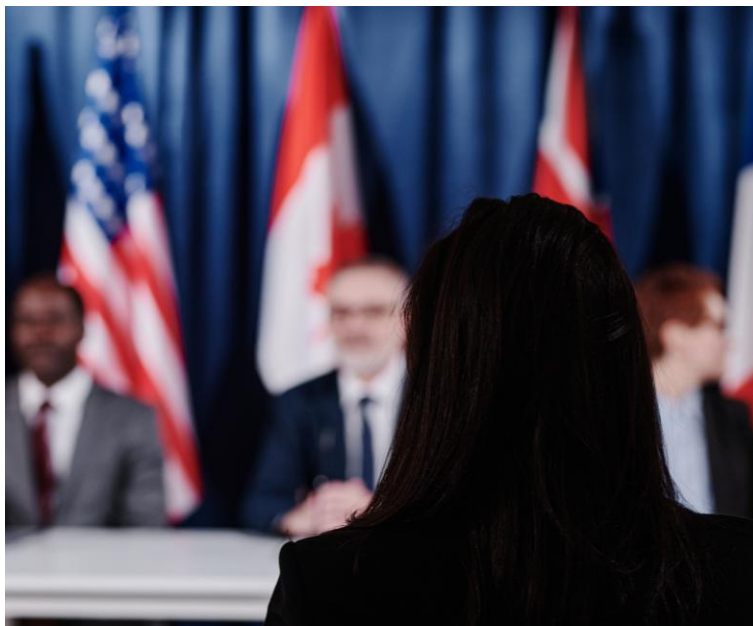


Societal impact for scientists: Make a difference

Topic area:	Science communication/ Career development
Format:	Online or in-house workshop
Workload:	Online: 3 x 2.5 h-webinars plus self-paced work on our learning platform; in-house: 1.5 workshop days
Trainer:	Philipp Gramlich
Target group:	PhD students, postdocs and junior group leaders



How can scientists turn their knowledge, values and public engagement into societal impact without giving up scientific integrity or damaging their careers?

As a scientist, you can contribute to public debates, advise policymakers, work with NGOs and other societal actors, reach out to the media or start your own initiative. Yet stepping outside the academic world raises difficult questions. How far can you go without compromising scientific objectivity? How do you communicate in polarised debates? How can you reach people who do not share your worldview? And can societal engagement strengthen rather than harm your career?

In this interactive workshop, we explore how scientists can engage with society strategically and credibly. The aim is not simply to make your research better understood. It is to help you use your scientific background to create meaningful societal impact.

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In this workshop, you'll learn about:

Science, values and advocacy: Define your role in society

- Can scientists remain credible while advocating for political or societal change?

The public debate, polarisation and politics

- Phases of a public debate and how they influence your timing and communication style.
- Analyse the interests of various stakeholders in a public debate.
- Scientists in a polarised debate: Argumentation strategies for situations where facts, interests and values collide.

Science communication and media: A toolkit for influence

- Why does no one listen to you if you sound too much like a scientist?
- Moving between scientific detail and the bigger picture without oversimplifying your science.
- Finding the story that matters to your audience.
- Effectively publicising your topic in the media.

What does this mean for your career?

- Making societal engagement part of your professional profile rather than an extra-curricular activity.
- Building networks and alliances outside academia by reaching out to policymakers, NGOs, journalists and other multipliers.

From science to societal impact: a real-world example

[Stichting Turfvrij](#) offers a real-life example of many of the challenges explored in this workshop. What began as scientists raising awareness of an overlooked environmental problem developed into media work, political advocacy, parliamentary debate and negotiations with government and industry — highlighting both the opportunities and the difficult choices that come with trying to turn scientific knowledge into societal change.