

The why and how of research mapping and demonstrating societal impact

AESIS

NETWORK FOR
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

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Research funding bodies worldwide seek to maximise their returns on investment in research and incentivise for valuecreation for society. Monitoring the economic and societal impact of research is now a vital component in the process of organising and funding research, to promote accountability and lead to evidence-based decision-making. Faced with these new challenges, researchers and university staff are called upon to become impact-driven when reporting and monitoring their research.

During this free webinar three experts will delve into why it is important for researchers to better communicate their research, as well as making use of data in impact assessment, in order to better advocate for the societal value of their research, and in fact improve the impact on society it has.

Webinar overview



February 21st

16.00 CET



3 guest speakers



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

The why of communicating, demonstrating, and reporting impact



Kathryn Graham
Executive Director, Impact Action Lab, Alberta Innovates, Canada

Sub-topics:

- Why is it important to communicate, demonstrate, and report impact: 6 A's and the drivers on impact assessment;
- Democratization and citizen science;
- Examples of tools to properly report and communicate impact.

Kathryn Graham is the Executive Director of the Impact Action Lab at Alberta Innovates, a Canadian-based publicly funded provincial research and innovation organization. A co-founder of the International School on Research Impact Assessment and was Director of the School when it was hosted in Banff in 2014. She has over 25 years of strategic evaluation experience in health care, research and innovation. Her expertise is in developing performance management and impact strategies and implementing assessment frameworks for complex systems across a diversity of organisations.

How to responsibly communicate and demonstrate impact

Tjitske Holtrop is an anthropologist and has worked as a researcher at the Center for Science and Technology Studies (CWTS) at Leiden University since 2017. Her focus is on evaluation practices. After a PhD on critically reflecting on the evaluation of Dutch civil-military mission in Afghanistan 2006-2010, she refocused on evaluation practices in academic contexts and RRI. She is involved in projects around self-assessment, reward and recognition, inter/transdisciplinarity and responsible research and innovation.

Tjitske Holtrop
Postdoctoral researcher at CTWS, Leiden University, the Netherlands



Sub-topics:

- Methodologies to communicate and demonstrate impact;
- Metrics for societal value of scientific research: four recommendations and take-aways to evaluate societal value in a responsible way.

Short and long-run pathways to demonstrate impact



Eiríkur Smári Sigurðarson
Director of Research at the School of Humanities, University of Iceland

Sub-topics:

- Short and long-run pathways to approach, evaluate and demonstrate societal impact of research: an overview with humanities and social sciences case studies;
- Promoting inclusive research impact within academia.

Eiríkur Smári Sigurðarson is a research specialist and the Director of Research at the School of Humanities, University of Iceland. Based on a background in ancient Greek philosophy and modern epistemology he has engaged with questions of research evaluations and societal impact of research with particular emphasis on the humanities, for example in his recent publication in *Research Evaluation: Capacities, capabilities, and the societal impact of the humanities*.

16.50 Debate and Q&A