

Science Communication Masterclass: Exploring Tools and Methods of Knowledge Mobilisation and Engagement

Organized by COST Association and Aalborg University Copenhagen (AAU)

Friday 24, 2022, 09:00-12:00, at Carlsberg Academy, Gamle Carlsberg Vej 15, 1799 Copenhagen V

In its different forms, science communication and knowledge mobilisation are essential to building bridges between communities and amplifying the impact of science, scholarship, and innovation. This international masterclass focuses on approaches for knowledge exchange and communication between researchers and practitioners across sectors and fields. The masterclass will introduce new methods and approaches on how to increase the value and use of science communication for end-users and stakeholders. In addition, the masterclass will provide a valuable forum for participants to discuss drivers and enablers of science communication practices and activities, and how to engage practitioners and scholars of science communication to interact and collaborate.

Participants with different disciplinary and professional backgrounds will be given the opportunity to share their experiences in an interactive way. The masterclass aims to integrate a mix of researchers and professionals.

Main topics cover:

- Knowledge Exchange and Translation (KTE) tools and methods in practice
- Type of science communication (research-based vs practice-based knowledge)
- Practical activities and methods to engage stakeholders
- Knowledge brokering and intermediaries
- Concepts and practical methods to support knowledge uptake
- Methods to measure the impact of science communication

Inspiration for the discussions at the masterclass will be provided by the moderators: [Ulrik Gensby](#), PhD and Partner at Team Working Life, Denmark and Adjunct Scientist, Institute for Work and Health, Canada, and [Prof. David Budtz Pedersen](#), Department of Communication and Psychology at Aalborg University and Knowledge Broker for Algorithms, Data and Democracy (ADD).

Programme

08:30-09:00	Arrival at Carlsberg Academy and coffee and croissants in The Winter Garden
09:00-09:30	Welcome by Peter Hyldgård, Royal Danish Academy of Science and Letters, with introduction to the historic site of Carlsberg Academy. Introduction by David Budtz Pedersen, Aalborg University, and COST CCA Chair.
09:30-10:30	1st Session Introduction to tools and methods of knowledge brokering and knowledge mobilisation as a form of science communication Facilitated by Ulrik Gensby
10:30-10:45	Coffee, water, fruits.
10:45-12:00	2nd Session Deliberation and group exercise bringing tools of knowledge brokering and knowledge mobilisation to work in interaction with practitioners. Facilitated by Ulrik Gensby
12:00-13:00	Light Lunch served in The Winter Garden
13:30	Goodbye and end of masterclass

About the venue

Carlsberg Academy is located at Gamle Carlsberg Vej 15, 1799 Copenhagen. The nearest station is Carlsberg Station, which is a five-minute walk. You can reach Carlsberg Station from Copenhagen Central Station (five minutes by train) and from Sydhavn St (seven minutes by train with one transit). Carlsberg Academy is a 10-minute walk from Enghave Square Metro Station and a 25-minute walk from Aalborg University Sydhavn. Please contact Nina Kjar on +45 29 93 33 96 if you need help finding the venue.

Acknowledgements

The organizers are grateful to the Royal Danish Academy of Science and Letters and Carlsberg Foundation for the opportunity to host the COST CCA Science Communication Masterclass in Carlsberg Academy. A special thanks to Peter Hyldgård, project lead for The Academy of Communication under the Royal Academy of Sciences. The Masterclass is part of the COST Association Final Conference for the CCA on Science Communication. Read more about the cross-cutting activity at the [website](#).

Contact

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David Budtz Pedersen, e-mail davidp@ikp.aau.dk, phone +45 30 29 29 74 regarding the programme