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LEIPZIG

Stabsstelle Chancengleichheit,  
Diversität und Familie

## Input Session 1

### Innovation management in science - challenges and solutions

Innovations in research are easily made, but its realization is an even harder task. Possible challenges resulting from framework conditions of one's own innovative work can limit the potential of innovations and reduce personal benefits. (Not seldom, the commercialization of innovations are terminated due to decreasing utility.) In this workshop, we will collect and discuss challenges that occur during the development and exploitation of innovative ideas as well as develop solutions to overcome them. The workshop method will include a small introduction to the topic and some group work based on suitable interactive methods that help to foster the change in perspective in order to develop solutions.



**Dr. Anja Hagedorn** has widespread experience in the commercialization of innovations, as she had been working in various settings as a founder coach for the last 10 years. In 2017 she received her doctorate from the chair of innovation management and entrepreneurship at HHL Leipzig Graduate School of Management for conducting research in founder coaching and crowdfunding. (Dr.) Anja Hagedorn has just returned from a guest lecturership in Vietnam and is currently working as lecturer for the AKAD Fernuniversität.



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## Input Session 2

### All you need is a smartphone - introduction to video production

Producing a stirring video takes expensive technology and lots of practice? Those days are over! All you need is your smartphone to produce exciting videos for social media and YouTube. This way, you can communicate your research, for example, with little effort. In this two-hour workshop, you'll learn the basics of video production with your smartphone and you can try it out right away to see if you enjoy being in front of the camera.



**Joram Schwartzmann** is a molecular biologist by training and learned to love science communication during his research at the Max Planck Institute for Molecular Plant Physiology. Joram has worked with various media to communicate scientific results, but his heart beats for video and podcasts. Today, he works in public relations and as an independent science communicator.



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## Input Session 3

### **Fake news and distrust of science: finding ways to a better dialogue between science and society**

The pandemic and climate change have unearthed that the scientific community and the rest of society can have radically different perspectives about what truth is. Dialogue seems impossible, which can make many researchers and academics feel powerless and overwhelmed. In this workshop, we will try to understand phenomena like fake news, post fact, or the widespread ignorance about scientific principles. Additionally, we will explore solutions by reflecting upon the way we researchers may unconsciously contribute to the divide.

**Dr. Maia George** is a former researcher in the field of the ethical and political philosophy of science. She is also an academic coach covering topics like science communication, social media within academia, scientific reflection, time and self-management, and scholarship application. Her research and her work aim to contribute to the betterment of science, research, and their corresponding institutions. In this context, she also volunteers for organizations like the German Academic Scholarship Foundation (German: Studienstiftung des deutschen Volkes).

