

Programme

# Science Communication for Societal Impact

14-18 September 2020

Online course (half-days)

hosted from Delft, 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**

# Programme

## Monday 14 September

\*all times in CEST (GMT+2)

*8.45 - 9.00\* Walk-in*

9.00

**Joost Ravoo**

*Director of Marketing & Communication at TU Delft, The Netherlands*

*&*

**Roy Meijer**

*Science Information Officer at TU Delft, The Netherlands*

**Opening of the course**

*9.50 - 10.00 Coffee/tea break*

10.00

**Anika Duut van Goor (Course Coordinator)**

*Director AESIS Network*

**General introductions 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?

*10.55- 11.10 Coffee/tea break*

11.10

**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

*12.00 - 12.10 Coffee/tea break*

12.10

**Paul Manners - continued**

**University science communication frameworks**

*13.00 Lunch*

# Programme

## Tuesday 15 September

\*all times in CEST (GMT+2)

*8.45 - 9.00\* Walk-in*

9.00 **Welcome and recap**

9.05 **Maarten van der Sanden**

*Associate Professor in Science Communication at TU Delft*

### **Collaboration Inside**

Science Communication and university Strategies

The (potential) contribution of science communication to societal impact of research

Universities and collaboration

*9.55 - 10.05 Coffee/tea break*

10.05 **Maarten van der Sanden - continued**

**Interaction with the audience: “Challenges for university communicators”**

*10.55 - 11.10 Coffee/tea break*

11.10 **Alex Verkade**

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

### **Science Communication for Societal Impact: Obstacles and Criteria**

Public engagement: societal impacts of science communication

Criteria for estimating successful communication in service of impact

System interventions to improve impact through science communication

*12.00 - 12.10 Coffee/tea break*

12.10 **Alex Verkade - continued**

**Science Communication for Societal Impact: Obstacles and Criteria**



# Programme

Wednesday 16 September

\*all times in CEST (GMT+2)

*8.45 - 9.00\* Walk-in*

9.00 Welcome and recap

9.05 **Anna Maria Fleetwood**

*Senior Adviser External Relations, Swedish Research Council*



**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

*9.55 - 10.05 Coffee/tea break*

10.05 **Anna Maria Fleetwood & Cissi Askwall - continued**

**Facilitating Science Communication to Society**

*10.55 - 11.10 Coffee/tea break*

11.10 **Stefanie Molthagen-Schnöring**

*Vice President for Research and Transfer, HTW Berlin*

## **Learnings from the COVID-crisis for Science Communication**

New challenges for science

Failure and success of science communication

The way ahead: applicability of old rules?

*12.10- 12.20 Coffee/tea break*

12.20 **Case study preparation (in groups)**

*13.00 Lunch*

# Programme

## Thursday 17 September

\*all times in CEST (GMT+2)

*8.45 - 9.00\* Walk-in*

9.00 **Welcome and recap**

9.10 **Ben Vivekanandan**

*Director, Precincts and Government at Monash University*

### **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

*9.55 - 10.00 Coffee/tea break*

10.00 **Ben Vivekanandan - continued**

### **Connecting Organisations for Societal Impact**

*10.55 - 11.10 Coffee/tea break*

11.10 **Emily Jesper**

*Director of partnerships, Sense about Science*

### **Public- and Policy Engagement**

Engagement with policymaking and policymakers

Practical steps towards real public engagement

How to connect with the media and policymakers

*12.00 - 12.10 Coffee/tea break*

12.10 **Emily Jesper - continued**

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

Why and how

Application exercise

*13.00 Lunch*

# Programme

## Friday 18 September

\*all times in CEST (GMT+2)

*8.45 - 9.00\* Walk-in*

9.00 Welcome and recap

9.10 **Fred Balvert**

*Director of the Science Gallery Rotterdam and science communicator at Erasmus University Medical Centre Rotterdam*

**Science Gallery Rotterdam: science communication and societal impact**

Impact on research and society

Communication, cooperation and co-creation

Science marketing and innovation hubs

*9.55 - 10.00 Coffee/tea break*

10.00 Case study exercise presentations (part 1)

*10.55 - 11.10 Coffee/tea break*

11.10 Case study exercise presentations (part 2)

*12.00 - 12.10 Coffee/tea break*

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

*13.00 Lunch*

*16.30 Online happy hour*

