

# IETI

*Impact-oriented Public Engagement*

**Dr Alina Loth**  
**Dr Ana Faustino**

Funding:

Collaborator:

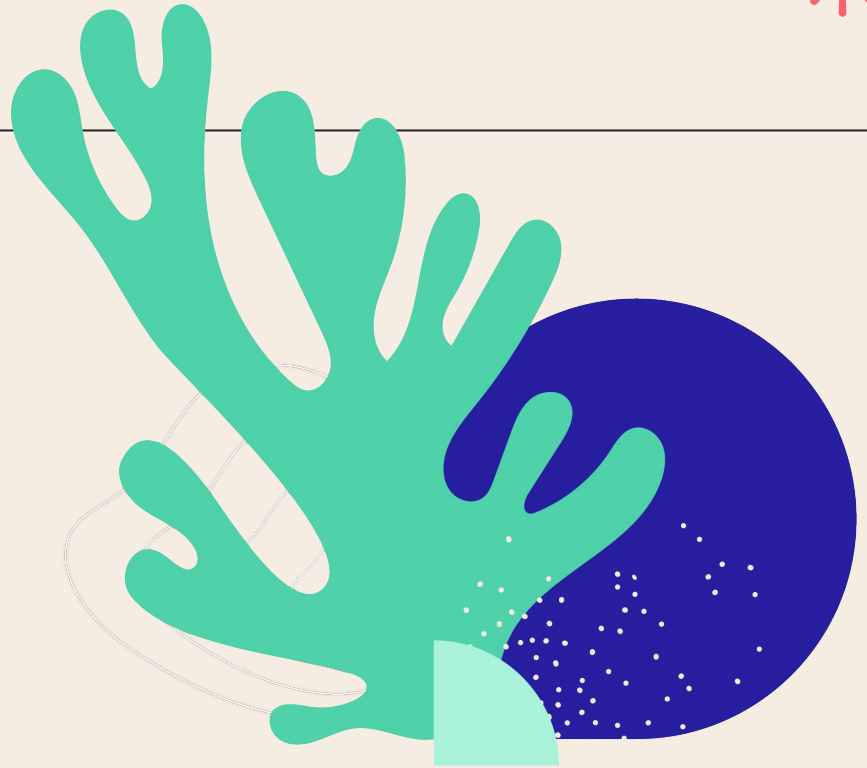
16 November 2023



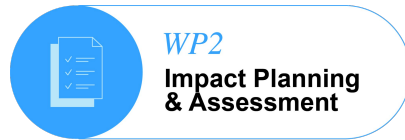
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# Video

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# 1 year of IETI in 1 slide



MfN stakeholders and PE initiatives mapped out

First impact perceptions, goals, methods, challenges mapped out

IETI Visual Identity created

IETI promotional video produced

Concepts research developed & research paper in prep

Developing a MfN's PE Impact Model through co-creation workshops

IETI Comms & Networking Strategy established

Many project presentations delivered (e.g. MfN, conferences)

Motivations, challenges and needs regarding PE assessed

IETI Research & Practice Report I in final revisions

IETI Social Media launched (X & LinkedIn active channels)

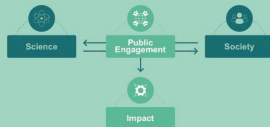
IETI page @ MfN Berlin Website launched

IETI Research & Practice Report I in final revisions

IETI website to be launched in the next few weeks

## Our Aim

Our aim is to increase the quality and efficiency of the *Museum für Naturkunde Berlin's (MfN)* Public Engagement, thus contributing to the museum's academic, societal and environmental impact. We are doing this through research, impact planning and assessment, as well as culture change and co-creation processes.



## Our Objectives

- Further align MN's Public Engagement with academic, societal, and environmental impact goals.
- Support the design of MN's Public Engagement initiatives that are impact-oriented.
- Explicitly include Public Engagement into the strategies of research institutions and career paths.
- Contribute to impact optimisation through research, best-practices, culture change, co-creation and multi-stakeholder processes.

## Work Packages: Tasks & Outputs

WORK PACKAGE	TASKS			OUTPUTS
<b>WP1 Concepts &amp; Contexts</b>	Literature review	Map IETI-relevant stakeholders & MN's PE initiatives	Concepts research: map and define IETI-relevant concepts (process, interrelationships)	<ol style="list-style-type: none"> <li>Integration of research and practice outputs into the IETI Research &amp; Practice Report I (e.g. background, tasks, tools, results, lessons learned, adaptations, next steps)</li> <li>Concepts definitions and model (process, interrelationships)</li> <li>Research paper on concepts research (process, interrelationships, MN - international analysis)</li> </ol>
<b>WP2 Impact Planning &amp; Assessment</b>	Map impact perceptions, goals, methods/tools, challenges/barrers	Identify PE-related impact goals and indicators through workshops and mapping per research area	Build a MN's PE Impact Model (based on the Theory of Change and Logic Model)	<ol style="list-style-type: none"> <li>Integration of research and practice outputs into IETI Research &amp; Practice Reports I &amp; II (e.g. background, tasks, tools, results, lessons learned, adaptations, next steps)</li> <li>MN's PE Impact Model</li> <li>Impact Methodology</li> <li>Research paper on impact planning &amp; assessment</li> </ol>
<b>WP3 Culture Change &amp; Co-creation</b>	Briefs on how to optimise the impact of MN's PE	Impact & Project Sustainability Workshop Series (catered support, mentoring)	PE culture change and co-creation accelerators (e.g. design thinking, citizen assemblies)	<ol style="list-style-type: none"> <li>WP3 activities</li> <li>WP3 resources</li> <li>IETI Research &amp; Practice Report III (e.g. background, tasks, tools, results, lessons learned, adaptations, next steps)</li> <li>Research paper on culture change &amp; co-creation</li> </ol>
<b>WP4 Communication &amp; Networking</b>	MN internal meetings & Advisory Board	IETI website, social media (X & LinkedIn)	National and international conferences	<ol style="list-style-type: none"> <li>Project presentations</li> <li>Project website</li> <li>Other project communication efforts</li> <li>New funding proposals</li> </ol>
			IETI events (present project progress, research lessons learned & networking)	
			PE prizes and seed grants	

# Follow us & Get in touch

IETI LinkedIn

[www.linkedin.com/company/ieti-mfn](https://www.linkedin.com/company/ieti-mfn)

IETI X

@IETI\_MfN

IETI Email

[ieti@mfn.berlin](mailto:ieti@mfn.berlin)



**Dr Alina Loth**



**Dr Ana Faustino**



**Dr Zinaida Vasilyeva**



**Paula Zwolenski**

Funding:



Collaborator:

