

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 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 assess the impact of their outreach efforts and the big-picture effect it has and can have through the help of 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 on 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 pursues 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

All times in SAST (GMT+2)

## 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

*Jude Fransman* Honorary Fellow, the Open University, UK

## 10.55 - 11.10 Break

11.10 *Paul Manners & Jude Fransman continued...*

## 12.00 - 12.45 Break

*Programme continues on the next page...*



# Tuesday 4 October (continued)

All times in SAST (GMT+2)

## EVIDENCE-INFORMED POLICY

### 12.45 Engaging with policymakers to create societal impact through research

- ◇ Initial steps for academics to step foot into the policy-making door
- ◇ Understanding how to engage with policy-makers and their decision-making priorities and process

*Temilade Sesan*

*Development Researcher, Lecturer & Consultant, Centre for Petroleum Energy Economics & Law, University of Ibadan, Nigeria*

13.35 - 13.50 Break

13.50 *Temilade Sesan continued...*

14.20 Introduction to the course assignment

14.30 End of Day 1



# Wednesday 5 October

All times in SAST (GMT+2)

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
- ◇ Elements of a science communication framework
- ◇ Group work: science communication mapping exercise
- ◇ Gaps, barriers, and opportunities for advancement
- ◇ Laying the foundations of a framework: practical steps

***Kami Navarro***

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

***Mark Ivan Roblas***

*Supervising Science Research Specialist at the Philippine Department of Science and Technology, the Philippines*

9.50 - 10.05 Break

10.05 ***Kami Navarro & Mark Ivan Robles 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
- ◇ Processes and metrics to design, implement, and assess engaged research
- ◇ Developing networks and building long-term relationships

***TBC\****

*National Research Foundation (NRF), South Africa*

12.00 - 12.45 Break

12.45 ***TBC\* continued...***

13.35 - 13.50 Break

13.50 **Room stays open for informal chats and assignment Q&A**

14.30 End of Day 2

\* to be confirmed

# Thursday 6 October

All times in SAST (GMT+2)

8.50 - 9.00 Walk-in

## RECOGNITION & REWARDS

9.00 **How the 'Recognition & Rewards' programme and other trends in Dutch academia can influence science communication practice**

- ◇ Recognition & rewards programme
- ◇ Open Science

***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 **Equality, Diversity and Inclusion in Science Communication and Journalism**

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

***Verah Okeyo\****

*Journalism Instructor, Aga Khan University Graduate School of Media and Communications, Kenya*

12.00 - 12.45 Break

12.45 ***Verah Okeyo\* continued...***

13.35 - 13.50 Break

13.50 **Room stays open for informal chats and assignment Q&A**

14.30 End of Day 2

\* to be confirmed

# Friday 7 October

All times in SAST (GMT+2)

8.50 - 9.00 Walk-in

## MONITORING & EVALUATING SCIENCE COMMUNICATION AND ITS IMPACT

9.00 Tools to monitor impact through science communication indicators

*Representative\** *Vertigo Ventures, 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

*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

13.35 Closing

14.00 End of the course

