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**MUSEUM FÜR
NATURKUNDE
BERLIN**

Public Engagement and Impact - What are we missing?

—
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Museum für Naturkunde

- Public Engagement and Impact Unit



Our Mission:

“Our mission is to discover and describe life and earth – ***with people, through dialogue.***”

Our Goal:

We connect research and society to make research **more open, accessible, and impactful.**

This results in a more **engaged, diverse and democratic** research culture and practice.

Public Engagement: Our approach.

› **Practice** rooted in research

› **Research** rooted in practice

› **Professionalisation**

Goal: Academic culture change



Impact: our understanding



Broader or longer-term changes or effects resulting from a project's activities.

These effects and changes can have different impact spheres (e.g. societal, social, environmental, political, health, economic, cultural, academic).

Provocations (and take-aways)



Provocations (and take-aways)

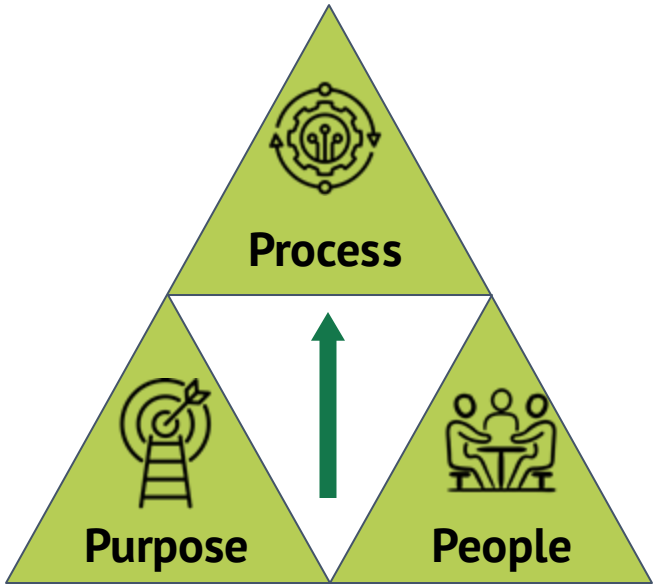


We are wilfully ignoring a critical stakeholder group in ALL our impact evaluation efforts.

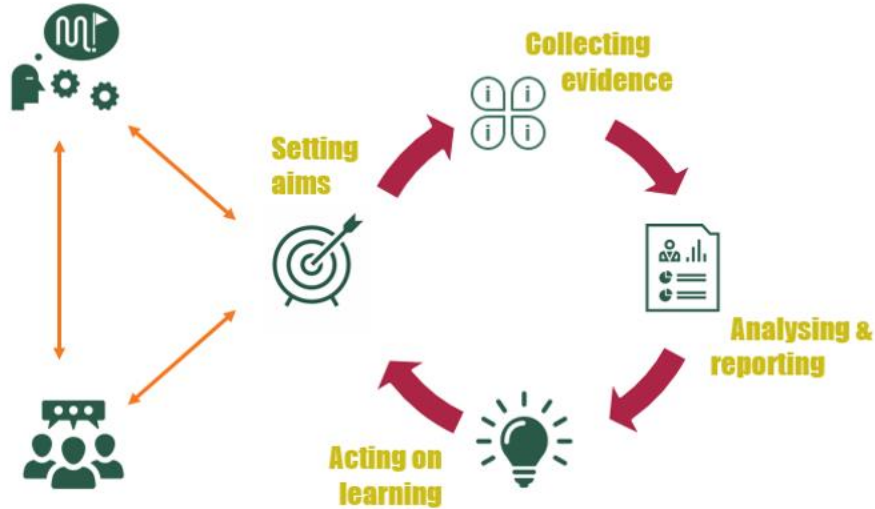


We are hopelessly ignorant of the value and utility of our own evaluations.

Impact Evaluation – Theory and Strategy



THE EVALUATION CYCLE



Impact Evaluation – Models and Strategic Tools

Extended Logic Model



This table is a detailed logic model grid. It has 10 columns and 10 rows. The columns are labeled: Situation, Aim, Inputs, Activities, Outcomes, Indicators, Methods, Timepoint, Risks, and Assumptions. The rows represent different levels of the model, such as "Strategic Objectives", "Operational Objectives", "Activities", "Outputs", "Outcomes", "Indicators", "Methods", "Timepoints", "Risks", and "Assumptions". Each cell contains detailed text describing the specific components and their relationships.

Impact Evaluation – Literature and Toolboxes



Contents lists available at [ScienceDirect](#)

Research Policy

journal homepage: www.elsevier.com/locate/respol

Evaluating impact from research: A methodological framework

M.S. Reed ^{a,g,*}, M. Ferré ^{b,f}, J. Martin-Ortega ^b, R. Blanche ^c, R. Lawford-Rolfe ^d, M. Dallimer ^b, J. Holden ^e



RESEARCH FOR ALL

Reed, M.S., Duncan, S., Manners, P., Pound, D., Armitage, L., Frewer, L., Thorley, C. and Frost, B. (2018) 'A common standard for the evaluation of public engagement with research'. *Research for All*, 2 (1): 143–162. DOI 10.18546/RFA.02.1.13.

A common standard for the evaluation of public engagement with research

<https://evaluationsupportscotland.org.uk/resources/evaluation-practical-guidelines-a-guide-for-evaluating-public-engagement-activities-2011/>

<https://www.qmul.ac.uk/publicengagement/support/evaluation-toolkit/>

<https://evaluationtoolbox.net.au>

<https://ceppp.ca/en/evaluation-toolkit/>

<https://www.publicengagement.ac.uk/evaluation>

<https://ppe.mcmaster.ca/resources/public-and-patient-engagement-evaluation-tool/>


<https://ceppp.ca/en/resources/patient-and-public-engagement-evaluation-toolkit/>

<https://www.researchtoaction.org/2024/04/the-public-engagement-evaluation-toolkit/>

<https://www.evaluation.gov/assets/resources/The-Improve-Group-PPCE-Toolkit.pdf>

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A common standard for the evaluation of public engagement in research

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<https://www.publicengagement.ac.uk/evaluation>

<https://pae.manchester.ca/resources/public-and-patient-engagement-evaluation-tool/>

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WHAT IS MISSING?

So - what is my point?

All of these resources, and the majority of impact assessment we do, focusses on societal players.

But... isn't that just half the story?

“Public Engagement describes a **field** in the research landscape, a **practice** of dialogue between science and society, and stands **for the attitude** that science and society benefit from **mutual exchange.**”



**DER PUBLIC-
ENGAGEMENT-
KODEX**

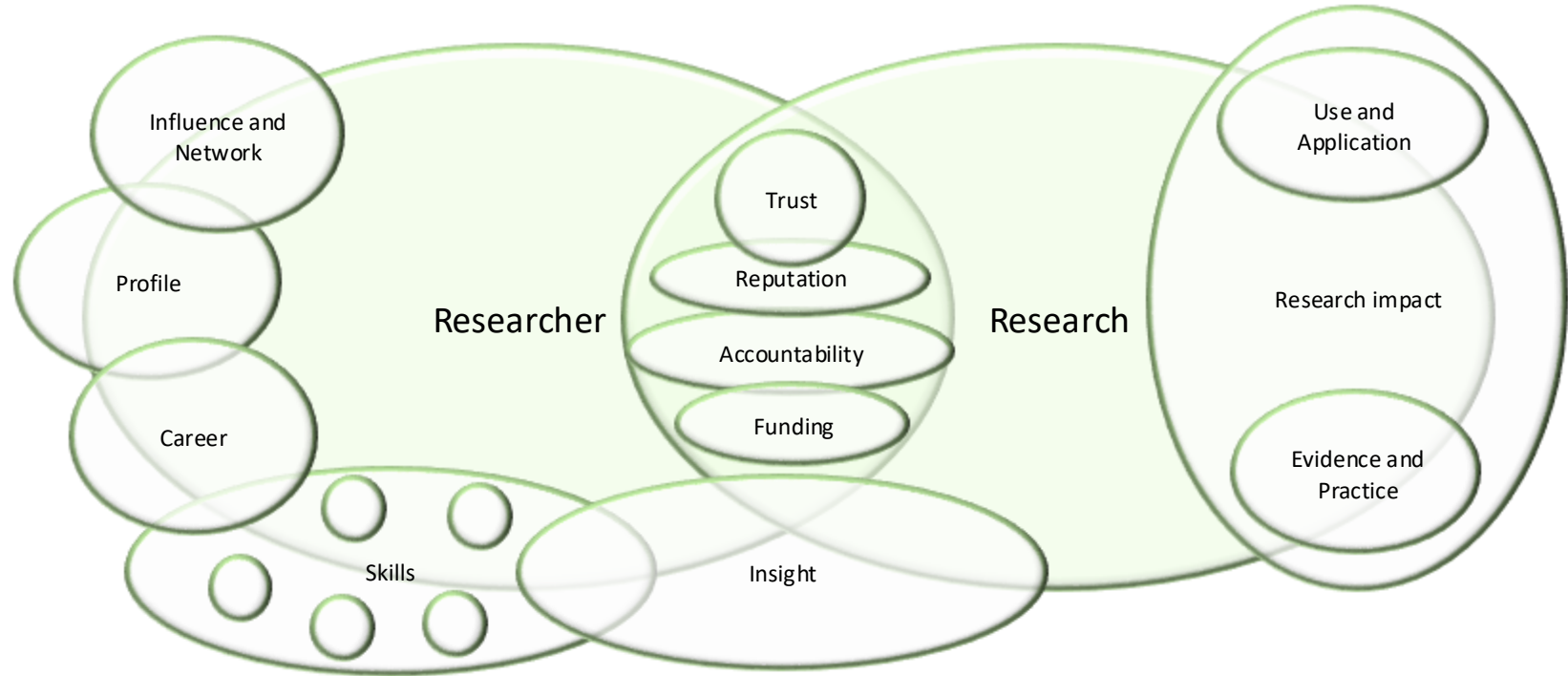
“Public engagement describes the myriad of ways in which the activity and benefits of higher education and research can be shared with the public.

Engagement is by definition a **two-way process**, involving interaction and listening, with the goal of generating **mutual benefit.**”

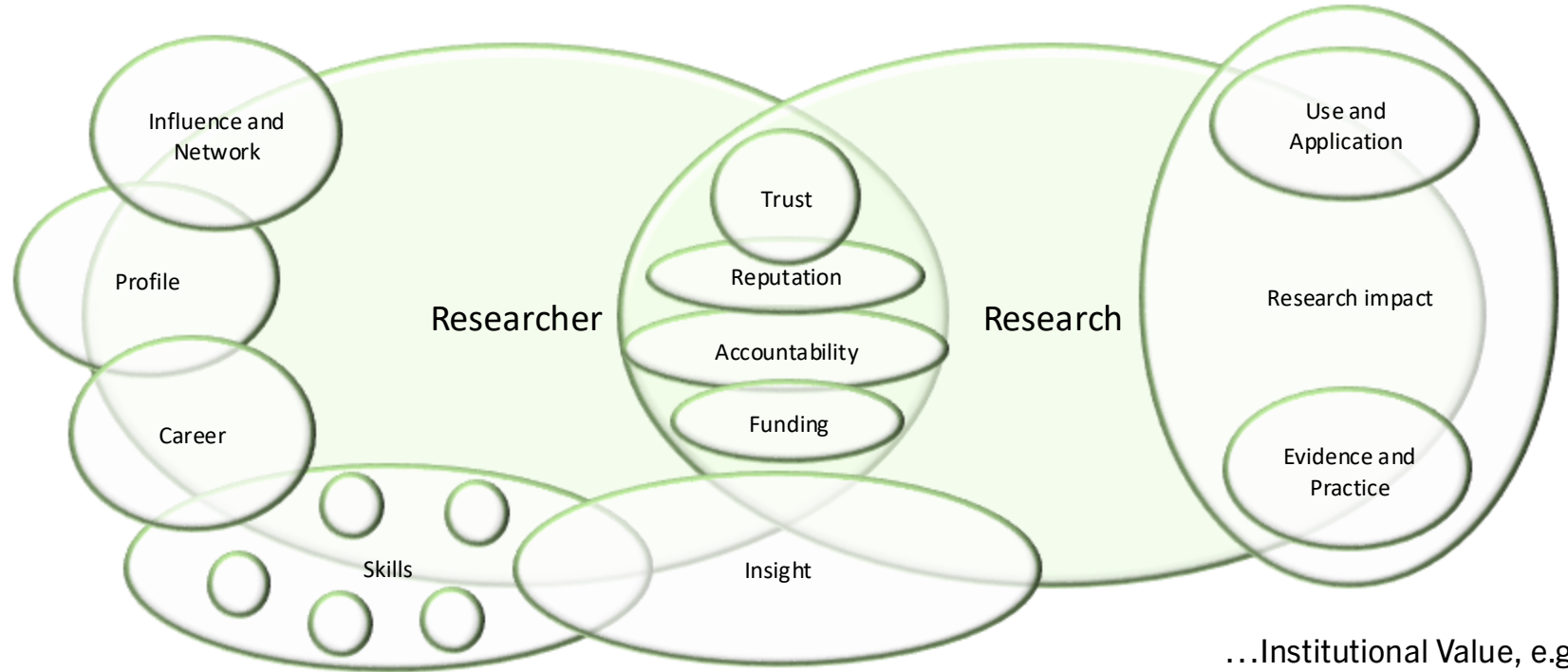


National
Co-ordinating
Centre for
Public Engagement

What is the Academic Impact of PE?



What is the Academic Impact of PE?



...Institutional Value, e.g.

- Civic Responsibility
- Equality, Diversity, Inclusion
- Teaching
- Organisational Development
- (Marketing and Comms)

3 short case studies

ImmunoPreCept

SimpliciTB

IETI

IETI – Impact Oriented Public Engagement

IETI

Aim is to increase the quality and efficiency of the MfN's public engagement, thereby promoting its academic, societal, and environmental impact.



Further align MfN's Public Engagement with academic, societal, and environmental impact goals



Support the design of MfN's Public Engagement initiatives that are impact-oriented



Explicitly include Public Engagement into the strategies of research institutions and career paths



Contribute to impact optimisation through research, best-practices, culture change, co-creation and multi-stakeholder processes.

IETI – Impact Oriented Public Engagement



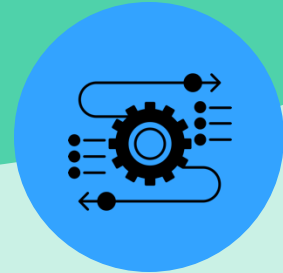
WP1
Concepts
& Contexts



WP2
Impact Planning
& Assessment



Identify PE impact goals and indicators



Co-create an impact model for the MfN

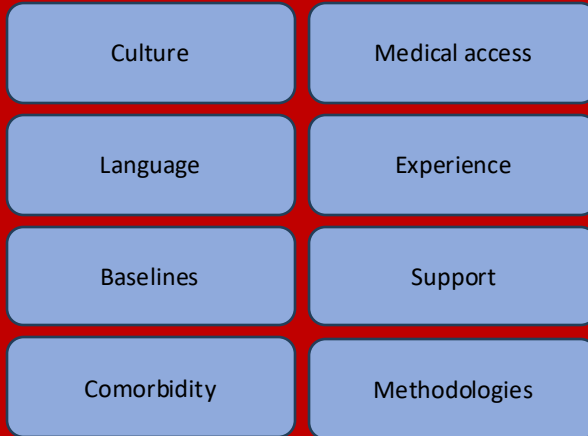
WP3
Culture Change
& Co-creation



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Federal Ministry
of Education
and Research

Creating a flexible framework for the semi-standardised monitoring and evaluation of community engagement activity over eleven clinical trials in six African nations.

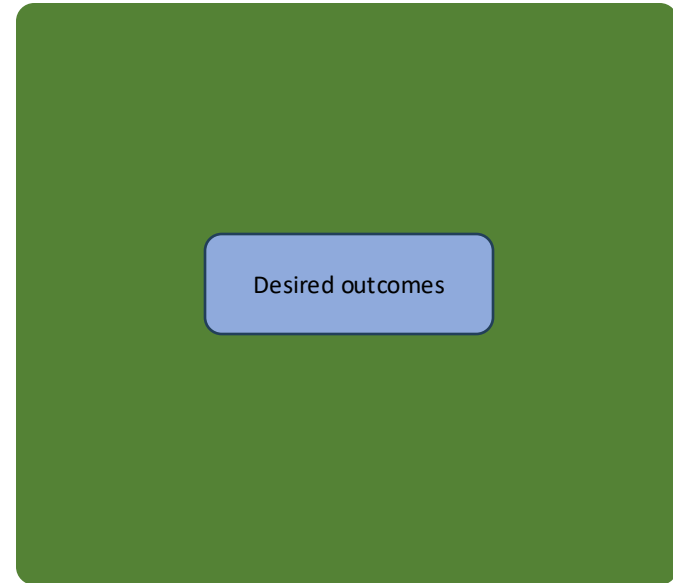
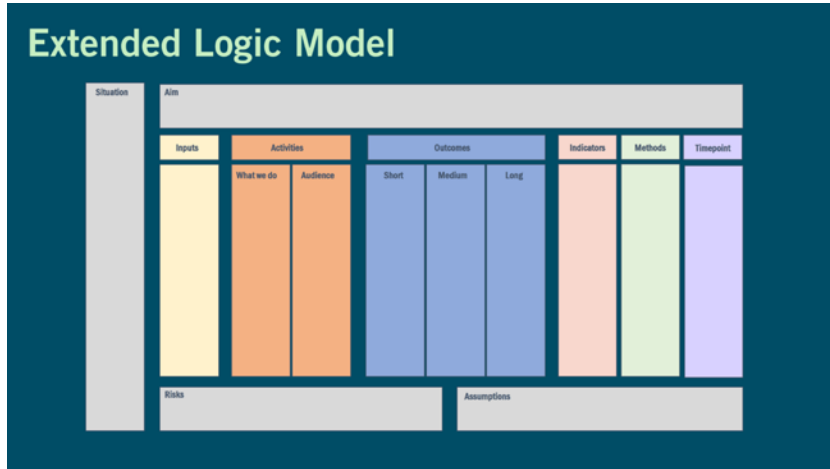
Between-site differences



Between-site similarities

Desired outcomes

Creating a flexible framework for the semi-standardised monitoring and evaluation of community engagement activity over eleven clinical trials in six African nations.



Creating a flexible framework for the semi-standardised monitoring and evaluation of community engagement activity over eleven clinical trials in six African nations.

Logic model draft framework has now been used to:

- Semi-standardise reporting (needs refinement!)
- Create case studies for best practice
- Inspire new cross border 'toolboxes'
- Successfully advocate for more CE activity
- Stimulate capacity development ideas

Future outlook:

- Modified version already being developed by the TB Alliance for new clinical trials
- Start of a CE officer network with a view to informing clinical trials globally

ImmunoPreCept Overarching Goals for PE

Bioscience

Data Science

Medicine

Public Engagement

- › Understand how public dialog can reduce hostility and increase research advocacy
- › Test and evidence engagement led impact
- › Evidence researcher development and research insights gained through engagement
- › Establish a *think tank* framework to address challenges to meaningful engaged research

Consortium is in the final selection phase for a Cluster of Excellence:

Food for Thought:



We are (**mostly**) wilfully ignoring a critical stakeholder group in all our impact evaluation efforts.

- Measuring the impact on academia is critical to understanding the full impact of PE. It encourages and supports quality PE and open innovation.



We are **often** ignorant of the value and utility of our own evaluations.

- Our evaluations of the academic impacts of undertaking PE allow us to hold a stronger position in advocating for embedding PE and for a culture change in academia.
- Evaluation is research under a different banner. So why don't we publish more?



What are we missing in our impact assessments that could be valuable... *to us*?

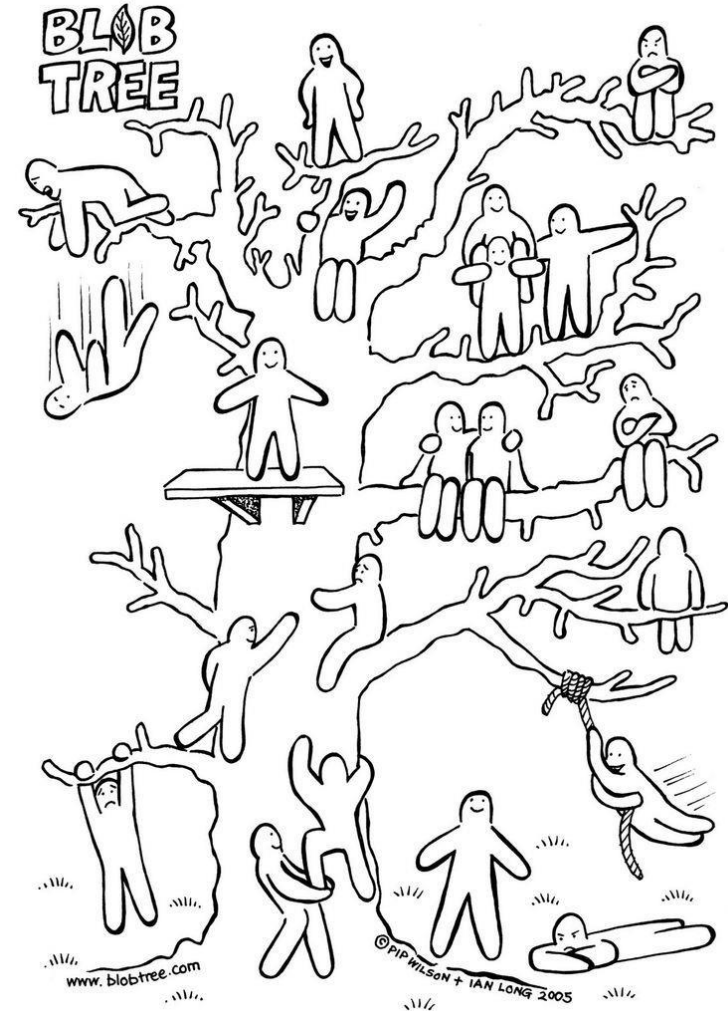
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