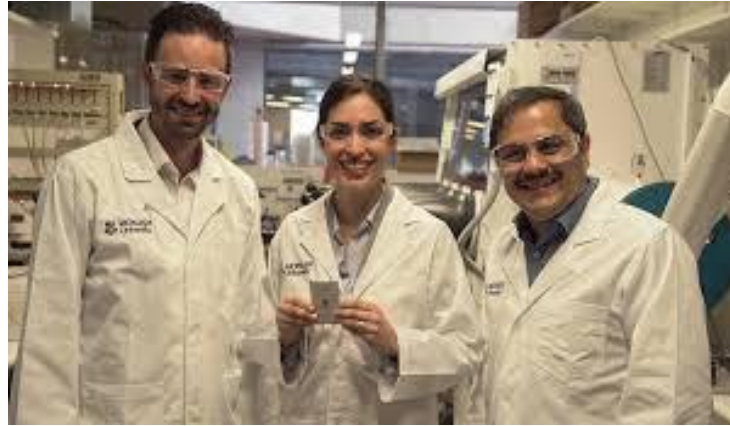
Embracing alumni

Public outreach and understanding



Leveraging Infrastructure and enhancing collaboration

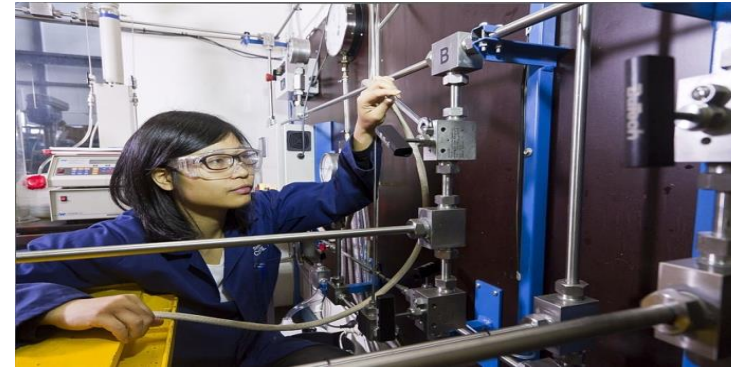
People & Relationships



Knowledge



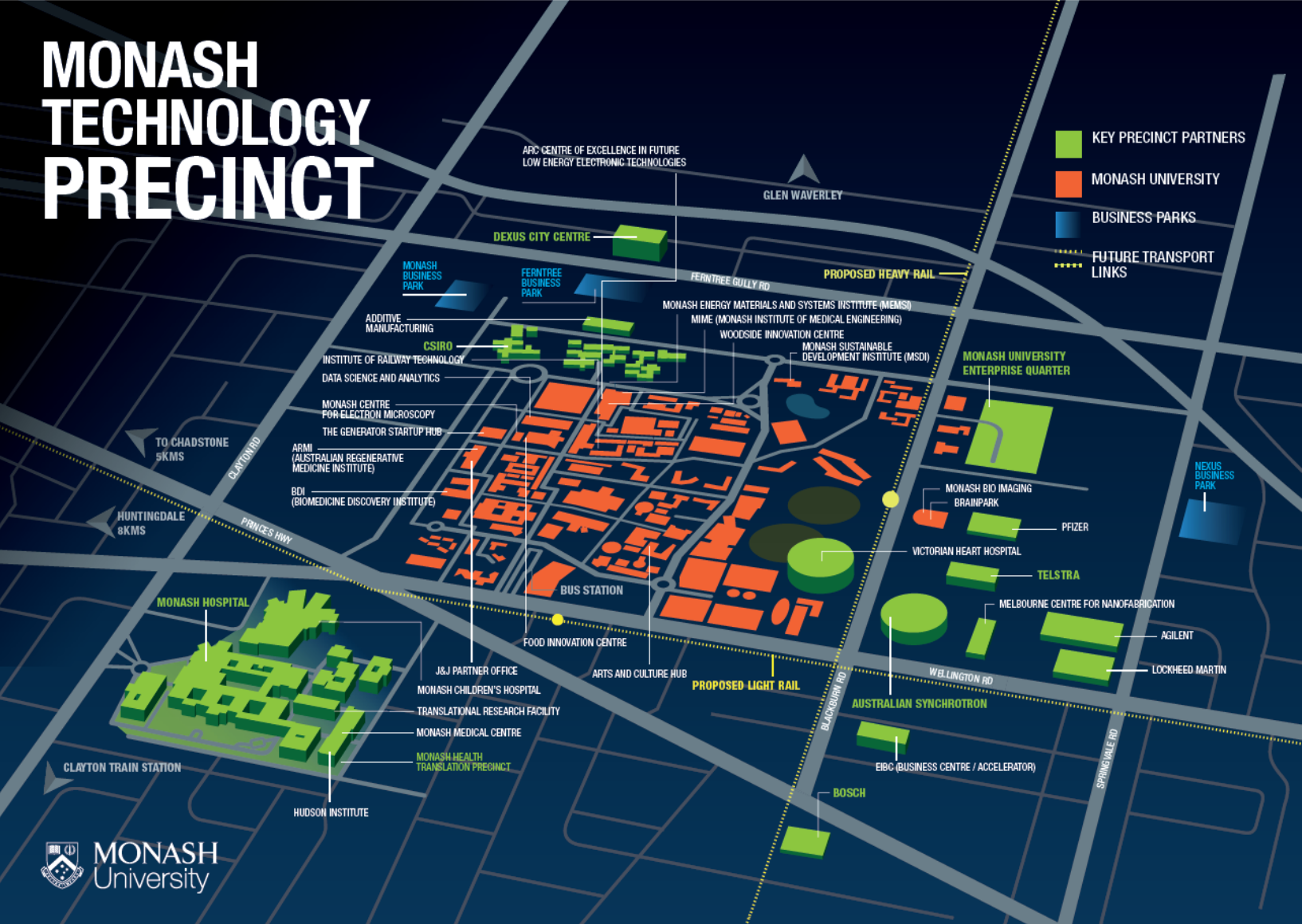
Tools



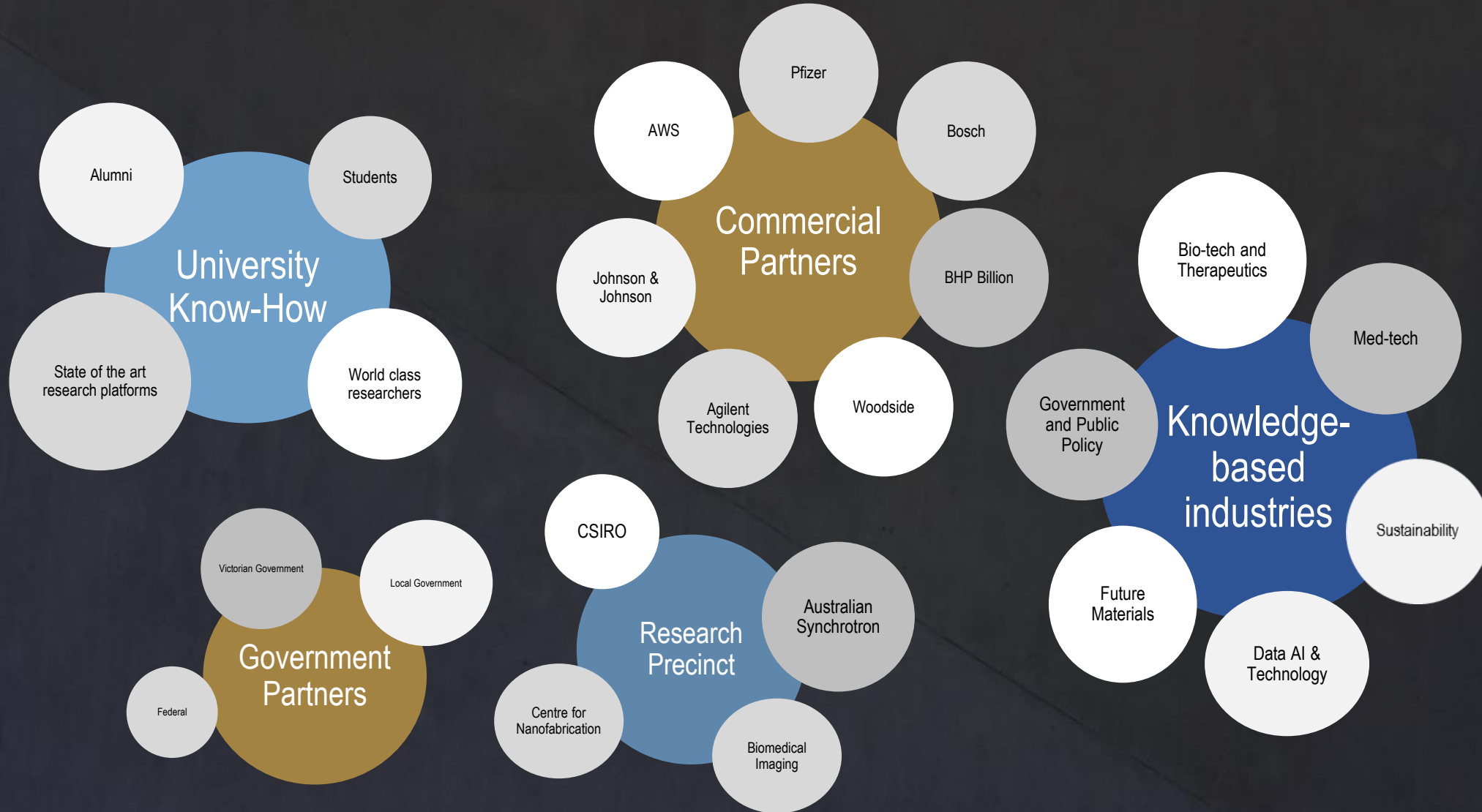
Capability



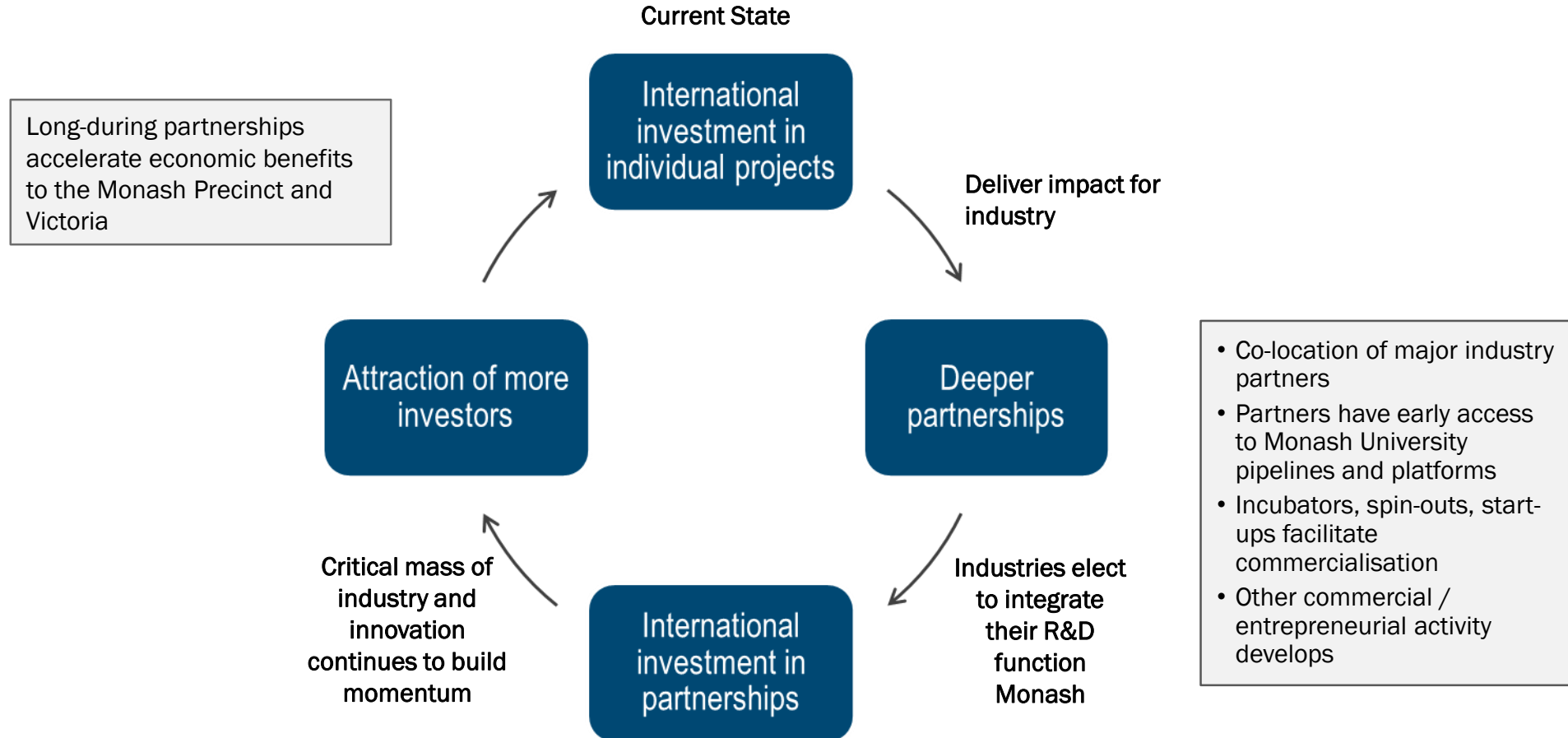
Building the profile



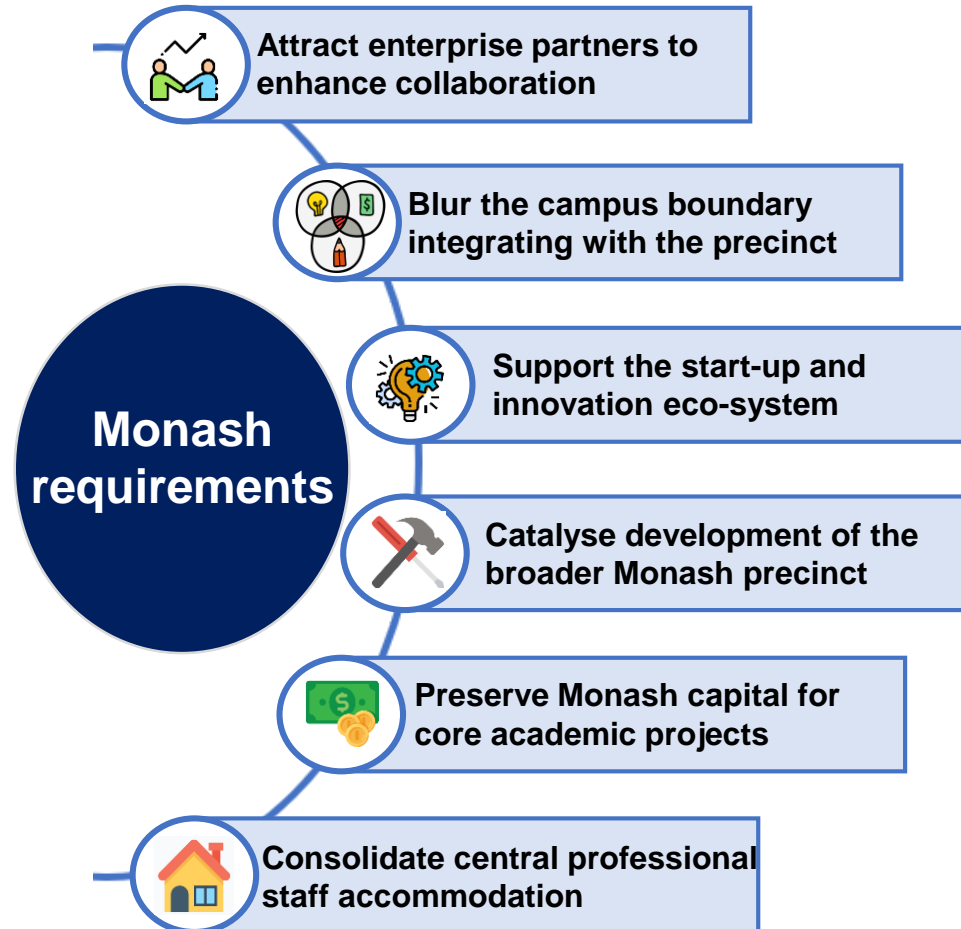
LEVERAGING AN ECO-SYSTEM FOR INNOVATION



A focus on attracting investment



A focus on attracting investment



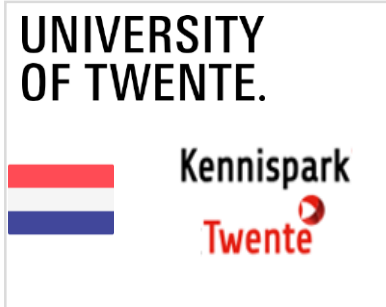
- An Enterprise led project, with a focus on enriching the ability of faculties to innovate
- A foundation to build a self-sufficient innovation ecosystem, removing barriers to engagement between Monash and external partners
- Investment, capabilities and innovation of commercial developers to share resources and risk
- Expansion of the physical reach Monash through development on the boundary of campus integrating Monash activities with the surrounding employment precinct
- A precinct directly connected to campus with walking and cycling connections
- Space for research collaboration, product testing, enterprise reinvigoration, commercial amenity and start-up incubation
- The opportunity to consolidate central professional staff accommodation, with Monash acting as the first “anchor tenant” for the site

University-led industry collaboration hubs have inspired Monash

University- Industry Hub

Description

Key Learnings for Monash



Kennispark Twente, University of Twente, Netherlands
 A collaboration of the University of Twente, six world renowned research institutes and enterprise spaces designed to be a whole community. It includes an incubator, Novel T, with a vision to become the best performing ecosystem for innovation and entrepreneurship in Europe.

- Began in 1984 and is now a 1,300,000 m² site
- The site includes the university, office and light industrial leases, retail, event space, accommodation and housing.

- Providing a **mix of space for enterprises helps develop a vibrant community** of businesses of varying size and capability combining fresh ideas and proven wisdom
- A **defined pathway enables startups and small enterprises to grow** and stay in the community through a supporting community and encouraging culture that nurtures entrepreneurs and their ideas.
- Connections to complementary precincts provides an extended pathway **to scale beyond Kennispark**

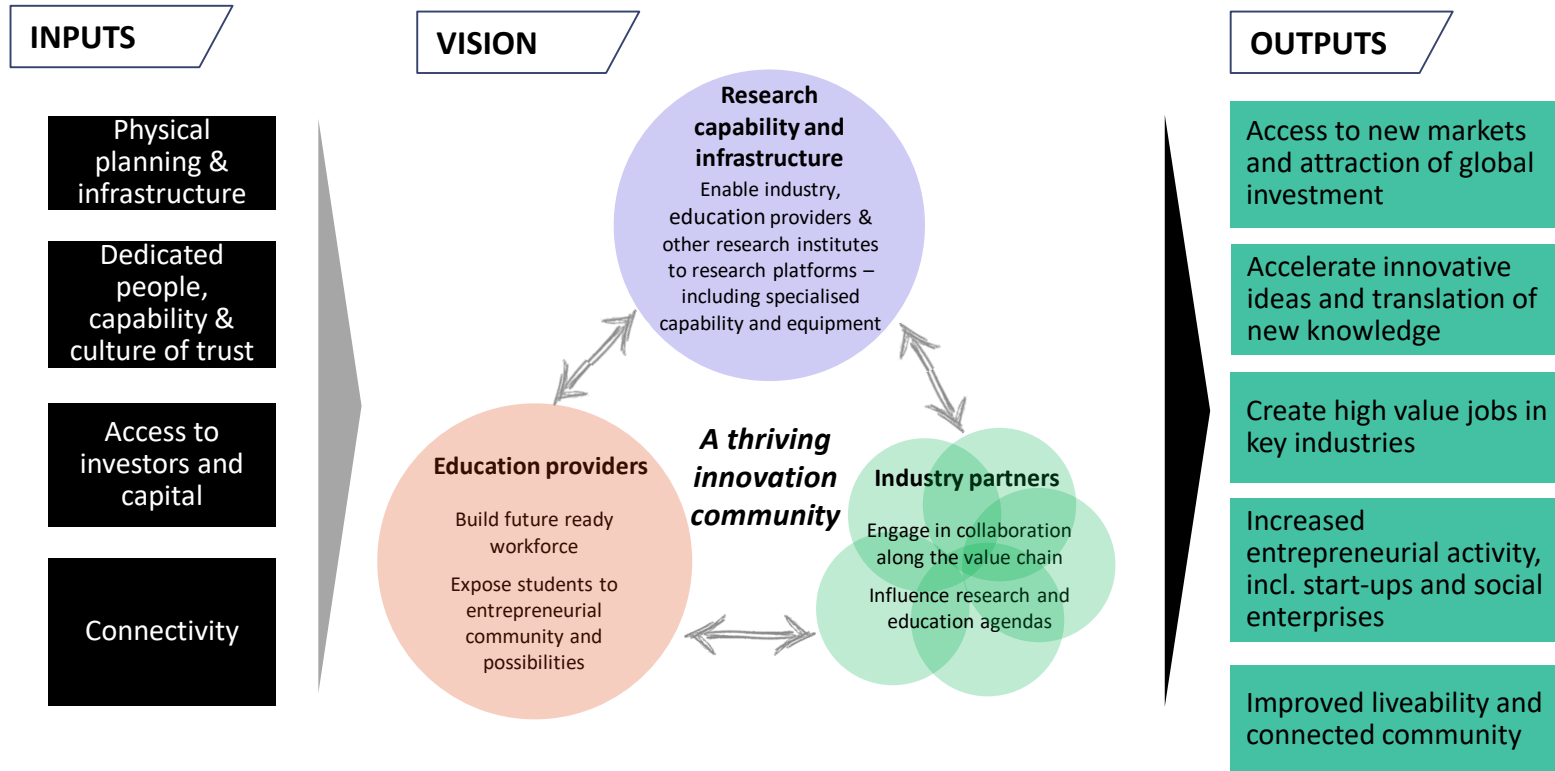


Newcastle Helix, Newcastle University, United Kingdom
 A collaboration between Newcastle University, Newcastle City Council and Legal and General to develop an innovation ecosystem aligned with research strengths, national and local priorities.

- Developed on a 95,000 m² site
- Including commercial office space, learning and teaching facilities, commercial lab space, university research centres, event space, retail and housing.

- Aligning the development to the **local commercial strengths and university research strengths** creates mix use facilities where education, research and enterprise co-exist on a daily basis
- A focus on **national economic priorities assists with government funding and support**
- Building on a site away from the campus core **extends the boundaries of the university** further integrating it with the existing community

Communicating the investment proposition



Objectives that underpin the proposition



Benefits of the proposition



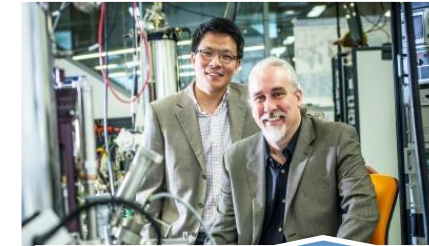
Knowledge Generation
and Innovation



Creation of High Value Jobs
and Increased Productivity



Increased Employment in
Priority Sectors



Collaboration and Enhancing
Existing Scale



Improved Access to Health
and Education Services



Increased Attractiveness
for International Investment



Increased
entrepreneurship (start-
ups & social enterprise)



Additional GSP and Value

Existing capability should be leveraged to
continue to drive economic growth and
community benefit

INVESTMENT ACHIEVED

SUBURBAN RAIL LOOP

\$50B committed by Victorian Government



BUS INTERCHANGE
\$8m by Monash University

AUSTRALIAN SYNCHROTRON

\$520M funding from Federal Government

BOSCH OCEANIA HQ

\$40M invested in Bosch headquarters in Clayton

IAN POTTER CENTRE FOR PERFORMING ARTS
\$54M

BIOBANKING VICTORIA

\$1.5M funding from Victorian Government.

WOODSIDE INNOVATION CENTRE
\$40 M

NET ZERO INITIATIVE

\$135M committed by Monash

MONASH SPORT

\$23m by Monash University



VICTORIAN HEART HOSPITAL

\$543M funding commitment by Victorian Government, Monash University and Monash Health



M-City Monash

\$1B invested to develop mixed use residential, hotel, retail, hospitality

Comments and questions

Connecting Organisations for Societal Impact

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“To build enduring partnerships with industry, government and other organisations that will enrich our ability to innovate, to infuse students and staff with enterprising capabilities and provide opportunities to apply our research to make a significant impact for the betterment of communities”

Break

We will be back at 10.05 (GMT+2)

Break

We will be back at 11.10 (GMT+2)



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14-18 September 2020

Emily Jesper

Director of partnerships, Sense about Science



Public & policy
engagement for
researchers

Emily Jesper-Mir
Ilaina Khairulzaman

Mobiles phones cancer inquiry

Evening Standard, 17th Jan 2003

New evidence 'shows MMR link to autism'

Daily Mail, 9th Aug 2002

Trials of GM crops bring new fears of 'Frankenstein' food

Daily Mail, 30th Dec 2002



**KEEP LIBEL LAWS
OUT OF SCIENCE**

senseaboutscience.org





+AllTrials





[Home](#)

[History](#)

[Objection to EU Directive](#)



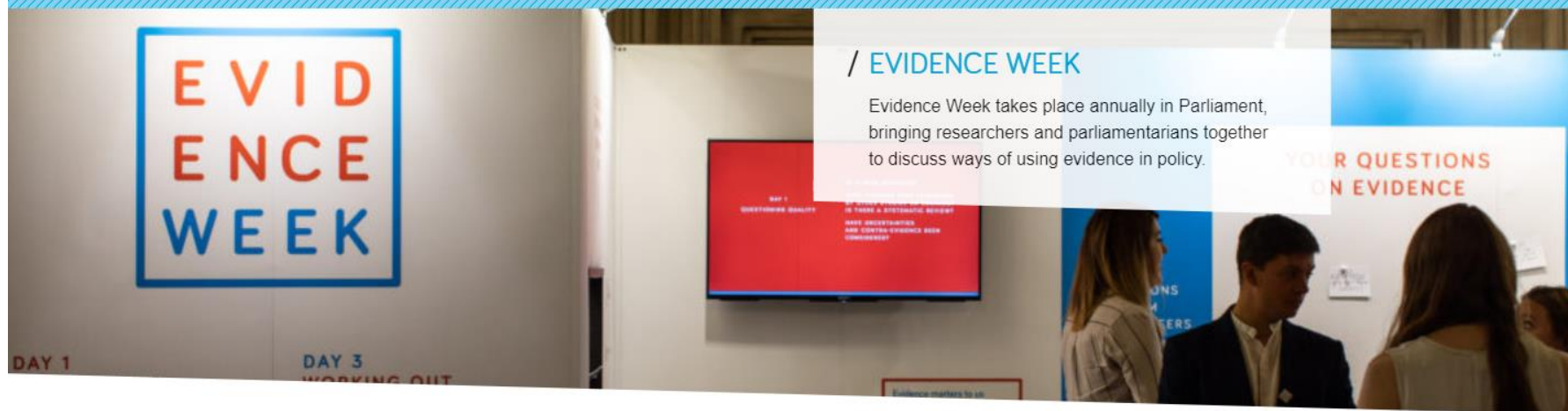
/ Objection to EU Directive

Can someone outside government work out what the government is proposing to do and why?

- Analysed policies from past 12 months from 13 departments
- Policy: an intervention aiming to change the status quo
- Policy documents: **First time the policy was put before the public with some detail**
- Our report highlighted good and bad practice
- Collaboration with departments (directors of analysis), before and after research and publication

Evaluation	SENSE about SCIENCE			
	Diagnosis	Proposal	Implementation	Testing & Evaluation
Department for Digital, Culture, Media & Sport				
Design of the broadband Universal Service Obligation	2	3	3	1
Creating a national 5G Innovation Network	2	2	2	2
Deregulation of commercial radio	3	2	1	1
Prohibiting third party betting on non-UK EuroMillions	2	2	2	1
Increasing the regional impact of Channel 4	1	2	2	1
Regulatory changes to boost tourism businesses	1	0	0	1
Digital skills training	1	1	0	0
Public Services Incubator for small charities	0	0	0	0
Department for Education				
Supporting selective schools	3	2	1	1
Early years national funding formula	2	2	1	1
New funding model for apprenticeships	2	1	2	1
Postgraduate doctoral loans	2	1	1	1
Schools national funding formula	2	1	1	1
Inclusive assessment for primary school pupils	1	2	1	1
Establishing Social Work England	1	1	1	0
Modern foreign languages A and AS level content	0	0	0	0
Department for Environment, Food & Rural Affairs				
Fixed penalties for environmental offences	3	3	2	2
Ban on landing egg-bearing lobsters and crawfish	3	2	2	2
Tackling roadside NO ₂ concentrations	3	2	2	1
Packaging waste recycling targets	1	3	3	0
Ban on microbeads	2	2	2	1
Bovine TB testing in high-risk areas	1	2	1	1
Horse identification	1	1	1	1
Flexibility for fisheries management	1	1	0	1





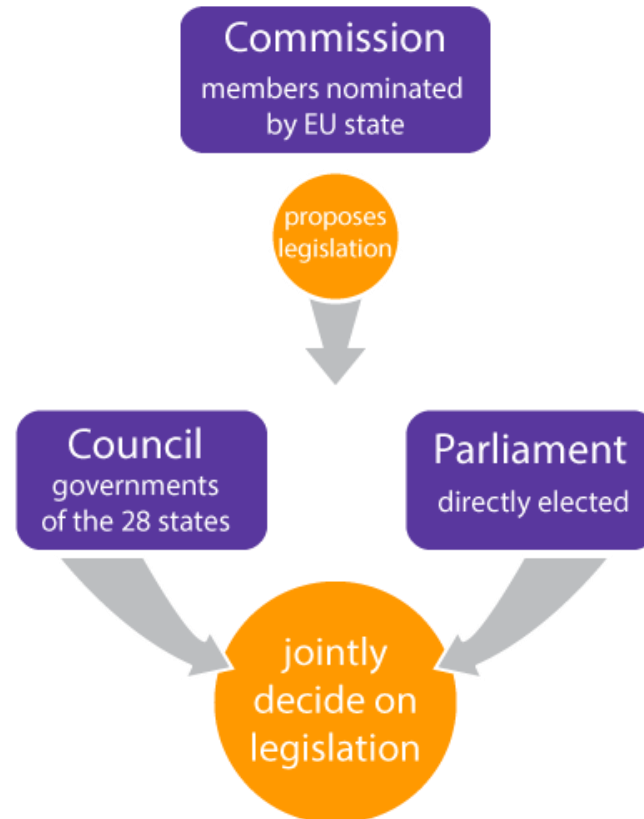


Introduction to Policy

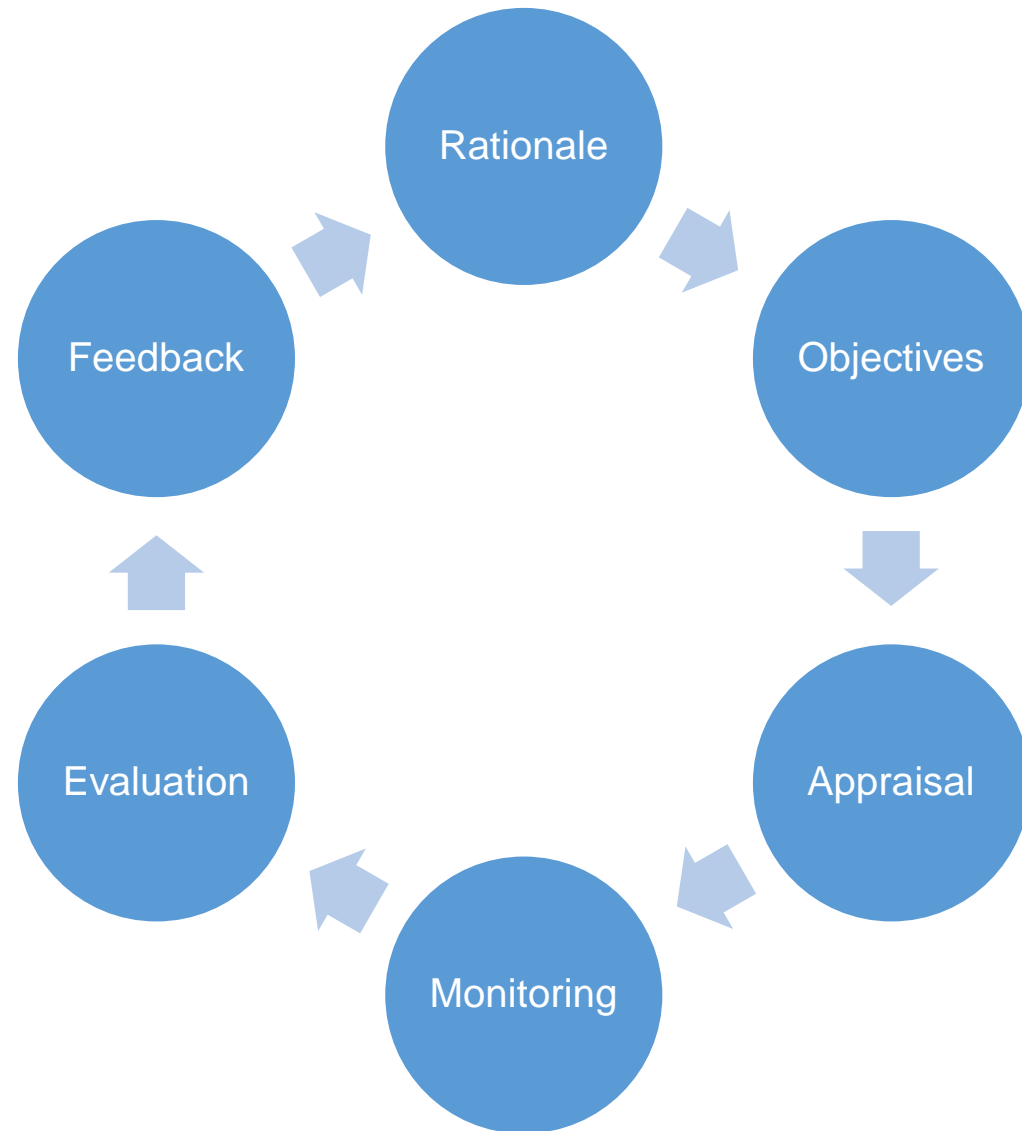
What is policy?

A policy is 'a plan, course of action, or set of regulations adopted by government, businesses, or other institutions designed to influence and determine decisions or procedures' (UK Department for International Development, 2005).

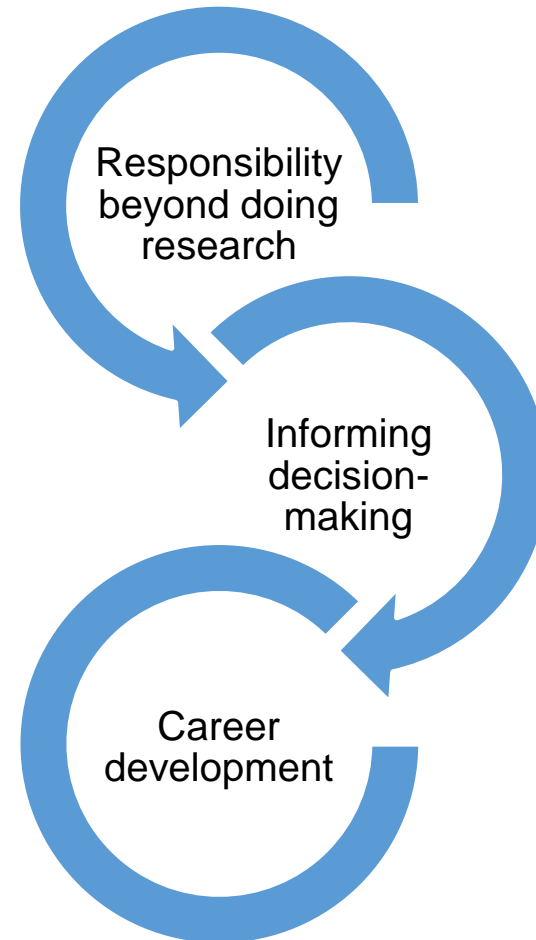
The European Commission, the European Parliament and the Council of the European Union are the three central legislative institutions of the European Union.



How does the policy making process work?



Research and evidence in policy making: why should you get involved?



The routes in – how policymakers get evidence



Correspondence with individual MEPs

Committee hearings

MEP Initiatives

European Commission proposals

Public consultations

Intergroups

European Parliamentary Research Service

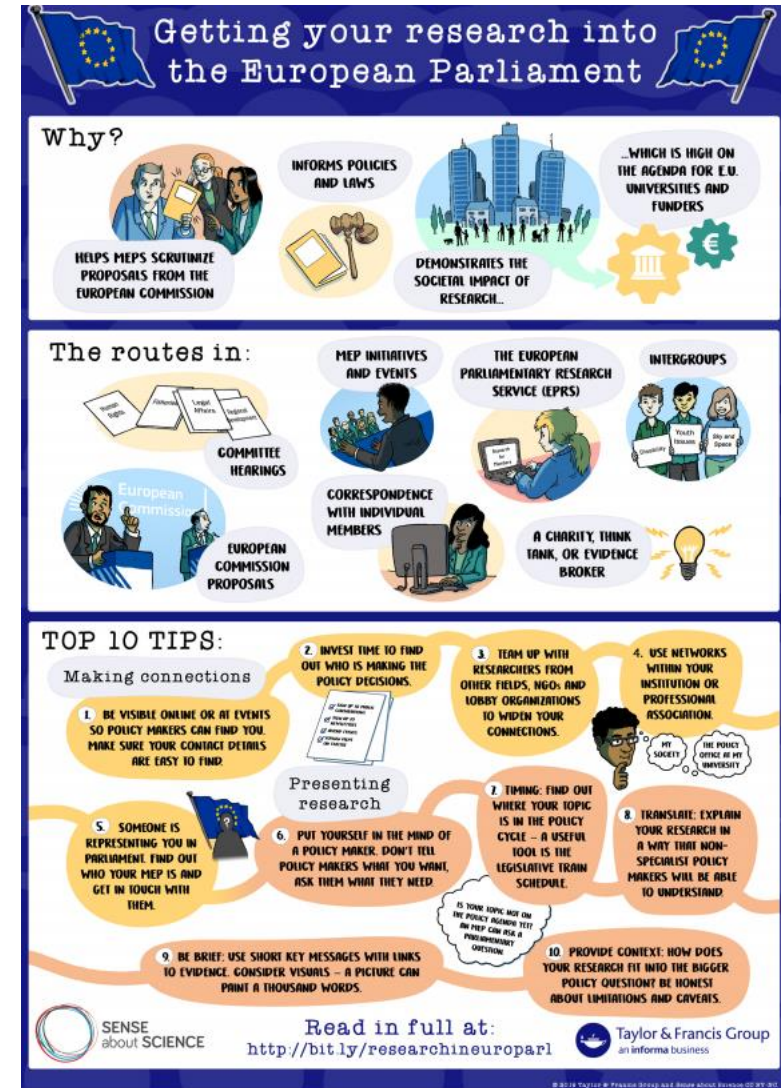
Third party – charity, think tank, evidence broker

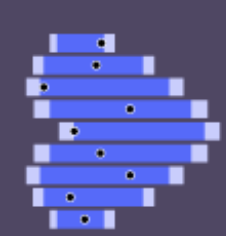


To sum it up in a graphic...

- Collaboration with Taylor & Francis to create a guide for researchers to engage with EU policymaking.

<https://authorservices.taylorandfrancis.com/getting-your-research-into-european-parliament/>



[Home](#)[? What, why, how?](#)[Explore the data](#)[Everything else](#)

UNDERSTANDING CHILDREN'S HEART SURGERY OUTCOMES

This site is to help people make sense of published survival data about children's heart surgery in the UK and Ireland.

Our website will help you:

<https://childrenshearturgery.info/data/animation>

- understand how the NHS monitors children's heart surgery
- explore what survival rates can and can't tell you
- explore published data for hospitals in the UK and Ireland



What, why, how?

What do we mean by survival rates?

Why are survival rates after children's heart surgery hard to interpret?

How does the NHS monitor them?



Explore the data

Explore published survival statistics by:

browsing hospitals individually;

viewing a one page summary of all hospitals;



Everything else

What happens if the data raises concerns?

More detail about how survival statistics are monitored, including an explanatory video.

Limitations of this data



Talk

Advanced search

[Active](#) | [I'm on](#) | [I'm watching](#) | [I started](#) | [Last 15 minutes](#) | [Last hour](#) | [Last Day](#)

Guest post: "I hope we've helped others preparing for their child's heart surgery"

Alex Smith says the lack of clear information added to her stress when her daughter was diagnosed with a heart defect - so she got involved with a project to improve resources



Alex Smith

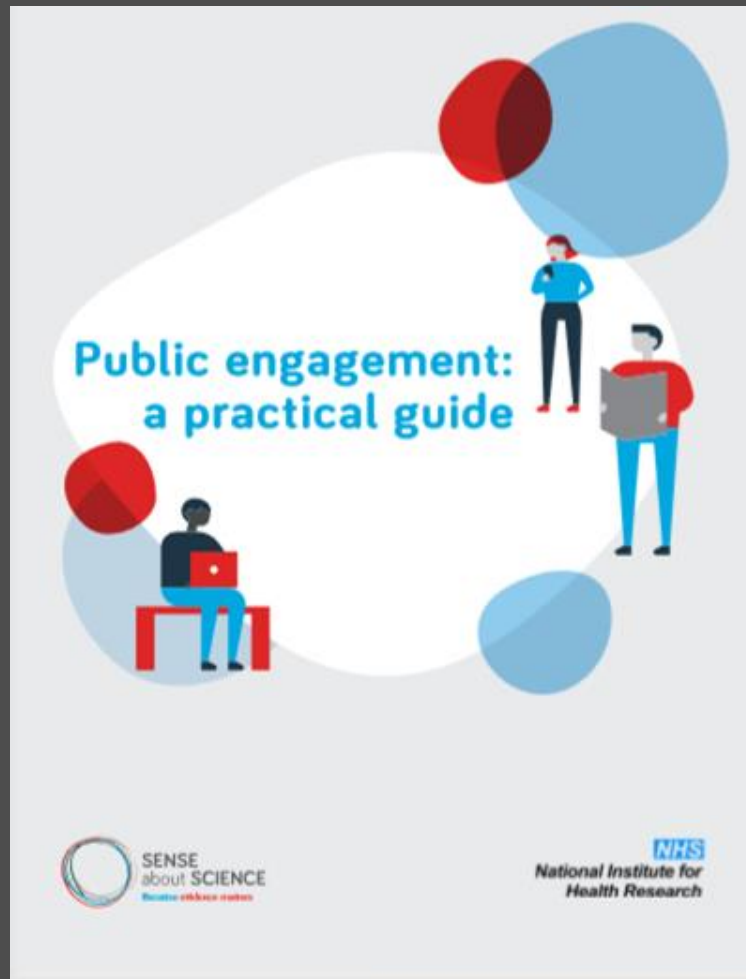
Posted on: Tue 02-Aug-16

11:08:26

(3 comments)

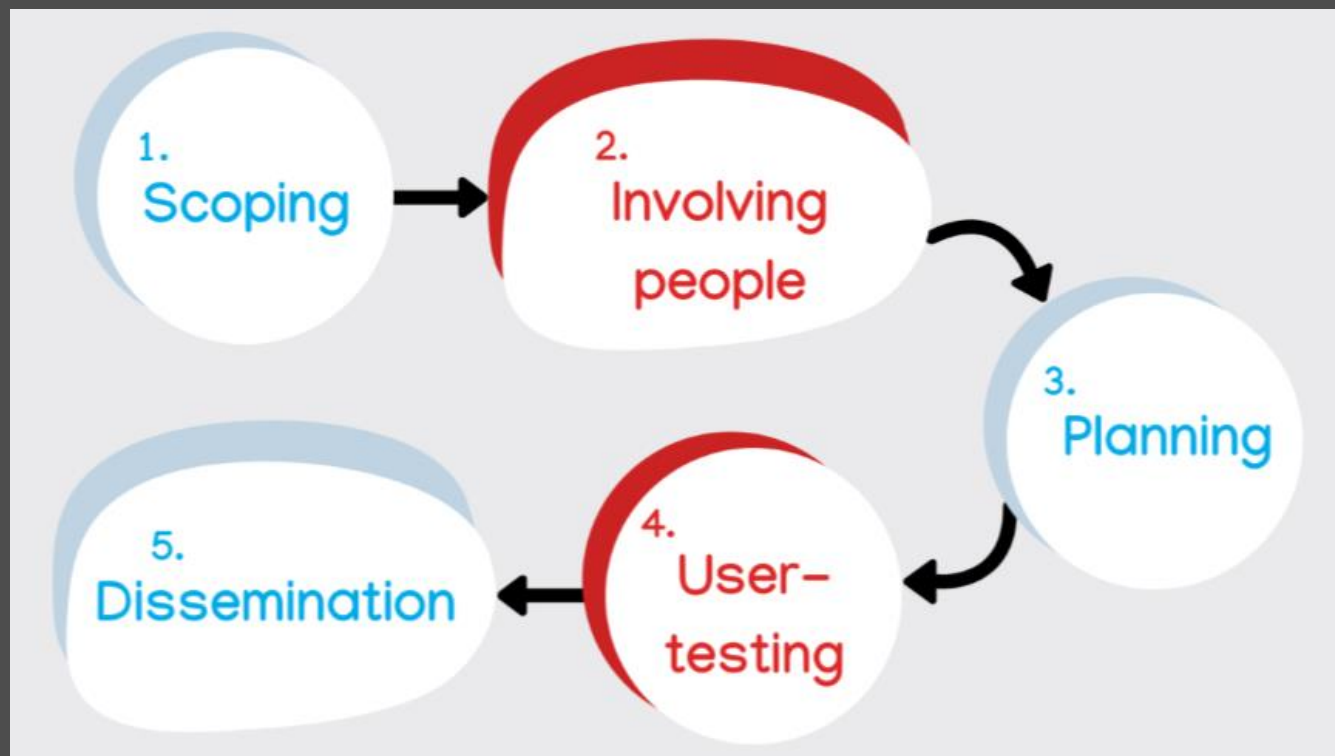
"As a parent, I need clear, straightforward information, even when I might be in a state of panic or distress."

Effective public engagement



<http://senseaboutscience.org/activities/public-engagement-guide/>

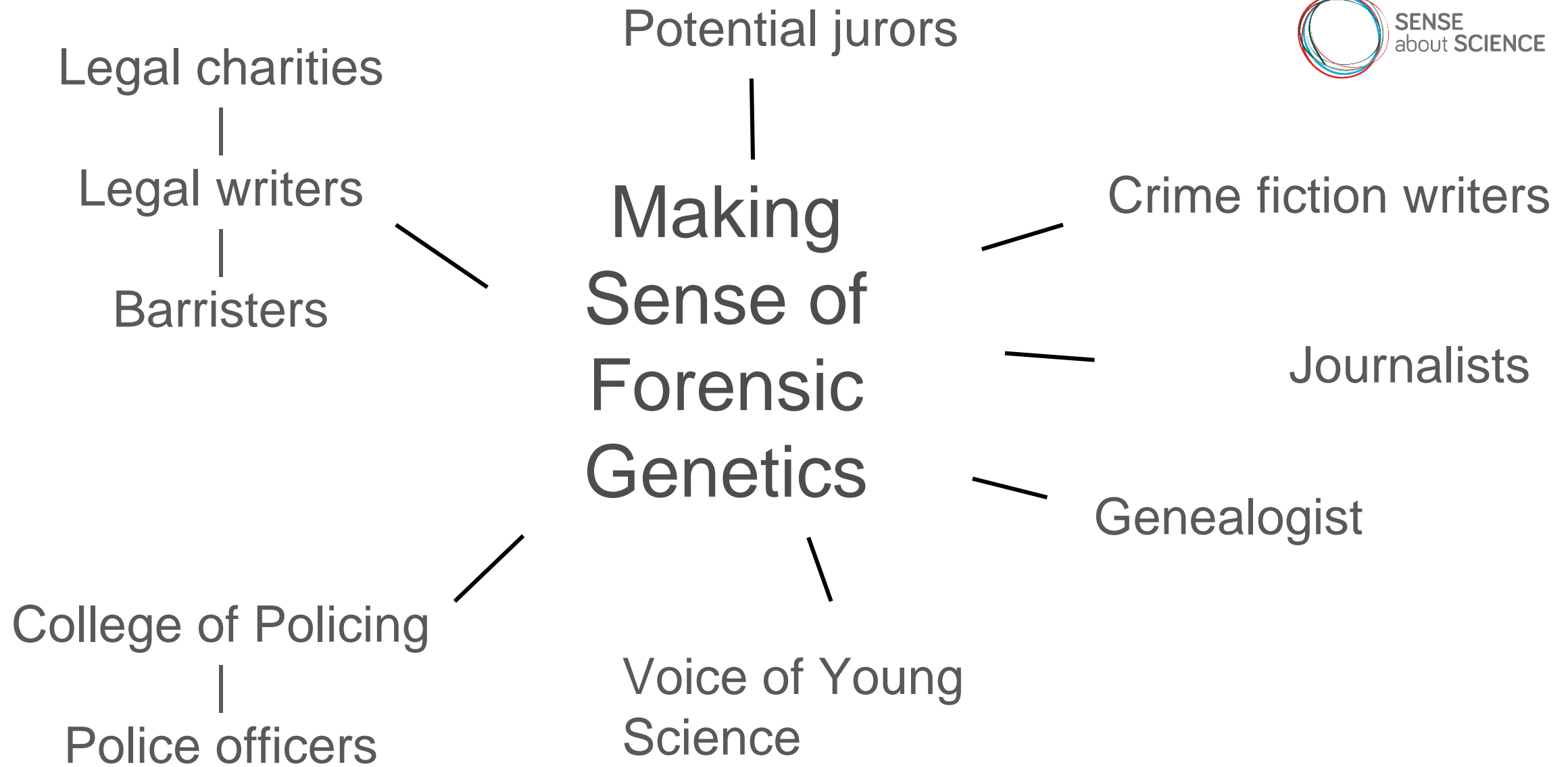
Effective public engagement in 5 steps



Activity: Mapping

- Define your audience
- Knowing the right people to involve means you will create a project/resource/policy that is impactful and speaks to people's needs





“Instead of trying to turn politicians into scientists, we should ask: what are the insights and resources from research that would help politicians scrutinise the evidence and the policies, and are they using them?”
– Tracey Brown

Policy brief cheat sheet

POLICY BRIEFING TEMPLATE

Research area title

The research team

Brief description of who you are – demonstrate credibility

Executive summary

Outline the key issues/problems your research addresses and the policy recommendations

Context

Where does this work sit in the bigger picture, including the public discussion and policy landscape? What are the hooks?

Research aims

(bullet points – two lines max per bullet)

Policymakers are extremely time poor. If you can help take something off their plate instead of adding something new on to it, you are more likely to get a response.

Ask yourself, 'So what?' You may have a good piece of research, but you need to provide context about how your work fits into the wider societal picture.

Policy brief cheat sheet

Explain how your research relates to a specific problem they are trying to solve. You can include more information in an appendix, but make sure you get your top 3 key messages right first.

What committees are they on? What did they vote for recently? What have they listed as their interest issues? If you understand this, you'll be able to tap into the reasons why they might advocate your research and ideas.

Research findings

(bullet points – two lines max per bullet)

Key messages

(bullet points – two lines max per bullet)

Policy implications/proposals

(what do you want policy makers to go away and do/advocate for in response to your research)

(bullet points – two lines max per bullet)

If you just remember these, you'll be fine

Making connections:

Be visible

Find the movers and shakers

Find allies

Use institutional networks

Find your MP

Presenting research:

'So what?'

Where is your topic in the policy cycle?

Understand the policymaking process

Be brief

Provide context



The Open Innovation Team's top tips to influencing policy-makers:

DO

- Be proactive in establishing networks and use multiple routes to influence
- Make offers explaining how you could collaborate or contribute
- Be specific about how your ideas and proposals might be applied
- Be succinct and clear in your communications - no jargon!
- Be patient and persistent

DON'T

- Focus only on your own research
- Assume that officials have expert knowledge
- Ignore the policy context
- Assume your advice will be perfect - be ready to iterate
- Focus too much on methodology; we're usually more interested in implications



Emily Jesper-Mir: emily@senseaboutscience.org

Ilaina Khairulzaman: ilaina@senseaboutscience.org

Drop us a line if you want us to support your researchers with:

- policy engagement training
- public engagement partnership or training
- capacity building for **early career researchers** with media, public and policy engagement

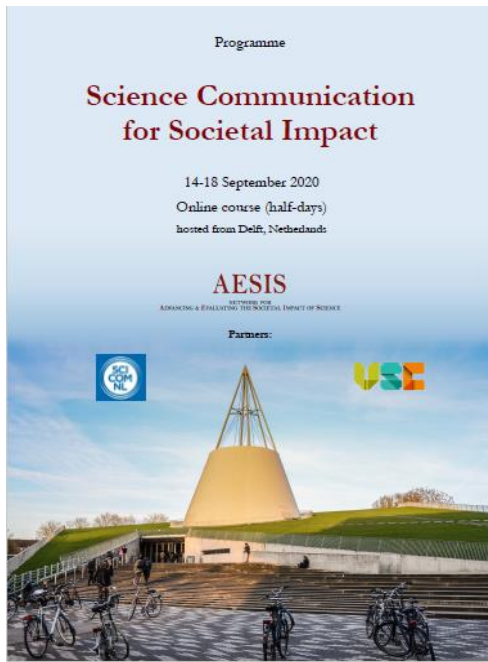
DISCUSSION TIME



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Thank you

Enjoy lunch!