

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 Impact of Science and 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.



Emily Jesper-Mir

Assistant Director at Sense About Science, Emily heads the public engagement programme helping scientists to communicate difficult research findings simply and accurately.



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.



Fai Collins Drzenyuy

Community Engagement, Social Mobilisation & Field Facilitator at CIFOR, Fai Collins has hands-on experience in communication for impact through working with research institutions and development organisations.

More speakers on the following page

Speakers



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



Hamid Khan

Programme Manager for Research Culture and Quality at Sense about Science, Hamid leads SAS's international Quality and Peer Review programme promoting open and honest discussion of research quality.



Lizzie Crouch

Creative Producer, Lizzie specialises in interdisciplinary working. She applies a creative producing approach to work across a range of organisations, cultural contexts, disciplines and sectors



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.



Zehra Waheed

Director of the Centre for Business & Society at Lahore University of Management Sciences, Zehra is a board member at various companies and works alongside several public and private sector entities in Pakistan.

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

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

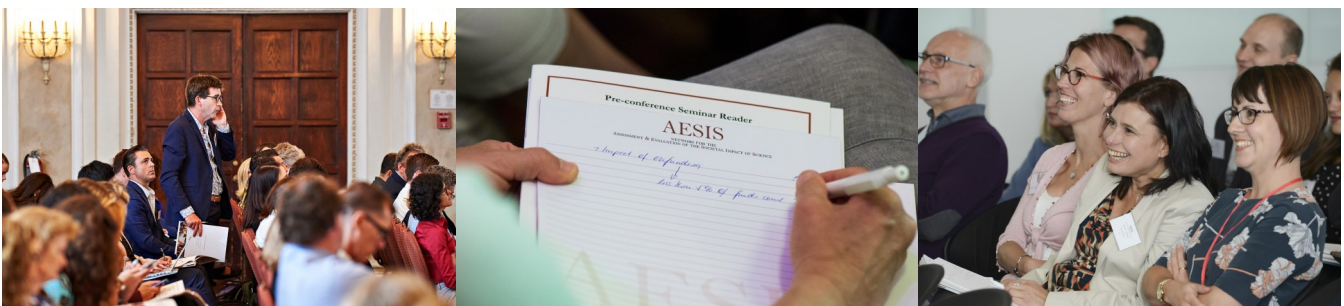
Paul Manners Director of Policy, National Co-ordinating Centre for Public Engagement (NCCPE), United Kingdom

11.45 - 12.00 Break

12.00 *Paul Manners continued*

12.50 - 13.20 Break

Programme continued on next page...



Draft Programme

Tuesday 14 September continued

all times in CEST (GMT+2)

INTERDISCIPLINARY ENGAGEMENT

13.20 Interdisciplinary Engagement

- ◇ What is interdisciplinary engagement and what are the challenges and benefits?
- ◇ Addressing challenges and benefits through examples of past projects
- ◇ Who is involved in interdisciplinary working

Lizzie Crouch *Creative Producer, Australia*

13.10 - 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



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

FOSTERING ENGAGEMENT WITH SOCIETY

10.05 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

10.55 - 11.10 Break

11.10 *Anna Maria Fleetwood & Cissi Askwall continued*

12.00 - 12.15 Break

BEST PRACTICE CASE-STUDY

12.15 Communicating beyond cultural contexts

Zehra Waheed

Director, Centre for Business and Society, Lahore University of Management Sciences, Pakistan

13.10 - 13.30 Break

Programme continued on next page...



Draft Programme

Wednesday 15 September continued

all times in CEST (GMT+2)

MEASURING AND DEMONSTRATING OUTPUTS

13.30 Monitoring, Evaluating & Evidencing Science Communication Outcomes

- ◇ Introducing science communication outcome evaluation
- ◇ Measuring and evidencing outcomes of science communication initiatives
- ◇ Long-term 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) & Researcher at Warsaw University of Technology, Poland

10.55 - 11.10 Break

11.10 *Dariusz Aksamit continued*

12.00 - 12.15 Break

BEST PRACTICE CASE-STUDY

12.15 Conception, implementation, monitoring and evaluation of communication and knowledge management strategy to enhance visibility, regional learning, knowledge sharing and collaboration

Fai Collins Community Engagement, Social Mobilisation & Field Facilitator, Centre for International Forestry Research-CIFOR, DR Congo
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13.00 - 13.30 Break



Draft Programme

Thursday 16 September (continued)

all times in CEST (GMT+2)

POLICY ENGAGEMENT

13.30 Engagement with policymaking and policymakers

- ◇ The policy making process and how policymakers get evidence
- ◇ Practical steps toward engagement with government and policy
- ◇ Co-creation & co-design with societal stakeholders

Emily Jesper-Mir Assistant Director, Sense about Science

Hamid Khan Programme Manager for Research Culture and Quality, Sense about Science

13.05 - 13.35 Break

14.35 *Emily Jesper-Mir & Hamid Khan 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

