

DAY 1: THURSDAY 28 NOVEMBER

ACADEMIC PROGRAMME

@VUB CAMPUS, PLEINLAAN 2, 1050 ELSENE - AUDITORIUM D "PROMOTIEZAAL"

8:30 **REGISTRATION**

9:00 **WELCOME ADDRESSAL**

Karin VANDERKERKEN (Vice-Rector, Vrije Universiteit Brussel)

9:10 **KEYNOTE SPEECH ON THE SOCIETAL IMPACT OF UNIVERSITY RESEARCH**

Paul BENNEWORTH (Western Norway University of Applied Sciences)

10.00 **Coffee break**

10:15 **PANEL 1 | CHAIR: N.F. DOTTI (ECOOM-VUB)**

Stefan P.L. DE JONG (CWTS, University of Leiden)

From output and interactions to conditions: Toward evaluating university impact strategies

Richard WATERMEYER (University of Bath)

The impact phantom: The deleterious effects of competitive accountability on academic praxis

Elwin REIMINK (COST Association)

Researchers on impact: Divided by discipline?

11:30 **Coffee break**

11:45 **PANEL 2 | CHAIR: F. VANLEE (ECOOM-VUB)**

Rómulo PINHEIRO & Aleksandar AVRAMOVIC (University of Agder)

Universities' societal impact: Perspectives on responsibility agendas from the Nordics

Bram PYNNOO, Jo TONDEUR, Julie BERTONNE, Linde MORIAU,

Martina TEMMERMAN & Pieter MEURS (Vrije Universiteit Brussel)

Designing high impact Community Engaged Research and Learning strategies - a working paper

Mari Jose ARANGUREN, Patricia CANTO-FARACHALA & James R. WILSON

(Orkestra, Deusto Business School)

What is societal impact? The role of HEIs in building a shared vision for territorial transformation

13:00 **Lunch break**

14:00 **PANEL 3 | CHAIR: A. SPITHOVEN (VUB/BELSPO)**

Massimo FLORIO (University of Milan) & **Francesco GIFFONI** (CSIL)

The willingness-to-pay (WTP) for fundamental science as a 'public good': a survey to Swiss citizens

Robbin TE VELDE, Nick JELICIC & Wazir SAHEBALI (Dialogic)

Science as an antidote to pseudoscience. The impact of science on public opinion

Alexis DEWAELE, Stefan MEYSMAN, Julie CARLIER & Kristof VANDAELE (Ghent University)

Generating SSH research impact through co-creation: From theory to practice

15:15 **Coffee break**

15:30 **PANEL 4 | CHAIR: W. YSEBAERT (ECOOM-VUB)**

Trust SAIDI & Magnus GULBRANDSEN (University of Oslo)

Health research for the benefit of society: An assessment of the tension between scientific and societal impacts in Norway

Wendy REIJMERINK (ZONMW)

Health research funding for impact

Esther DE SMET & Noel KLIMA (Ghent University)

Finding the best support structure for societal impact: The case of the Ghent University Interdisciplinary Research Consortia for Societal Impact (IDCs)

16:45 **CLOSING REMARKS**

Walter YSEBAERT & Nicola Francesco DOTTI (ECOOM-VUB)

17:00 **Reception | Drinks**



ECOOM DAYS 2019

DAY 2: FRIDAY 29 NOVEMBER

POLICY PROGRAMME

HOSTED BY THE EUROPEAN COMMITTEE OF THE REGIONS, BELIARDSTRAAT 99/101,
1040 BRUSSELS - ROOM JDE 51 (5TH FLOOR)

8:30 **REGISTRATION**

9:00 **WELCOME ADDRESSAL**
Walter YSEBAERT (ECOOM-VUB)

9:15 **KEYNOTE SPEECH**
Luc SOETE (University of Maastricht)

10.15 **Coffee break**

10:30 **PRESENTATION OF CASE STUDIES | CHAIR: P. BENNEWORTH**
(WESTERN NORWAY UNIVERSITY OF APPLIED SCIENCES)
Joost VAESSEN (Brussels Studies Institute/Vrije Universiteit Brussel)
Knowledge serving the city? The case of the Brussels Studies Institute

Samuel COLE (Warwick University)
The case of the British REF

Koen DE KOSTER (VLIRUOS)
In search of the golden fleece: Navigating towards societal impact in university
cooperation for development

Linsy RAAFFELS & Heidi DENEWETH (Vrije Universiteit Brussel)
Case-study approach of the challenges of societal valorisation within academic research

12:30 **Lunch break**

13:30 **EXPERT CONTRIBUTIONS | CHAIR: N.F. DOTTI** (ECOOM-VUB)
Massimo FLORIO (University of Milan)
Investing in science: Social cost-benefit analysis of research infrastructures

Frank ZWETSLOOT (Science Works)
Measuring social impact within individual disciplines

14.45 **Coffee break**



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European Committee
of the Regions

15:00

POLICY ROUNDTABLE | CHAIR: S. VERKEST (GHENT UNIVERSITY)

Lidia BORRELL-DAMIAN (Secretary General of Science Europe)

Sabine BORREY (Senior Researcher at the Department of Economy, Science and Innovation of the Flemish Government, EWI)

Vinciane GAILLARD (Deputy Director for Research and Innovation for the European University Association, EUA)

Véronique HALLOIN (General Secretary of the Fund for Scientific Research, FRS-FNRS)

Katrien MONDT (General Director of Innoviris, Brussels-Capital region) - tbc

Alasdair REID (Director for the European Future Innovation System Centre, EFIS)

Paul SCHREURS (Advisor of the Flemish Agency for Innovation and Entrepreneurship, VLAIO)

Reinhilde VEUGELERS (Council Member of the Flemish Advisory Council for Innovation and Enterprise, VARIO)

Hans WILLEMS (General Secretary of the Research Foundation - Flanders)

Speakers from previous sessions are invited to participate in the roundtable

16:50

CLOSING REMARKS

Walter YSEBAERT & Nicola Francesco DOTTI (ECOOM-VUB)

17:00

Reception | Drinks

