

*6-9 February 2024*

*Online*

# **Public Engagement and Societal Impact of Science**

*An interactive workshop on the relationship between public engagement and societal impact, how to integrate them in research processes and (institutional) supporting structures and monitor success*

**AESIS**

NETWORK FOR  
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

## ABOUT THE WORKSHOP

The relationship between science and society is under review; whereas the interaction was often considered to be a one way street where researchers disseminate knowledge and implement change. It is now more encouraged to have a continuous two way conversation between researchers and societal stakeholders. The underlying principle is that continuous engagement can help increase accountability, transparency and trust while also helping researchers improve responses to social needs on a local, national, or global level.

Recent efforts by funding organisations, higher education institutions, and research academies to integrate public engagement throughout the research process aim to make research more relevant, impactful and trusted. The idea is that societal stakeholders should be involved in the design, conduct, and dissemination of research. In several countries such as the United Kingdom, Netherlands, Germany and Luxembourg, national funders are promoting collaboration with non-academic partners and communities to encourage researchers to develop ideas with their strategic partners early on and ensure that research and innovation is responsive to the knowledge priorities and value of society. Their mission is also to improve research quality, generate fresh insights into the research challenges, and improve trust between research institutions and society. Public engagement as a route to societal impact raises challenges for funders, research enablers, and senior managers at higher education institutes or research academies. Examples of such questions are:

- How to best incentivise and support researchers?;
- What is the best way to measure impact and public engagement?;
- How to ensure public engagement is integrated throughout the whole research process?

In trying to bring public engagement and societal impact closer, AESIS is organising the **Public Engagement and Societal Impact** course. Through this course, we aim to bring together public engagement officers, impact evaluators, institutional leaders and the wider research community to discuss how to help researchers embed public engagement into research strategies and learn tools and strategies to monitor, evaluate and evidence and impact. Participants will be introduced to a range of methods to engage with the public, many evaluative techniques and strategies and tools that generate societal impact. By the end of the four half-day course, participants will be able to apply the learnings of the workshop to real life situation through exercises and presentations.

## 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. We pursue a multi-stakeholder, system-wide approach on an international level, because we believe 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 (including SSHA).

## Tuesday, 6th February

10.50 Walk in

11.00 Words of Welcome & Introductions

Before we start four days of training the attendees get the opportunity to introduce themselves and meet the speakers. The programme will be laid out and everyone will have the floor to explain what it is they would like to take out of this workshop. This helps our speakers understand the group and will hopefully encourage you to engage more with all the other impact-enthusiasts present, to exchange experiences.

11.50 Break

12.10 Introducing Societal Impact and Public Engagement

- ◇ What is Societal Impact & why do we need to focus on it?
- ◇ What are PE activities and how are they related to Societal Impact?
- ◇ The importance of demonstrating impact
- ◇ Introduction to the course-assignment

*Anika Duut van Goor* Director of AESIS

13.00 Break

13.20 Public Engagement as a pathway to Social Impact (*Part I*)

- ◇ Introducing Public engagement: why it matters
- ◇ Exploring public engagement in practice

*Paul Manners* Associate Professor in Public Engagement at the University of the West of England, and a founding Director of the National Coordinating Centre for Public Engagement (NCCPE), United Kingdom

14.10 Break

15.00 Public Engagement as a pathway to Social Impact (*Part II*)

- ◇ Planning and evaluating public engagement
- ◇ Building a supportive environment for public engagement

*Paul Manners*



## Tuesday, 6th February (continued)

15.50 Break

### 16.10 Planning impactful Public Engagement (Part I)

This session walks you through the critical steps involved in taking a strategic, evidence-based approach to public engagement, including identifying relevant stakeholders, devising realistic impact objectives and evaluating impact.

**Eric Jensen**

Senior Research Fellow at the registered scientific and educational charity, The Institute for Methods Innovation ([methodsinnovation.org](http://methodsinnovation.org)), United Kingdom

### 17.00 End of Day-1 or Assignment Preparation (Optional: 30 mins)

Here we open up a 30 minute session where you can choose to stay to ask questions and prepare your assignment with your groups



## Wednesday, 7th February

10.50 Walk in

### 11.00 Planning impactful Public Engagement (Part II)

This session walks you through the critical steps involved in taking a strategic, evidence-based approach to public engagement, including identifying relevant stakeholders, devising realistic impact objectives and evaluating impact.

**Eric Jensen**

11.50 Break

## Wednesday, 7th February (continued)

### 12.10 Building Supportive Cultures for Public Engagement (*Part I*)

- ◇ Creating a research culture where public engagement is a central theme
- ◇ Creative methodologies that create an embedded approach to public engagement

**Victoria McGuinness** Head of Public Engagement for the Humanities Division at the University of Oxford , United Kingdom

### 13.00 Break

### 13.20 Building Supportive Cultures for Public Engagement (*Part II*)

- ◇ Evaluating the effectiveness of your support structures and culture
- ◇ How to prepare for the future?

**Victoria McGuinness**

### 14.10 Break

### 15.00 Leadership, Strategy, and Internationalisation (*Part I*)

- ◇ Leadership skills for public engagement professionals
- ◇ Strategy and foresight promoting the embedding of public engagement

**Mhairi Stewart** Deputy Head of Public Engagement and Impact at the Museum für Naturkunde, Berlin, Germany

### 15.50 Break

### 16.10 Leadership, Strategy, and Internationalisation (*Part II*)

- ◇ Influencing policy for public engagement
- ◇ Cross-border collaboration and influence

**Mhairi Stewart**

### 17.00 End of Day-2 or Assignment Preparation (*Optional: 30 mins*)

Here we open up a 30 minute session where you can choose to stay to ask questions and prepare your assignment with your groups

## Thursday, 8th February

10.50 Walk in

### 11.00 Demonstrating PE activities using logic model with KPIs (*Part I*)

This session will cover development of Public Engagement Strategies using a variety of approaches including logic models and evaluation frameworks. The tracking of public engagement programmes using KPI's will be covered, alongside how to develop a culture of public engagement in a research organization setting.

**Fergus McAuliffe** Education, Public Engagement and Communications Manager,  
iCRAG, University College Dublin, Ireland

11.50 Break

### 12.10 Demonstrating PE activities using logic model with KPIs (*Part II*)

- ◇ Sharing own experience of working at iCRAG
- ◇ Breakout rooms & presentations

**Fergus McAuliffe**

13.00 Break

### 13.20 Ethical & Inclusive Approaches in PE: Tuam Oral History Project

- ◇ Co-creation and activist research - how to create an impactful grassroots project
- ◇ Policy impact and co-creation

**Sarah-Anne Buckley** Associate Professor in History, University of Galway, Ireland

14.10 Break

### 15.00 Data Visualisation in Public Engagement

People have an innate understanding of patterns and an appreciation for beauty, which makes data visualization an excellent way to capture public attention with scientific data. This session will introduce cinematic scientific visualization, a field which combines data science, human visual perception, science communication, and Hollywood-style filmmaking. Cinematic scientific visualizations are frequently seen by millions of people via museums, documentary films, and social media.

**Kalina Borkiewicz** Computer Graphics and Data Visualization Researcher, University  
of Utah, United States of America

15.50 Break

## Thursday, 8th February *(continued)*

### 16.10 Co-creation and Public Engagement

- ◇ Ethics in Public Engagement
- ◇ Power in partnerships

***Rajesh Tandon***

Founder-President, Participatory Research in Asia (PRIA), Co-Chair, UNESCO Chair on Community Based Research and Social Responsibility in Higher Education, India

### 17.00 End of Day-3 or Assignment Preparation *(Optional: 30 mins)*

Here we open up a 30 minute session where you can choose to stay to ask questions and prepare your assignment with your groups



## Friday, 9th February

### 10.50 Walk in

### 11.00 Bridging knowledge culture

- ◇ Multiple epistemologies and Open Science

***Rajesh Tandon***

### 11.50 Break



## Friday, 9th February (continued)

### 12.10 Remaining questions, debates and assignment preparation

Here we open up a 50 minute session where you can ask questions to fellow attendees or speakers, present any valuable information, share personal experiences with PE or work on final assignment preparations

*Anika Duut van Goor & Paul Manners*

### 13.00 Break

### 13.50 Participant Presentations

### 14.40 Break

### 15.00 Participant Presentations

### 15.50 Break

### 16.10 Final Words, Feedback & Questions

### 17.00 Closing Reception

