

Draft Programme for the interactive online course on

From Societal Impact Strategy to Implementation and Execution

25-28 May 2021

Online access, hosted from Vienna

This course is meant for:

Managers and administrators of university research
Professionals involved in promoting the impact of science
Impact support & knowledge transfer officers

Organised by:

AESIS

NETWORK FOR
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE



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Open Pre-Course Panel

Tuesday 25 May

Organised in collaboration with:



* The WTZ Ost is supported by the AWS, with funds from the Nationalstiftung für Forschung, Technologie und Entwicklung (Österreich-Fonds)

17.50 - 18.15 Walk-in

Open Pre-Course Panel

SUPPORTING INTERDISCIPLINARY KNOWLEDGE EXCHANGE

As a separately organised event from the **From Societal Impact Strategy to Implementation and Execution** workshop, the **Open Pre-Course Panel** features a panel discussion following Dr. David Budtz Pedersen's presentation on Algorithms, Data & Democracy. This event is open to the public, and you are warmly welcomed to tune in.

Link to register for the pre-course panel: <https://www.wtz-ost.at/veranstaltungen/save-the-date-fostering-supporting-interdisciplinary-knowledge-exchange/>

18.15 Word of Welcome

18.20 Algorithms, Data & Democracy

David Budtz Pedersen *Director, Humanomics Research Centre & Professor of Impact Studies, Aalborg University Copenhagen, Denmark*

18.35 Panel Discussion

Eva Maria Stadler *Vice Rector for Exhibitions & Knowledge Transfer, University of Applied Arts Vienna, Austria*

Ronald Maier *Vice-Rector for Digitalisation & Knowledge Transfer, University of Vienna, Austria*

Mike Smith *Emeritus Professor of Medical Science, Managing Partner of Harper Keeley LLP & former Pro Vice-Chancellor for Research Enterprise and Knowledge Transfer, United Kingdom*

Ewelina Dobrzalski *Berlin University of the Arts Coordinator & Representative at Hybrid Plattform, Germany*

19.45 Closing Recommendations

20.00 End of Pre-Course Panel

all times in CEST (GMT+2)

- From Societal Impact Strategy to Implementation and Execution -

In partnership with the *University of Vienna* and the *University of Applied Arts Vienna*, AESIS is proud to present the new online course **From Societal Impact Strategy to Implementation and Execution**, to be hosted from Vienna, Austria **(25-28 May)**.

The course will bring together experts to cover themes such as:

- ◆ Mapping impact of your institution, defining impact goals, strengths and weaknesses
- ◆ Internal infrastructure, facilities and skills
- ◆ Strengthening position in the external infrastructure through collaborations and framework
- ◆ Supporting researchers through training and facilities with the inclusion of impact strategies in research design
- ◆ Measuring and monitoring impact of research project from all disciplines, including SSHA

Interested, but not in a suitable time zone?

If you would like to participate but live outside of GMT-GMT+8 time zones, register as an *distant time zone attendee* at a discount to follow course recordings, and receive the opportunity to partake in an exclusive live session that suits your time zone, to get to know fellow course attendees and interact with our course speakers on June 10th!

AESIS Advisory Board

Koenraad Debackere	General Manager at K.U. Leuven, Belgium
Beverley Damonse	Executive of Science Engagement and Corporate Relations, National Research Foundation (NRF), South Africa
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Andrew Plume	Senior Director of Research Evaluation at Elsevier, United Kingdom
Susan Renoe	Assistant Vice Chancellor, University of Missouri & Executive Director of the NSF Center for Advancing Research Impact in Society
Toby Smith	Vice President of Policy at the American Association of Universities, USA
David Sweeney	Executive Chair, Research England, United Kingdom
Paul Wouters	Dean of Social and Behavioural Sciences & former Director of CWTS, Leiden University, The Netherlands

Draft Programme

Wednesday 26 May

all times in CEST (GMT+2)

9.00 - 9.25 Walk-in

9.25 Introduction to Day 1

DEFINING IMPACT

9.30 What is Impact: defining and demonstrating impact

- ◆ Background and Perspectives on Impact
- ◆ Research to Impact: from contextual understanding to practical implementation

Mike Smith *Emeritus Professor of Medical Science, Managing Partner of Harper Keeley LLP & former Pro Vice-Chancellor for Research Enterprise and Knowledge Transfer, United Kingdom*

10.20 - 10.35 Break

10.35 *Mike Smith continued*

11.25 - 11.40 Break

MAPPING AND ALIGNING STRATEGY FOR IMPACT

11.40 The Impact Lifecycle

- ◆ Mission-driven research
- ◆ Impact planning and assessment
- ◆ Partnerships for impact

David Budtz Pedersen *Director, Humanomics Research Centre & Professor of Impact Studies, Aalborg University Copenhagen, Denmark*

12.30 - 12.45 Break

12.45 *David Budtz Pedersen continued*

13.35 - 14.25 Break

Draft Programme

Wednesday 26 May (continued)

all times in CEST (GMT+2)

STRENGTHENING YOUR INTERNAL INFRASTRUCTURE

- 14.25 Inclusion of Impact Strategies in Research Design to Support Researchers
- ◆ Drivers and barriers for planning and implementing an internal infrastructure for R&I impact
 - ◆ Aligning bottom up agendas, ideas and interest with top down strategies

*Antonia Caro
Gonzalez*

Head of International Research Project Office, University of Deusto, Spain

15.15 - 15.30 Break

15.30 *Antonia Caro Gonzalez continued*

16.20 - 16.35 Break

CASE STUDY EXERCISE

16.35 Introduction to Case-Study Exercise

16.50 Case-study preparation in breakout rooms (optional)

17.20 End of Day 1



Draft Programme

Thursday 27 May

all times in CEST (GMT+2)

9.00 - 9.25 Walk-in

9.25 Recap of Day 1 & Introduction to Day 2

INTERDISCIPLINARY KNOWLEDGE EXCHANGE

9.30 Interactive workshop: Possibilities to enhance interdisciplinary knowledge exchange with special regards to the arts

- ◆ Theoretical frameworks and examples of interdisciplinary KE in the arts
- ◆ Break-out room discussions on how methods of KE and evaluation can be used to ensure and document impact
- ◆ Recommendations and conclusions with participant input

Nina Horstmann Technical University Berlin Coordinator & Representative at Hybrid Plattform, Germany

Alexandra Graupner Head of the Angewandte Innovation Lab, Austria

10.20 - 10.35 Break

10.35 *Nina Horstmann & Alexandra Graupner continued*

11.25 - 11.40 Break

IMPACT THROUGH COLLABORATION

11.40 Frameworks and Collaborations to Strengthen Position in the External Infrastructure

- ◆ Connecting with Business, Government, and other Societal Stakeholders: from connection to co-creation
- ◆ Initiatives and tools for External Engagement & the role of organisational Impact strategies
- ◆ Impact novelties in Horizon Europe

Borbala Schenk European Research Funding Adviser, Dr. Borbala Schenk Consultancy, Hungary

12.30 - 12.45 Break

12.45 *Borbala Schenk continued*

13.35 - 14.25 Break

Draft Programme

Thursday 27 May (continued)

all times in CEST (GMT+2)

INSTITUTIONAL IMPACT EVALUATION

- 14.25 Reality of PE and Co-creation – using engagement methods leading to genuine impact
- ◆ What can you encourage
 - ◆ Literature and experience
 - ◆ The example of policy –labs

Saba Hinrichs-Krapels *Assistant Professor and Delft Technology Fellow, TU Delft, Netherlands*

15.15 - 15.30 Break

15.30 *Saba Hinrichs-Krapels continued*

16.20 - 16.35 Break

CASE STUDY EXERCISE

16.35 Case-study preparation in breakout rooms with feedback (optional)

17.00 End of Day 2



Draft Programme

Friday 28 May

all times in CEST (GMT+2)

9.00 - 9.25 Walk-in

9.25 Recap of Day 2 & Introduction to Final Day

IMPACT IMPLEMENTATION IN PRACTICE

9.30 Innovation Matters: Wissenstransferzentrum Ost (Knowledge Transfer Center East)

Tobias Reckling Coordinator of Knowledge Transfer, Center East/ Wissenstransferzentrum Ost, Austria

Angelika Zelisko Deputy Head of Support Art and Research Department, University of Applied Arts Vienna, Austria

10.20 - 10.35 Break

10.35 Best Practices in Impact Implementation

Mike Smith Emeritus Professor of Medical Science, Managing Partner of Harper Keeley LLP & former Pro Vice-Chancellor for Research Enterprise and Knowledge Transfer, United Kingdom

11.25 - 11.40 Break

PARTICIPANT PRESENTATIONS

11.40 Participant presentations on case-study exercise

Panel

Mike Smith

David Budtz Pedersen

Borbala Schenk

Antonio Caro Gonzalez

12.30 - 13.00 Break

13.00 Participant presentations on case-study exercise continued...

13.50 Final words and conclusions

14.00 End of the Course

17.00 Online Reception

Draft Programme

Thursday 10 June

all times in CEST (GMT+2)

LIVE SESSIONS

For distant time zone attendees from outside of GMT - GMT+8 time zones, who are tuning in via course recordings, we welcome you to participate in our Live Q&A Sessions. These sessions cater specifically to our participants in the Americas and Australasian regions, who may wish to interact, ask questions, and network further with speakers and fellow participants. Feel free to send in topics you would like to see discussed in these live sessions while following along the course through recordings.

Live Session I

9.30 Q&A Session

- ◆ Brief speaker and participant introductions
- ◆ Interactive discussions on pre-submitted topics and Q&A

Mike Smith

Antonia Caro Gonzalez

Borbala Schenk

11.30 End of Live session

Live Session II

17.00 Q&A Session

- ◆ Brief speaker and participant introductions
- ◆ Interactive discussions on pre-submitted topics and Q&A

Mike Smith

David Budtz Pedersen

Borbala Schenk

19.00 End of Live Session

*** To be confirmed**

David Budtz Pedersen



David Budtz Pedersen is Professor of Science Communication and Impact Studies and Director of the Humanomics Research Centre in Copenhagen, Denmark. His research focuses on science and innovation studies, research management and impact assessment. He frequently acts as speaker and policy adviser to international governments and funding agencies. He holds PhD, MA and BA degrees in philosophy of science and science policy studies from University of Copenhagen and University of Vienna. He is a former Visiting Scholar at the Department of Philosophy, New York University. Alongside his research, David has an international public presence with outreach activities in science policy, speaking frequently on the topics of Open Science, Research Impact and Evidence-Informed Policy-Making. David Budtz has about 150 entries on his list of publications ranging from research papers and policy reports to newspaper articles. He is the Chair of the EU COST High-Level Expert Group on Science Communication. In 2020, he was appointed Knowledge Broker and Science Adviser on Algorithms, Data and Democracy by the Villum & Velux Foundations. Starting in 2021, Dr. Pedersen joins Kyoto University's International Advisory Board for the L-INSIGHT Global Excellence Programme.

Antonia Caro Gonzalez



Antonia Caro González, Head of the International Research Project Office at the University of Deusto, has sound experience in managing complex interdisciplinary research collaborations and community engagement with multi-stakeholder counterparts (academic, government, private sector and civil society). With over 20 years of experience in research internationalisation, Antonia is the senior counsellor for the Rector team in strategic research planning. She is currently responsible of the three Deusto Master Plans on “Internationalisation”, “Social Impact” and “Interdisciplinary Platforms” and in charge of boosting the *6 I's Research Model* and its implementation at the University of Deusto. She is evaluator for the European Commission (H2020, Cosme), manager and researcher in international research projects, and is member of various Board of Directors: European Social Innovation School (ESSI); the “Covenant on Demographic Change” and of the Ethics, Disciplinary and Private Relations Committee of the GaragErasmus Foundation.

Alexandra Graupner



Alexandra Graupner works as a cultural manager with a special focus on transdisciplinary and interdisciplinary art endeavors and artistic research projects at AIL - Angewandte Innovation Lab.

Working in the field of architecture for over a decade, her interest in multidisciplinary aspects of artistic work was sparked. In 2014 she became the head of Angewandte Innovation Lab, a platform for interdisciplinary and experimental artistic projects at the University for Applied Arts Vienna. Her work focuses on supporting artists, scientists and external partners to present and realise their interdisciplinary projects, connecting people from different fields and providing a safe space for experimental ideas to develop. It is her goal to make the results of those projects comprehensible for a public audience and limelight the impacts they have on society.

Nina Horstmann



Nina Horstmann has a dual background in art history and environmental studies, both of which have been big part of her international career to this point. She owns a unique blend of expertise in art & science collaborations and strategic programme-leading across multiple disciplines with a keen interest in sustainability; skills she implements daily at the Hybrid Plattform – an initiative by the Technische Universität Berlin and the University of the Arts Berlin. Nina is passionate about leading change by building new networks, facilitating co-creation, mobilising people and stakeholders and shaping of new and exciting transformative programmes. She aims at enabling knowledge exchange and cultural change with lasting impact.

Borbala Schenk



Dr. Borbála Schenk has been the Head of the Office of the Director-General of the Centre for Social Sciences of the Hungarian Academy of Sciences since 2012. Her responsibilities include the efficient and smooth operation of most of the administrative aspects of a research organization employing 190 researchers and 30 administrative staff. She is also responsible for institutional communication and research management activities, including the preparation and execution of large European research projects. With the contribution of the pre-award research management team she supervises, the Centre as the Coordinator of a Consortium of 15 universities, recently won an H2020 grant, with the value of over 3 million euros. She serves on the Policy and Representation Committee of the European Association of Research Managers and Administrators (EARMA); is the leader of the Impact and Stakeholder Group of the BESTPRAC Cost Action; and has been invited to speak at international workshops.

Dr. Schenk holds a Law degree from Eötvös Loránd University, Budapest. During her studies she was awarded a Kellner Scholarship and spent an academic year at Bard College, New York. She has extensive experience in research and university environments, having held management, lecturing and editorial positions.

Mike Smith



Prof. Dr. Mike Smith is Emeritus Professor of Medical Science and Managing Partner at Harper Keeley. He has been Dean of Research at the University of Leeds; Deputy and Pro Vice Chancellor for Research and Enterprise at the University of Teesside and Sheffield Hallam University; and Chairman at the Institute of Knowledge Transfer. His forty years experience in research and innovation has focused both on the development of new ideas and their subsequent implementation and impact. At Harper Keeley, he provides expertise in leadership and management in Research, Innovation, Technology Transfer and Commercialisation of research, working with the University sector, large corporations and SMEs. He has held a number of patents and formed about twenty companies, about half in the medical technology or bioscience sector. He has experience working with government departments and has served on many National

Ewelina Dobrzalski



Ewelina Dobrzalski is since 2018 project coordinator of the Hybrid Platform for the University of the Arts Berlin. The platform promotes collaborations between art, science and technology between the University of the Arts Berlin and the Technical University Berlin. Until the end of 2020 she was also coordinator of the Berlin Open Lab, an experimental research space for interdisciplinary research projects at the University of the Arts. In 2018, she accompanied the interdisciplinary research project Shaping Space which investigates on new techniques for designing spaces in the digital age. Prior to this she worked for many years in the cultural field e.g. for the program department of the Goethe-Institut in Kraków, the German-French television channel ARTE in Strasbourg and the European Commission's audiovisual fund MEDIA.

She holds a joint Bachelor's degree in European Media Culture from Bauhaus University Weimar and Université Lumière Lyon 2, as well as a joint Master's degree in Cross-Border Communication and Cooperation from Université de la Lorraine, Universität des Saarlandes and Université du Luxembourg.

Angelika Zelisko



Angelika Zelisko is Deputy Head of the Department “Support Art and Research” at the University of Applied Arts Vienna where she is responsible for national and EU-funding programs, administrating granted fundings and entrepreneurship in artistic and creative fields.

Working at the interface of art, research and management, she has been engaged in the project Knowledge Transfer Center East (WITZ Ost) since 2014. This multi-disciplinary knowledge transfer center consisting out of nine universities in Vienna plus three universities of applied sciences aims to foster knowledge and technology transfer in various dimensions. Within that framework Angelika Zelisko is co-lead of the project “Innovation Matters. Interdisciplinary Knowledge Exchange for Societal Challenges. Networks – Methods – Transfer” since 2019. Through her practical experience in managing different transdisciplinary projects she developed a special interest in cross-disciplinary collaborations and heads a sub-project within “Innovation Matters” that aims to network researchers across the institutions.

Tobias Reckling



Following studies in history and social sciences in Germany, the Netherlands, Spain and Great Britain, Tobias came to Vienna in 2012. At the University of Vienna, he manages the team Knowledge Transfer & National Funding. The team supports researchers from all disciplines, among other things, in cooperative projects with partners from society and industry. Since 2019, Tobias also coordinates the Knowledge Transfer Center East (WTZ Ost). This cooperation project by nine Viennese Universities and three Universities of applied science aims at fostering and promoting all aspects of knowledge exchange.

More speakers to be confirmed...