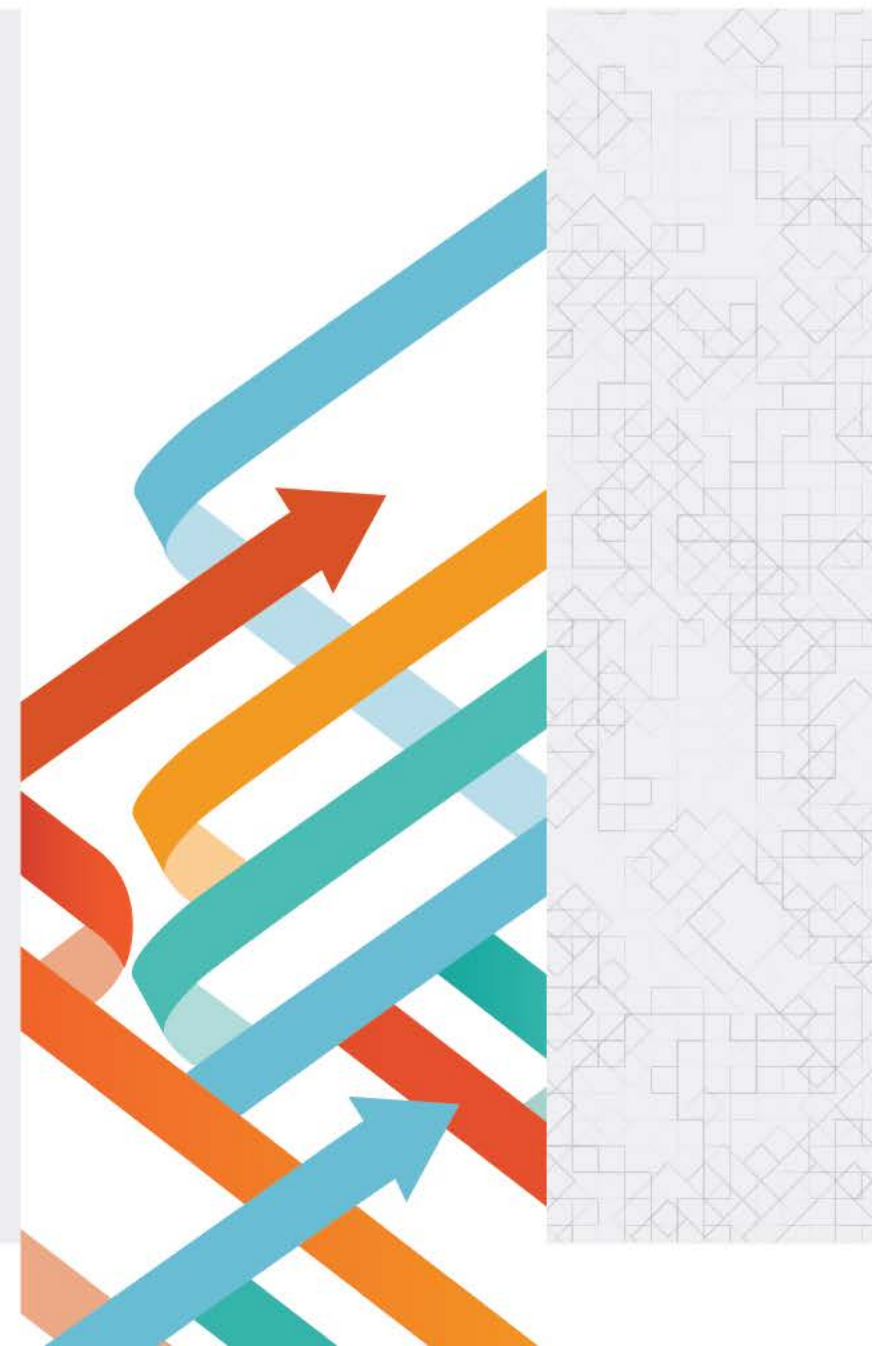




**BETTER
Life**

**ESSENTIALS FOR
SOCIALY ENGAGED RESEARCH**





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ESSENTIALS FOR SER

- Introducing BL project
- Introducing the SER concept
- BL features





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Session speakers

Dr. eng. Emilia Binchiciu

Non-conventional Technologies,
Material Science and Circular
Economy, Networking

R&D Scientific Researcher

Helixconnect Europe

<https://helix-connect.com/>



Professor Gordana Racic

Molecular Biology, Environmental
Awareness, Environmental
Education, and International
Relations

Associate Professor

Educons University

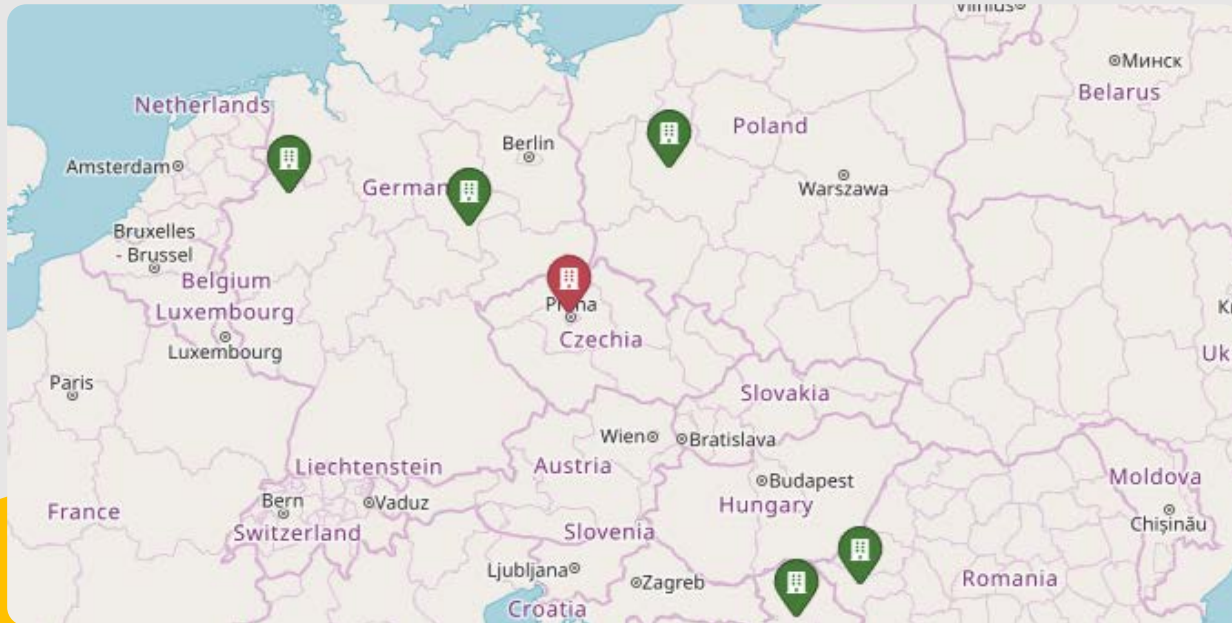
<https://educons.edu.rs/>





BETTER Life

Bringing Excellence to
Transformative Engaged
Research in Life Sciences through
Integrated Digital Centres
BETTER Life



➤ What is BetterLife?



Funded by the
European Union



BETTER Life

➤ Why BetterLife?



Strategic Planning

To consolidate a strategic vision for the EU BETTER Life Digital Centre committed to long-term sustainability.

01



Development of Tools

To build intra- and inter-institutional capacities to foster societally engaged research in life sciences through diverse tools.

02



Capacity Building

To develop the individual capacities of early career researchers for implementing socially engaged research in life sciences.

03



Finetuning and Sustaining

To consolidate the EU BETTER Life Centre as a reference for socially engaged research in life sciences.

04



➤ How can BetterLife be useful?



Community of Practice

Shaping transformation together

[Learn more](#)

Think Tank

Improving institutional capacities at HEI

[Learn more](#)

Mentorship

Mentorship as individual as each HEI

[Learn more](#)

Summer Schools

Building expertise and networks for socially engaged research

[Learn more](#)

Join Our Virtual Spring School

Socially engaged research in life science from 9 April to 10 April 2024

[Read more](#)

Bootcamps

No sit ups, but strengthening socially engaged research

[Learn more](#)

Introducing Socially Engaged Research

BETTER Life

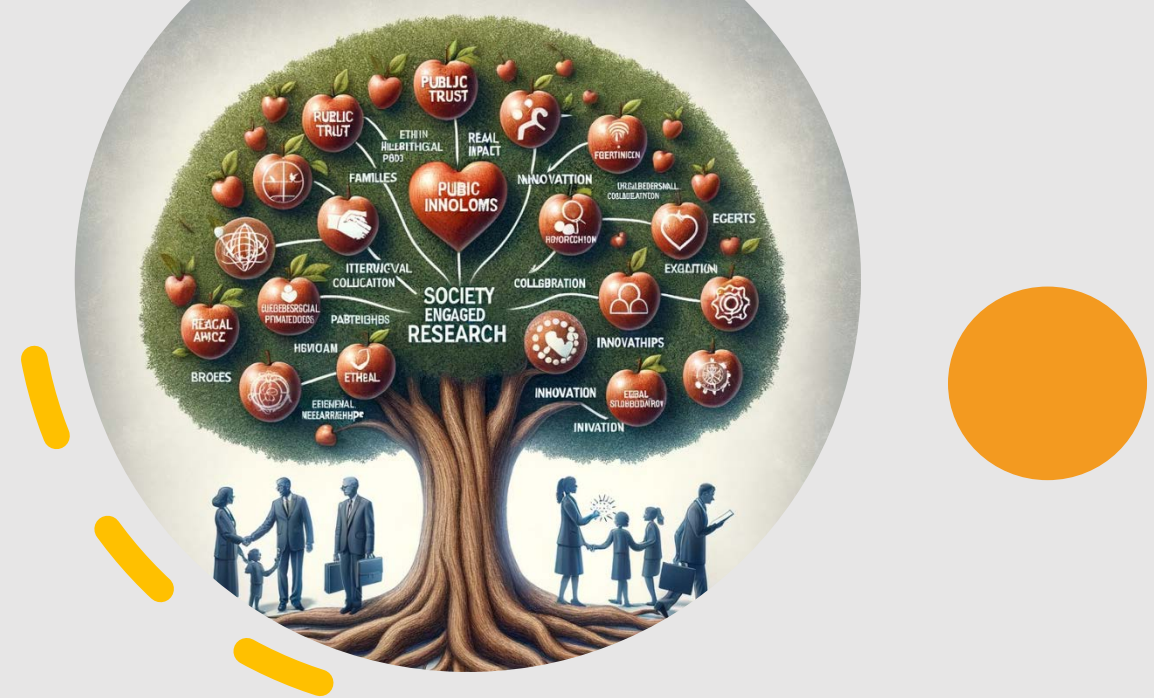
- What is SER?
- Key features of Socially Engaged Research?





**BETTER
Life**

Introducing Socially Engaged Research



➤ How can SER be advantageous?

Capacity Building

Enhancing competencies and skills



Virtual Spring School
Socially engaged research in
life science



Summer Schools

Building expertise and networks
for socially engaged research



Bootcamps
No sit ups, but
strengthening
socially engaged research



BETTER
Life

Community Building connections. Creating impact.



Community of Practice

Shaping transformation together



Think Tank

Improving institutional capacities at HEI



Mentorship

Mentorship as individual as each HEI



**BETTER
Life**

Toolkits



Taking different perspectives

A Boardgame for a better understanding of the advantages of collaboration



Institutional Environment

Support Structures

Availability of a coherent system of support services and facilities to enable early career researchers to develop the capacity to conduct socially engaged research in life sciences and engage with quadruple helix stakeholders.

To what extent do I actively seek out and utilize available support services and facilities to enhance my capability in socially engaged research and engagement with quadruple helix stakeholders? *

Not at all Slightly Moderately Very much To a great extent

As a researcher, I should be proactive in leveraging the support structures available, ensuring I am equipped to conduct socially engaged research in life sciences and effectively collaborate with diverse stakeholders, including those from the quadruple helix model (academia, industry, government, and civil society).

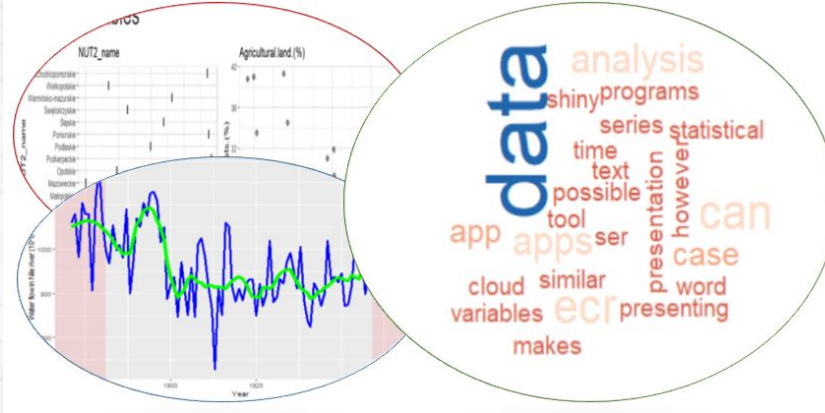
Example of origin link:

BL-SER Self-Reflection Tool

Understand your engaging potential to build bridges with society

Toolkits

Stakeholder-specific interactive web-based tool for data analyses, presentation and interpretation with the help of R shiny app



ShinyR

Stakeholder-specific interactive web-based tool for data analyses, presentation and interpretation with the help of R shiny app

LANDSCAPE OBSERVATIONS



RESEARCH STORYTELLING



COLLABORATION WITH COMMUNITY



DYNAMIC NARRATIVES

Visual Methodologies for Landscape Observatory

Use of visual arts in observing landscape, metaphoric presentation of research, developing narratives of scientific results, and collaboration with community



**BETTER
Life**

Toolkits



Integrating Citizens' Perceptions of Urban Environmental Quality into Inclusive City Planning Processes

STEP 01

PERCEPTION OF URBAN NATURE BY CITIZENS

Step includes conducting interviews with stakeholders, analyzing outcomes and interpreting the results.



STEP 02

IMPLEMENTING CITIZENS' PERCEPTION INTO SPATIAL PLANNING DESIGN

Step includes developing framework and research protocol, carrying out case studies and comparative analyse of their findings.



STEP 03

INTEGRATING CITIZENS' PERCEPTION, SPATIAL PLANNING DESIGN, AND GOVERNANCE POLICIES

Step includes sharing findings from step no. 1 and 2. with the stakeholders, exploring innovative governance options and disseminating tool results to wider audience.





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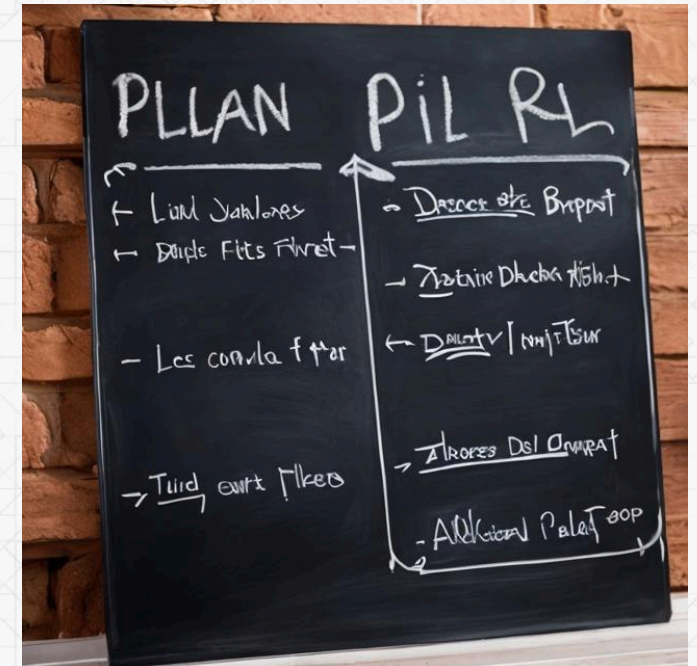
Toolkits

Human ecosystem integration LAB

BetterLife Connecting Life Science Ecosystems: Integration
Beyond Limits

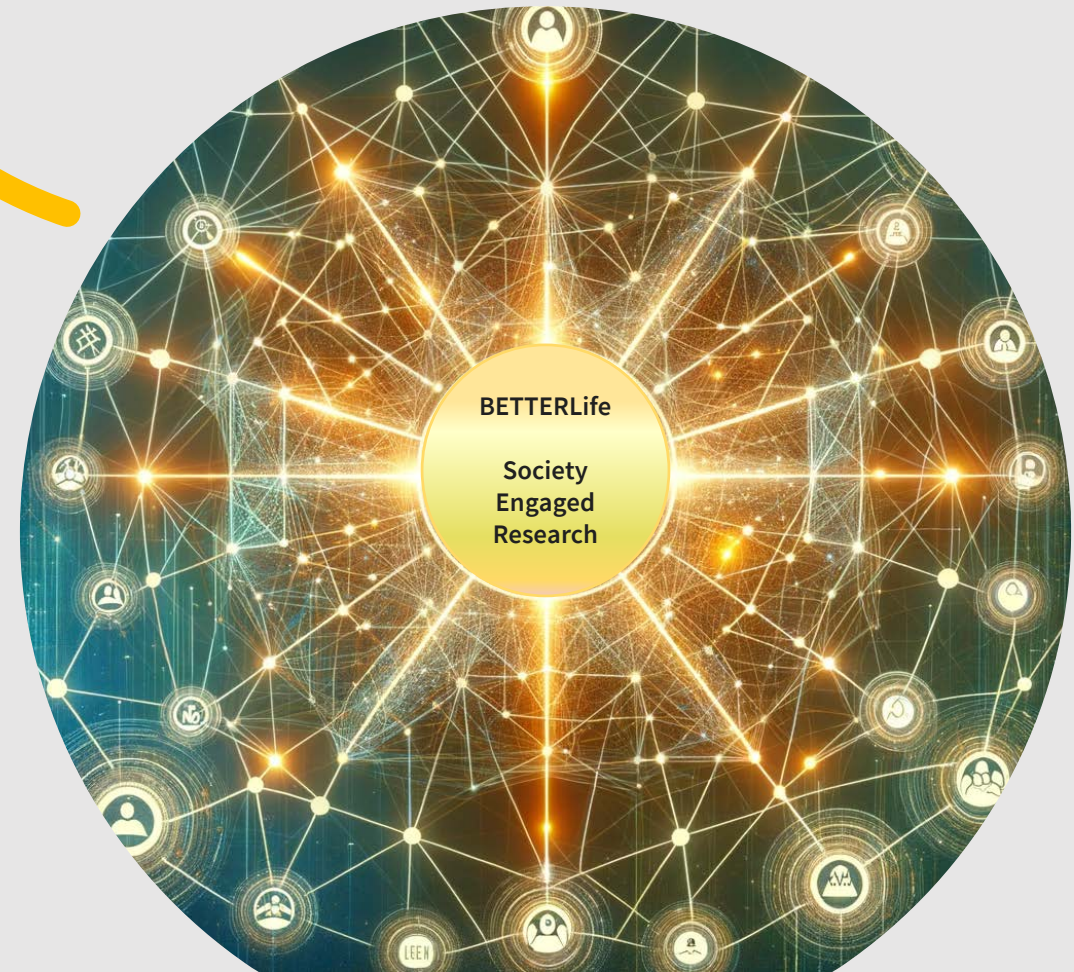
Empowering Growth Through Guided Connections

The mentoring plan is a framework for
nurturing effective mentor-mentee
relationships in scientific contexts
across Europe and beyond.



The Path Ahead

- SER Expectations
- SER -challenges and limitations
- How to create good space for science communication at universities.
- Embracing SER in Our Daily Research
- Keynote speakers
- Practical Exercises





THANK YOU



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