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## INSPIRING ERA EXCHANGE in-person event on ERA ACTION 14

### Closer to citizens:

### European Research Area Action 14 - Impact assessment

Evaluation of the Public Engagement and a tour into good practices of how to measure and enhance impact

### AGENDA

Date: **3<sup>rd</sup> December** 2024, 10.00 am – 2.00 pm (CET)

Location: **DLR** Projektträger, Sachsendamm 61, 10829 **Berlin**

9:30	<b>Registration &amp; networking coffee</b>	
10:00	Welcome and brief presentation of the INSPIRING ERA Project	<b>Maciej WOSZCZYK</b> - EU Policy Advisor, INSPIRING ERA, National Centre for Research and Development
10:10	Introduction to the Inspiring ERA Learning Exchange	<b>Maciej ZDANOWICZ</b> - EU Policy Advisor, INSPIRING ERA, National Centre for Research and Development
10:15	Keynote speech: Closer to citizens - European Research Area Action 14	<b>Maria MECENERO</b> - Policy Officer, ERA, Spreading Excellence and Research Careers, DG R&I, European Commission
10:30	Public engagement & impact	<b>Mhairi STEWART</b> – Acting head of public engagement & impact, Berlin School of Public Engagement and Open Science
10:45	Comprehensive Impact Assessment: Defining Objectives, Selecting Methodologies, and Utilizing Analytical Tools for Effective Evaluation	<b>Julia PANZER</b> – Impact Unit at Wissenschaft im Dialog
11:00	Maximizing Public Engagement: Understanding Results, Harnessing Benefits, and Ensuring Effective Implementation of Outcomes	<b>Cordula KLEIDT</b> - Head of Division “Science Communication; Science Years“ in the German Federal Ministry of Education and Research ( <b>TBC</b> )
Q&A		
11:30	Selection of main challenges for the breakout groups (via Mentimeter)	<b>Maciej ZDANOWICZ</b> - EU Policy Advisor, INSPIRING ERA, National Centre for Research and Development
11:35	Discussion on main challenges in groups	5/6 groups of 8-10 people
Plenary session		
12:30	Highlights from the breakout groups	The rapporteur of each group presents the discussion outcomes
12:45	Summary: The way to approach the main challenges	<b>Maciej WOSZCZYK</b> - EU Policy Advisor, INSPIRING ERA, National Centre for Research and Development
12:50	<b>Lunch</b>	