

# Inclusive Approaches to Societal Impact

## AESIS

NETWORK FOR  
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE



Achieving impact of scientific knowledge and data is not the sole responsibility of the researchers themselves. In fact, achieving impact requires an inclusive and supportive ecosystem that encompasses a range of facilities, policies, skills and management practices.

What developments, perspectives and facilities are necessary to make sure that not only the science-ecosystem aspires equality, diversity and inclusion (EDI), but that the impact of science on society and engagement with communities is also designed to have widespread value and includes marginalised groups.

### Webinar overview



May 16th

16.00 CEST



3 guest speakers



60 - 75 minutes



Free of charge



# Webinar Programme

16.00 Words of welcome

*Anika Duut van Goor* Director of AESIS, The Netherlands

16.05 Individual presentations by invited speakers

## Inclusive science communication: engaging with diverse publics



**Ana Margarida de Almeida Matias**  
*Science communicator & Coastal geologist, Centre for Marine and Environmental Research (CIMA)*

### Sub-topics:

- Selection of marginalized groups
- The role of boundary spanner
- Dialogue and co-creation

**Ana Matias** is a researcher at the Centre for Marine and Environmental Research (CIMA), from Universidade do Algarve. Currently, her main focus is transdisciplinary research on Geoscience, Art, and Communication. She coordinated three science & art projects that combined coastal science & dance (2017), neuroscience & visual art (2019), and marine science & photography (2020). A. Matias has been working in a number of projects towards social inclusion, particularly with senior citizens. Matias is on the coordination board of the research centre CIMA, responsible for the topic - Contributing knowledge towards a sustainable and resilient society.

## Inclusive Societal Impact: What does it imply for the university?

**Inge Hutter** is Rector of the International Institute of Social Studies (ISS), The Hague, of Erasmus University Rotterdam (EUR), and Professor of Participatory and Qualitative Research in Population and Development, since August 2015. Before joining ISS, she was Professor of Demography, Vice Dean and Dean Research at the Faculty of Spatial Sciences, University of Groningen. Since April 2021, she is Academic Lead Erasmusian Values and Culture (in leadership) in the EUR Strategy 2024 Creating Positive Societal Impact .

**Inge Hutter**  
*Rector of the International Institute of Social Studies (ISS), The Hague, of Erasmus University Rotterdam*



### Sub-topics:

- The university = a societal stakeholder too
- Inclusion of marginalized groups: engagement as a third pillar
- Implications for organization, culture and leadership at the university

## Learning by doing: How to upskill AI and data scientists in co-produced research



**Edwin Colyer**  
*Founder and Impact Lead at Scientia Scripta*

### Sub-topics:

- Co-production in AI and data science
- Staying safe
- Engage methods for system change

Edwin Colyer is founder and impact lead at Scientia Scripta, a UK-based support agency and consultancy on a mission to democratise science and innovation, for good. With colleagues, he works with organisations across the research ecosystem on strategy and delivery of ethical communications, engagement and impact. Following his analysis of AI ethics toolkits in 2020, Edwin became a passionate advocate for diversity and transparency in AI research and innovation. He is currently supporting teenagers, engineers and ethicists to co-create a Code for Ethical Innovation.

16.50 Debate and Q&A