

Draft Programme for the interactive online course on

Science Communication for Societal Impact

14-17 September 2021

For:

Research Managers • Science communication strategists
Librarians • Science funders • Policy-makers • Press officers
Other professionals involved in science communication
& impact of science

Organised by

AESIS

NETWORK FOR
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE



INTRODUCTION

To generate effective impact, it is imperative to consider how science is communicated, how science is perceived, whether research reaches the appropriate and relevant audience, and whether the message is understood and trusted. It is coming to attention that successful communication of science can play an integral role in driving impact, such as through fostering curiosity, trust, and acceptance of scientific advancements in the general public, and through engaging with wider communities, beneficiaries and end-users, and public and private sectors to co-produce knowledge. Due to the need for Science Communicators to contribute to the societal impact of scientific research, this course will deepen your understanding of how science communication can be performed in a way it will reach users of scientific research in society, in addition to the general public.

Innovative and well-substantiated methods of mission-oriented science communication can offer a myriad of benefits to society; pathways through which science communication can offer impact include: government (evidence-informed policy making), business (science marketing), or through media (science broadcasting), to name a few. With these possible pathways and the variety of target groups reached, having an understanding of communicating scientific knowledge to a wide range of audiences, including those without an academic or scientific background, in a way that is meaningful and credible to them is of utmost importance. It is additionally significant that research is not misinterpreted by users, which can happen when certain data or knowledge is perceived to support the goals of one organisation or party.

In the past years, science communication has advanced from one-way communication to two-way dialogue and engagement with the broader public. Reciprocal approaches of connecting with the public has hence emerged in the initiative of public engagement. With the growing “Open Science” movement especially, multiple additional roads are paved to sustain the transfer of scientific knowledge to society. This course will focus on 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.

The significance of communicating science seems indisputable, yet sharing the research process and outcomes with societal stakeholders is not per definition central to the routine of academic researchers, and often lacks 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 new goals, professions and tasks in the interface between science and society.

For three days, experts involved in the field of Science Communication will share their expertise and foster interactive discussions on topics such as:

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

Draft Programme

Tuesday 14 September

all times in CEST (GMT+2)

9.40 - 10.00 Walk-in

OPENING & INTRODUCTIONS

10.00 Words of Welcome

*Anika Duut van Goor** Course Coordinator & Director of AESIS Network

10.10 Introductions 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?

10.40 - 10.55 Break

PUBLIC ENGAGEMENT WITH SCIENCE

10.55 Defining Science Communication and Public Engagement

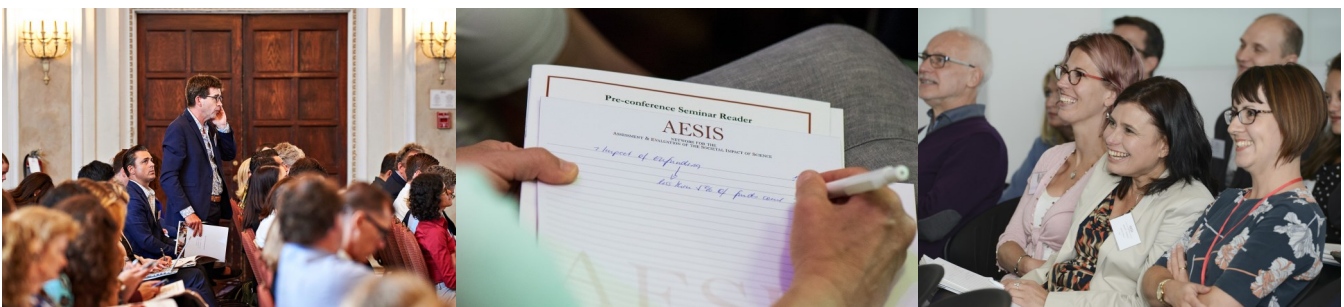
- ◇ History and context, from science communication to public engagement
- ◇ Defining science communication and impact, and how they should relate
- ◇ Integration of public engagement in science communication to improve impact of science on society

Paul Manners Director of Policy, National Co-ordinating Centre for Public Engagement (NCCPE), United Kingdom

11.45 - 12.00 Break

12.00 *Paul Manners continued*

12.50 - 13.05 Break



* confirmed speakers

Draft Programme

Tuesday 14 September continued

all times in CEST (GMT+2)

INTERDISCIPLINARY ENGAGEMENT

13.05 Fostering interdisciplinary engagement in academia and beyond

◇ Coordinating interdisciplinary communications and engagement activities

Lizzie Crouch Senior Coordinator of Engagement, SensiLab, Monash University, Australia

13.55 - 14.25 Break

14.25 *Lizzie Crouch continued...*

15.15 Introduction to the assignment

Room stays open for informal chats and assignment Q&A

16.00 End of day 1



* confirmed speakers

Draft Programme

Wednesday 15 September

all times in CEST (GMT+2)

9.40 - 10.00 Walk-in

10.00 Recap of Day 1 & Introduction to Day 2

*Anika Duut van Goor** Course Coordinator & Director of AESIS Network

POLICY ENGAGEMENT

10.05 Engagement with policymaking and policymakers

- ◇ The policy making process and how policymakers get evidence
- ◇ Practical steps toward engagement with government and policy

Emily Jesper-Mir Director of Partnerships, Sense about Science

10.55 - 11.10 Break

11.10 *Emily Jesper-Mir continued...*

12.00 - 12.15 Break

MEASURING AND DEMONSTRATING OUTPUTS

12.15 Monitoring, Evaluating, & Demonstrating Science Communication Outputs

- ◇ Dangers of false information and how Science Communication and Social Media can mitigate disinformation
- ◇ Measuring and demonstrating outputs of science communication initiatives
- ◇ Beyond Outputs: outcomes and longer-term, broader impacts of science communication

Eric A. Jensen Associate Professor, Department of Sociology, University of Warwick, United Kingdom

13.05 - 13.35 Break

13.35 *Eric A. Jensen continued...*

14.25 Room stays open for Q&A

15.00 End of day 2

* confirmed speakers

Draft Programme

Thursday 16 September

all times in CEST (GMT+2)

9.40 - 10.00 Walk-in

10.00 Recap of Day 2 & Introduction to Day 3

*Anika Duut van Goor** Course Coordinator & Director of AESIS Network

BUILDING CONNECTIONS THROUGH COMMUNICATION

10.05 Building connections between university, government, and business

- ◇ From communication to collaboration: establishing collaborative opportunities
- ◇ Social Media: attracting investors, building networks & knowledge co-creation
- ◇ From FameLab competition alumni to nation-wide organisation cooperating with ministries and leading science journalists

*Dariusz Aksamit** Co-Founder & Chairman, Council of March for Science Foundation (Polish Chapter), Poland

10.55 - 11.10 Break

11.10 *Dariusz Aksamit continued*

12.00 - 12.15 Break

FOSTERING ENGAGEMENT WITH SOCIETY

12.15 Integrating research communication in third cycle higher education

- ◇ Researcher's views on communication and Open Science
- ◇ How do you motivate initial (and further) involvement with science communication?
- ◇ Supporting researchers to communicate in a post-truth era

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

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

13.05 - 13.35 Break

13.35 *Anna Maria Fleetwood & Cissi Askwall continued*

14.25 *Room stays open for Q&A*

15.00 End of day 2

* confirmed speakers

Draft Programme

Friday 17 September

all times in CEST (GMT+2)

9.40 - 10.00 Walk-in

10.00 Recap of Day 3 & Introduction to Final Day

*Anika Duut van Goor** *Course Coordinator & Director of AESIS Network*

SOCIAL MEDIA & IMPACT

10.10 Role of social media in driving impact

Ger Hanley *Founder of Write Fund, Republic of Ireland*

11.00 - 11.15 Break

11.15 *Ger Hanley continued*

12.05 - 12.20 Break

CASE STUDY PRESENTATIONS & DISCUSSIONS

12.20 Part 1

13.10 - 13.40 Break

13.40 Part 2

14.20 Concluding remarks and recommendations

14.30 End of Course

16.30 Online happy hour



* confirmed speakers