

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

*6-9 February 2024
Online (CET time)*

BACKGROUND

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.

TARGET AUDIENCE



Public Engagement
Officers



Higher Education
Leaders & Funders



Impact evaluators at
research institutions



University & Research
Support Staff

Workshop Topics

Public Engagement as a tool for successful Societal Impact

- What is impact, what are public engagement activities and how are they related?
- How to build public engagement into research, to increase its inclusivity and impact
- Practical examples of impact through public engagement

Planning impactful public engagement

- Clarifying your purpose
- Identifying your audience/target groups
- Deciding on your methods
- Embedding evaluation

Measuring Societal Impact through Public Engagement

- How to go beyond traditional metrics?
- How to monitor and create evidence to show you are generating impact through PE activities

Supporting Researchers to Develop their Public Engagement Skills

- What is needed to support researchers?
- The role of research enablers
- Capacity building and training
- Securing funding for public engagement

Building Supportive Cultures for Public Engagement

- Creating a research culture where public engagement is a central theme
- Creative methodologies that create an embedded approach to public engagement
- Evaluating the effectiveness of your support structures and culture
- How to prepare for the future?

Participants' 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).

ADVISORY & ASSOCIATION

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REGISTRATIONS ARE NOW OPEN

If this workshop is of interest to you, please head over to our [website](#) for information regarding registrations. We are now offering **Early Bird** discounts—please register before the **December 15, 2023** to avail this discount.