

Draft Programme  
3-day course on

# Science Communication for Societal Impact

16-18 September 2020

Delft, the Netherlands

## AESIS

NETWORK FOR  
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

Partners:



## INTRODUCTION

One of the new challenges for Science communicators is to contribute to the societal impact of scientific Research. In order to generate more effective impact, it is important to consider how science is communicated, how it is perceived, whether the right research reaches the relevant audience, if the message is understood and whether it is trusted. This course will help you to understand how science communication can be performed in such a way that it will reach users of scientific research in society, next to the general public.

Society can benefit from innovative and well-substantiated methods for mission-oriented communication of science, covering a number of impact-pathways: through government (evidence informed policy making), through business (science marketing) or through media (science broadcasting), to name a few. With all these possible pathways and target groups, it is of utmost importance to learn and understand how to communicate scientific knowledge to non-scientific audiences in a way that is meaningful to them. It is also of great significance that research is translated and not misinterpreted by users, the latter often taking place when certain data or knowledge is perceived to support the goals of one organisation or party.

One of the increasingly developing approaches in the past few years is public engagement, with the goal of connecting the broader public with science through reciprocal approaches and using new communication methods often provided by social media. Especially with the growing “Open Science” movement, multiple additional roads are paved to sustain the transfer of scientific knowledge to society. This course will focus on the developments that go with it, such as new positions and professions, librarians taking up new roles, impact professionals exploring dissemination strategies and university communicators trying to reach new societal goals.

Although the relevance seems undisputable, communicating the outcome of scientific research to society is not per definition part of a routine of academic researchers. It usually lacks a programme and structure. Therefore AESIS brings together professionals and stakeholders in the field of impact and science communication, in order to support the development of the new goals, professions and tasks in the interface between science and society.

For three days we will offer knowledge from experts in the field and interactive discussions with peers on topics such as

- ◇ How can knowledge exchange benefit from better communication strategies
- ◇ Pitfalls and challenges relating to how open science contributes to innovation and societal impact
- ◇ The role of intermediaries and social media
- ◇ How to combine marketing capabilities and communication strategies
- ◇ How to connect stakeholders and remain impartial and trustworthy

## TARGET AUDIENCE

**Research managers, Science communication strategists,  
Librarians, Science funders, Policy makers, Press officers**

**And other professionals involved in science communication  
and impact of science**

# Draft Programme

## Wednesday 16 September

*8.30 - 9.00 Registration with coffee/tea*

9.00 **Word of welcome by AESIS**

9.05 **Representative hosting University\***

**Opening of the course**

9.15 **Course Coordinator: Anika Duut van Goor**

**General introductions by the participants**

Why are you here, what do you want to take away? Where do you sit in the ecosystem of research activity? What are we talking about and why is it important?

9.45 **Paul Manners**

*Founding Director of the National Co-ordinating Centre for Public Engagement*

**Science communication - pathway to societal impact**

- ◇ From communication to collaboration: Public engagement
- ◇ How to increase the chance of effective impact through public engagement
- ◇ The importance of evaluation and evidence of change

*10.30 - 11.00 Coffee/tea break*

11.00 **University science communication frameworks (to be elaborated)**

*12.30 - 13.30 Lunch*

13.30 **To be decided**

*14.30 - 15.00 Coffee/tea break*



**Draft Programme**  
**Wednesday 16 September (cont'd)**

15.00 **To be decided**

16.30 **Remaining questions for the day**

*17.00 Reception*



**Draft Programme**  
**Thursday 17 September**

*8.30 - 9.00 Registration with coffee/tea*

9.00 **Welcome & Summary**

9.15 **Maarten van der Sanden**

*Associate Professor in Science Communication at TU Delft*

- ◇ Science Communication and University Strategies
- ◇ The (potential) contribution of science communication to societal impact of research
- ◇ Universities and public engagement

*10.30 - 11.00 Coffee/tea break*

**Draft Programme**  
**Thursday 17 September (cont'd)**

11.00 Interaction with the audience “challenges for university communicators”

*12.30 - 13.30 Lunch*

13.30 **Sile Lane**  
*Head of International Campaigns and Policy, Sense about Science*

**Generate a university communication strategy**

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

*15.15 - 15.45 Coffee/tea break*

15.45 **Framing research messages for a policy audience**

- ◇ Why and How
- ◇ Application exercise

17.15 **Recap & remaining questions**

*18.00 Dinner*



# Draft Programme

## Friday 18 September

*8.30 - 9.00 Registration with coffee/tea*

**9.00** **Welcome & Summary**  
Collecting final questions

**9.30** **Alex Verkade**  
*Director of the Dutch Organisation of Science Museums and Science Centers, VSC*

**Societal Impact through Science Communication**

*11.00 - 11.30 Coffee/tea break*

**11.30** **Anna Maria Fleetwood**  
*Senior Adviser External Relations, Swedish Research Council*

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**Cissi Askwall**  
*Secretary General at Public & Science, Sweden*

**Facilitating Science Communication to Society**

- ◇ 'I want to, but there is no time' - *Researchers' views on communication and Open Science*
- ◇ Support researchers to succeed in their communication
- ◇ Communicating science in a post-truth era

*13.00 - 13.45 Lunch*

**13.45** **Anika Duut van Goor**  
**Interactive exercise on intergrating science communication  
in a research impact strategy**

*15.15 - 15.45 Coffee/tea break*

**15.45** **Problem Solving: going into collected practical issues of the past days  
(Closing) presentation, discussion, summary & recap of most important lessons**

**17.00** **End & Closing**