

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



# SCIENCE COMMUNICATION FOR SOCIETAL IMPACT

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 four 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

## Speakers



**Anna Maria Fleetwood**

Senior Adviser of External Relations at the Swedish Research Council (VR), Anna Maria is responsible for the strategic direction of science communication at VR and for developing and coordinating VR's outreach activities



**Cissi Askwall**

Secretary General at Public & Science (VA), Cissi has also been the Head of Communications at VA and at the Royal Swedish Academy of Engineering Sciences.



**Dariusz Aksamit**

Co-Founder & Chairman at Council of March for Science Foundation (Poland), Dariusz was named "Science Communicator of the Year" in 2018 by the Polish Press Agency Science & Ministry of Science & Higher Education.



**Eric Jensen**

Associate Professor at University of Warwick, Eric specialises in evidence-based science communication and has 20 years' experience in science communication research, evaluation and practice.



**Ger Hanley**

Founder of Write Fund, a new start-up consultancy firm, Ger helps both researchers and industry to realise their research goals by assisting them to gain the funding they require



**Paul Manners**

Director of Policy at the National Co-ordinating Centre for Public Engagement (NCCPE), Paul oversees the NCCPE's coordination of a range of culture change and capacity building projects.

*More Speakers to follow...*

# 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*      *Course Coordinator & Director of AESIS*  
*van Goor*

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

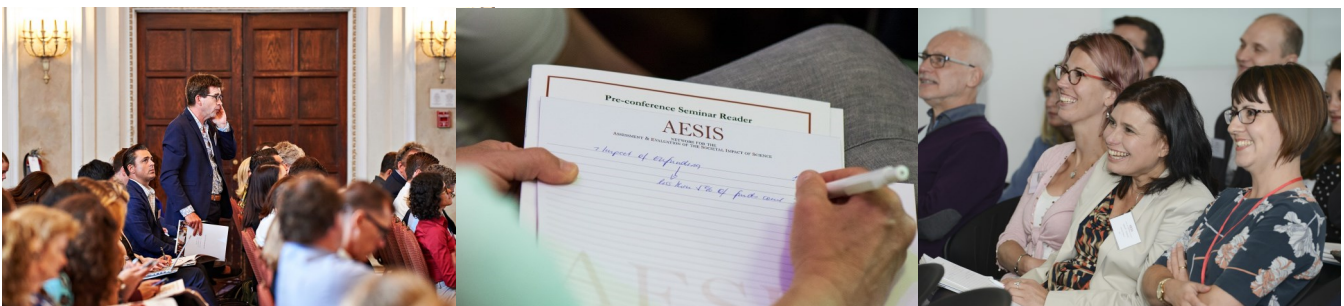
*Paul Manners*      *Director of Policy, National Co-ordinating Centre for Public Engagement*  
*(NCCPE), United Kingdom*

11.45 - 12.00 Break

12.00 *Paul Manners\* continued*

12.50 - 13.05 Break

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# Draft Programme

## Tuesday 14 September continued

all times in CEST (GMT+2)

### INTERDISCIPLINARY ENGAGEMENT

13.05 *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



\* to be confirmed

# 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*

## 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* *Associate, Sense about Science*

*Hamid Khan* *Programme Manager, Sense about Science*

10.55 - 11.10 Break

11.10 *Emily Jesper-Mir & Hamid Khan continued...*

12.00 - 12.15 Break

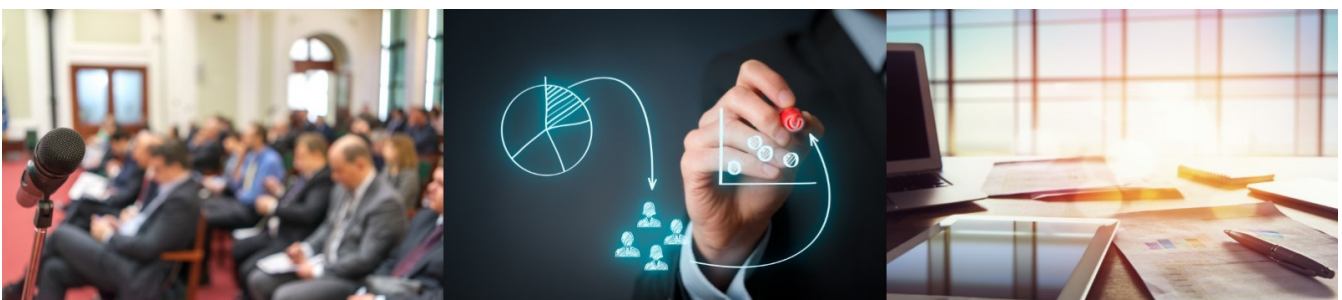
## BEST PRACTICE CASE-STUDY

12.15 Topic (TBD)

*Speaker (TBD)*

13.00 - 13.30 Break

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# Draft Programme

## Wednesday 15 September continued

all times in CEST (GMT+2)

### MEASURING AND DEMONSTRATING OUTPUTS

#### 13.30 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*

14.20 - 14.35 Break

14.35 *Eric A. Jensen continued...*

15.25 Room stays open for informal chats and assignment Q&A

16.00 End of day 2



# 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* Course Coordinator & Director of AESIS  
*van Goor*

### 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

### BEST PRACTICE CASE-STUDY

12.15 Topic (TBD)

*Speaker (TBD)*

13.00 - 13.30 Break

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# Draft Programme

## Thursday 16 September (continued)

all times in CEST (GMT+2)

### FOSTERING ENGAGEMENT WITH SOCIETY

#### 13.30 Integrating research communication 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

#### 14.35 *Anna Maria Fleetwood & Cissi Askwall continued*

#### 15.25 Room stays open for informal chats and assignment Q&A

16.00 End of day 2



# 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*

### 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

15.00 End of Course

16.30 Online happy hour

