

October 2024 - June 2025

Public Engagement Training Portfolio

Information for Researchers



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How can I share my research with people outside academia?

Which formats help me to find new perspectives for my research?



How can I create more impact through exchange and dialogue?

The Berlin School training portfolio is your personal path to more openness, exchange and impact in your research.

The Training Portfolio for Public Engagement



Whether you are taking your first steps in Public Engagement or want to expand your knowledge, our flexible training programme will support you.

It gives an insight into the strategic approaches of exchange and explores various methods and interaction formats. During the training you have the chance to acquire practical skills around dialogue, evaluation and communication in a positive environment. The focus is on developing your own personal engagement practice, which will open up new opportunities for you in your research.

What do we mean by Public Engagement (PE)?

PE encompasses the diverse approaches of interaction between research and non-academic stakeholders for mutual benefit. It describes a field in the German research landscape, the practice of exchange between researchers and the public, and stands for the attitude that research and society benefit from mutual exchange.

The Public Engagement Code, Berlin School of Public Engagement and Open Science & Cyber Valley, 1st Edition, 2022 - [Link](#)

The Berlin School of Public Engagement and Open Science



Part of the Public Engagement & Impact Unit at the Museum für Naturkunde Berlin

We connect research and society to make research more open, accessible and impact-orientated. In this way, we strengthen a diverse, democratic research culture.

With our work, we create incentives and opportunities for collaboration between interest groups, the public and researchers at all career levels. A core aspect is training and professional development for researchers and PE practitioners. This way, we strengthen capacities and competencies for Public Engagement and participation in Germany and worldwide.

Find out more about our work on [LinkedIn](#)





Key Points of the Portfolio

Who? The portfolio is aimed at researchers from all disciplines and at all stages of their careers in German academic institutions and projects.

When? It runs from October 2024 to June 2025, with an average of one workshop (between 1 and 3 hours) per month.

Where? All training takes place in live online sessions on Zoom, led by the Berlin School's experienced training team.

What? The portfolio is an ongoing training programme. There are 3 thematic modules (Practical Building Blocks, Evaluation and Creative Formats), each with a mandatory foundational workshop (in German and English) and optional in-depth units and masterclasses. More information from page 10.

What do I get out of it?



The portfolio offers you:

- Effective and flexible training in public engagement with relevance for existing and future projects
- Connection to national and international networks of researchers and practitioners in the fields of participation and engagement
- Access to additional programmes offered by the Berlin School (e.g. academies, Journal Club)
- A range of transferable skills, e.g. on project management, science communication and design, which will be useful for your future career path

Certificate: If you attend regularly (3 foundation sessions plus at least 2 options) and submit a short personal reflection, you will receive a certificate.



How can I take part?



Registration for the portfolio is done via the contact person at your institution / project. You will receive the details together with this information.

By registering, you are making a firm commitment to attend **at least the three foundational workshops**. This commitment is important as places are limited and we want to provide a holistic perspective.

We will confirm your place towards the end of September, at which point you can then book specific dates for the sessions.

For information and questions: Online drop-in session on 11 September 10:00 - 11:00 ([Zoom link](#)) or write to us at berlinschooltraining@mfn.berlin

Timetable and next steps



11 Sep 2024: 10:00 - 11:00 Online info session for questions about the portfolio ([Zoom Link](#))

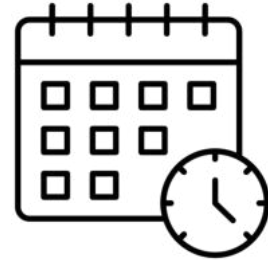
approx. 17 Sep 2024: End of the registration period (exact date to be determined locally)

From 23 Sep 2024: Booking platform for individual training dates opens

From 21 Oct 2024: First training workshops

End of June 2025: End of the portfolio

31 July 2025: Deadline for submission of the certificate reflection



Programme overview

The optional offers are a suggestion and may change depending on requirements.

MODULE 01

The building blocks of public engagement

OCTOBER - DECEMBER 2024

Foundational workshop

Practical Engagement

Optional offers

Masterclass Equity, Diversity, Inclusion

Project Builder: Engagement plan

Case studies on projects

MODULE 02

Evaluation practice

JANUARY - MARCH 2025

Foundational workshop

Getting started with evaluation

Optional offers

Methods Exchange

Impact planning and evaluation

MODULE 03

Creative skills and formats

APRIL - JUNE 2025

Foundational workshop

Designing Interactions

Optional offers

Storytelling for researchers

Practical formats: Case studies

Sandpit format: prototyping and feedback

The building blocks of public engagement

Explore the diverse landscape of Public Engagement and get to know the building blocks for high-quality engagement activities

Foundational workshop: Engagement in practice (3h)

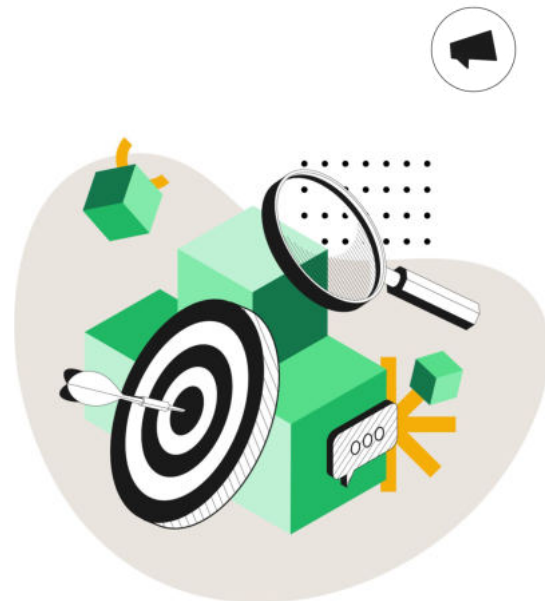
- Principles and approaches of engagement
- Motivations and possibilities in different research contexts
- Tools for designing engagement projects

Dates:
22 October 2024
24 October 2024

Optional sessions:

- ★ Project Builder: develop your own engagement plan
- ★ Masterclass: Equality, Diversity, Inclusion in Engagement
- ★ Case studies on projects

Dates:
October - December
2024



Evaluation practice

Define what constitutes success in your engagement activities and develop your understanding of evaluation processes to demonstrate the value of your work and optimise future projects

Foundational workshop: Introduction to evaluation (3h)

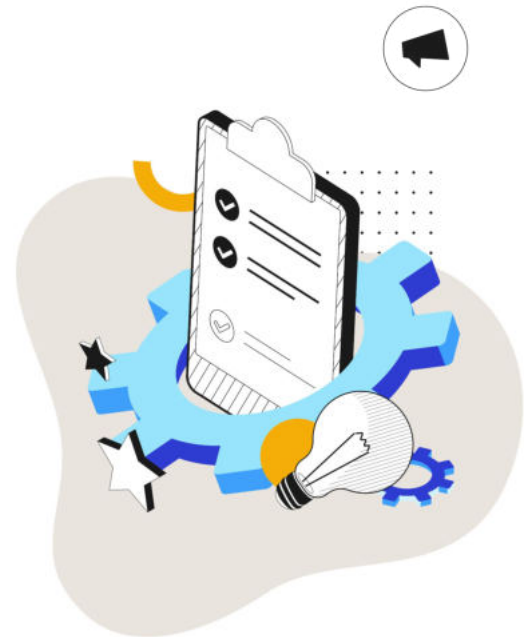
- the why, when and how of a successful evaluation
- the steps of the evaluation process
- accessible and relevant methods

Dates:
in the week of 20
January 2025

Optional sessions:

- ★ Practical exchange of methods
- ★ Impact evaluation

Dates:
January - March 2025





Creative engagement - skills and formats

Discover exciting and useful ways to engage with different target groups and deepen your skills as an engager

Foundational workshop: Interaction Design (3h)

- Understanding the possibilities of interaction
- Design processes with people at the centre
- Inspiration for formats: from objects to games

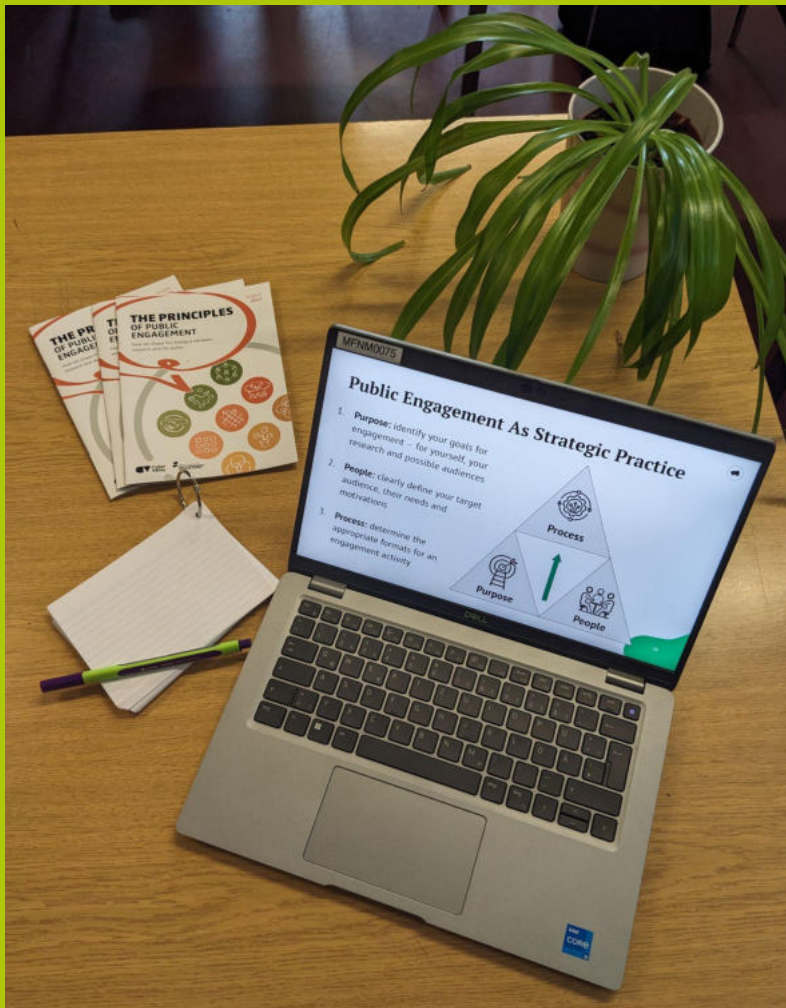
Dates:
in the week of 7 April
2025

Optional sessions:

- ★ Storytelling for researchers
- ★ Practical formats: Case studies and test rooms

Dates:
April -June 2025





"The training expanded my theoretical and practical knowledge on engagement in a stimulating and interactive way. It left me feeling inspired and motivated, and wanting to learn more. Highly recommended."

(Participant in Summer Portfolio 2023,
Constructor University Bremen)

"I think the two-person moderation of the workshops, the warm-up exercises and the link between active participation and theory were a great combination. The three modules were a real enrichment - thank you very much!"

(Participant in Portfolio 2023/24,
Museum für Naturkunde Berlin)



Contact Us



berlinschooltraining@mfn.berlin



Berlin School of Public Engagement and Open Science



publicengagement.berlin