

THE POLITICS OF IMPACT

Exploring concepts, practices and devices in the making across academia, museums and industry

Symposium & Workshop

The politics of impact. Exploring concepts, practices and devices in the making across academia, museums and industry

Co-organized by Claudia Mendes, *Co-Creation & Engagement Center*, University of Hamburg & Zinaida Vasilyeva, *IETI Project*, Museum für Naturkunde Berlin

Symposium & Workshop

November 29, 2024

9:00 – 16:00 at HADLEY's Bar, ([Beim Schlump 84A, 20144 Hamburg](#))

Abstract

The requirement to achieve and eventually measure *impact* is becoming more and more prominent across different spheres, especially with regard to sustainability transformation. Public institutions like universities or museums, as well as industries, are expected to contribute to solving pressing local and global challenges through cooperation with multiple stakeholders, and to demonstrate their efficacy and success using the language of impact.

On the one hand, we see a flourishing of multi-stakeholder collaborations, participatory and co-creative formats that are expected to enable and/or foster the desired changes and transformations. On the other hand, there is a growing interest in finding ways of demonstrating, and measuring, but also in understanding and critically analysing impact. There is therefore an urgent need to understand how existing institutional practices, emerging participatory approaches and the concern for *impact* relate to, require and reshape each other.

This one-day long symposium brings together interdisciplinary experts with the aim to explore how the political call for *impact* is shaping universities, museums and industries in specific ways. Drawing on a wide range of institutional and disciplinary backgrounds, we will discuss how impact is approached, enacted and operationalised in different fields? What concepts, practices and devices emerge and circulate to make impact visible and measurable for different publics?

Presentations will provide insights from both, reflexive and practice-oriented perspectives and will include case-studies from all three contexts (universities, museums, industry). *The symposium will be bilingual (English-German).*

Program

09:00 Coffee, Registration, Welcome

09:15 Session 1: Talks

Big and small politics of impact: REF, BMBF Richtlinien, and evaluation of the institutional impact in a museum, *Zinaida Vasilyeva, MfN*

Evolution of 'impact' expectations in the European research and innovation policy: insights from an evaluator's perspective, *Ursula Caser, UHH*

Productive interaction: network nature knowledge as a showcase for exploring museums impact politics, *Julia Diekämper, MfN*

Impact and evaluation of science communication, *Julia Panzer, WiD*

10:30 Coffee Break

10:45 Session 2: Talks

Wirkungsverständnis in der transdisziplinären Nachhaltigkeitsforschung, *Lena Theiler, ISOE*

Impact assessment of innovation challenges within the project »Crowd Innovation«, *Iliyana Madina, Fraunhofer IMW*

Praxiswerkzeuge zur Wirkungsmessung in Sozialen Unternehmen, *Felizia von Schweinitz, UHH*

Zwischen intendierten Impact und offenem Experimentieren: Fallstudie Bildung für Nachhaltige Entwicklung im JUPITER-CAMPUS, *Claudia Mendes, UHH*

12:00 Joint Discussion

12:30 Lunch

13:30 Session 3: Lightning Talks

Impulsvorträge der Teilnehmenden, u. A. mit *Sandra Richter*, Nordmetallstiftung, *Lotte Warnsholdt*, MARKK und *Tina Heyne*, HADLEY's

Joint Discussion & Workshop Topics

14:15 - 15:45 Interactive Workshop Session

We will map open questions, transversal themes, ideas and tools as well as controversial topics during the presentations and discussions, to build a repository for joint exploration during the workshop session. It is also possible to tackle methods, cases or dilemmas hands on.

15:45 - 16:00 Wrap up

Host institutions:

*Das **Co-Creation & Engagement Center** der Transferagentur der Uni Hamburg bringt Menschen aus Wissenschaft, Bürgerschaft, Politik, Kultur, öffentlicher Verwaltung und Industrie zusammen. Mit fachlicher und methodischer Expertise gestalten wir Netzwerke und Formate, die ko-kreative Forschung zu komplexen gesellschaftlichen Herausforderungen ermöglichen, und fördern gesellschaftliches Engagement in, durch und für Forschung und Lehre an der Schnittstelle zwischen Universität und (Stadt-)Gesellschaft. <https://www.uni-hamburg.de/co-creation-engagement-center.html>*

*The **IETI (Impact-oriented Public Engagement)** is a BMBF-funded project at the Museum für Naturkunde Berlin (MfN). The project aims to increase the quality and efficiency of the Museum's Public Engagement, thus contributing to its academic, societal and environmental impact. We combine participatory approaches, impact planning and assessment methodologies to design maximum impact that align with societal and environmental impact goals. <https://impactengagement.de/>*

*Seit 1996 ist das **HADLEY's** nicht nur eine Bar, sondern ein Ort, an dem auch Kultur geplant, gefeiert und geliebt wird. Die Inhaberin, Tina Heine ist Mitbegründerin des Elbjazz Festivals Hamburg und verantwortet seit 2021 das Supergau Festival für zeitgenössische Künste im Salzburger Land. Immer montags verwandelt sich das HADLEY's außerdem in einen Salon im klassischen Sinn: Gäste kommen vornehmlich aus der Wissenschaft, aber auch aus Kultur, Politik und Gesellschaft. Die Idee ist ein gemeinsames Gespräch als Suche nach dem was uns verbindet und respektvolle Auseinandersetzung über das was uns trennt. <https://www.hadleys.de/>*