communicating science to specific target-audiences

September 26th-30th 2016 in Grand Bassam, Côte d’Ivoire

4-days training workshop on various aspects of science communication scheduled through 10 modules grouped on three main topics:

(i) Global approach of science communication;
(ii) Science communication through media;
(iii) Science communication through non-media way.

For more information:
Centre Suisse de Recherches Scientifiques en Côte d’Ivoire (CSRS)
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Tel: +225 23 472790
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E-mail addresses: scicom@csrs.ci

organisers

donors
Learning Event Programme for Researchers from Developing Countries

Regional training workshop on “Communicating science to specific target-audiences” in Grand Bassam, Côte d’Ivoire, September 26th -30th 2016

1. Background

Africa still suffers from various developmental challenges ranging from poverty, diseases to the lack of information and limited access to knowledge resources. Science increasingly plays a crucial role in this rapidly changing continent. Sharing and disseminating scientific knowledge is, therefore, of utmost importance but remains a major challenge. Efforts have been carried out by African research centres to overcome the knowledge gap between academia, society and policy. But – as in many countries worldwide – policy makers, media and the general public are difficult to reach with scientific issues. Major efforts have to be undertaken to tailor results and messages to the respective audiences. Investing into the promotion and public understanding of Science and Technology in Africa.

In this perspective, the Centre Suisse de Recherches Scientifiques en Côte d’Ivoire (CSRS) has formalised a training module called «Engaging Research with Policy and Action through the media» within its training Unit (FOREVUS), and started to give training on this topic to researchers and partners in Côte d’Ivoire and the West African region.

For this year, a 4-days training workshop will be organised on various aspects of science communication. The goal of this training is to empower participants in their science communication skills and their ability to target specific audiences with scientific results and knowledge. The current training proposed is part of the global strategy of strengthening capacities of West African researchers about science communication and of building better synergies with the public media.

This “Learning Package” will initially target capacity building of different science communication stakeholders including journalists in order to foster common understanding of science communication with the aim to improve effective dissemination and enhance public understanding of science. The program also offers the opportunity to build relationships with some regional and national media agencies. These relationships are key to disseminate scientific information to a wider public and to non-scientists. The training will be scheduled through 10 modules grouped on three main topics: (i) Global approach of science communication; (ii) Science communication through media; (iii) Science communication through non-media channels.

2. Objectives and added value

- To train and improve science communication skills of researchers and teach them how to interact with journalists and the media.
- To discuss and develop opportunities for science communication activities targeted to non-scientists.
- To sensitise African journalists on the importance of science and to train them skills how to deal with complex topics.
- To foster a stimulating atmosphere between researchers, communication officers and journalists to reach a common understanding of science communication.

3. Application and selection of trainees and deadline

Researchers with accomplished PhD, Postdoctoral and senior researchers from the northern and southern hemisphere are to be involved as well as communication and media professionals.

Trainees will be selected through a competitive call. All interested candidates are invited to provide the following application documents:

i) CV,
ii) a summary of the research project in which they are taking part,
iii) a proposal of a communication plan about their project and
iv) a motivation letter.

v) A letter of support from the institution

Applications have to be submitted to the email addresses in the contacts section below, before September, 5th 2016. Please specify in the email subject: Application_Sci Com 2016

4. For more information contact:
Centre Suisse de Recherches Scientifiques en Côte d’Ivoire
Address: 01 BP 1303 Abidjan 01, Côte d’Ivoire
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FOREVUS: +225 78263706
E-mail addresses: scicom@csrs.ci

5. Cost of participation

Selected 15 candidates will be sponsored by the programme and others willing to participate will bear the total cost of 1’350 Euros (course fees, accommodation, lunch during the course) not including the flight/transport to the venue and per diem.

6. Venue

The learning event will be held at Mantchan Hotel in grand Bassam
Tel: (+225) 21 30 39 39 | 21 30 39 22. Fax: (+225) 21 31 23 88
E-mail : obrou.eugene@gmail.com
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<thead>
<tr>
<th>Hour</th>
<th>Day 0</th>
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<tbody>
<tr>
<td>8 h30 - 10 h</td>
<td>Opening - Introduction of science communication, Intro. to the summer school programme</td>
<td>Lecture 3: Formulating a good message, Introduction plenary session 1: Global approach of science communication</td>
<td>Lecture 4: Writing Science for non-scientist, Work Group 2: Web 2.0 tools, Practice</td>
<td>work Group 3: Writing Science for non-scientist, Work Group 5: Proposing a Policy Brief</td>
<td>Plenary session 7: Presentation and evaluation of group work</td>
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<td>10 h - 10 h 15</td>
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<td>10 h 15 - 12 h 15</td>
<td>Lecture 1: Strategic approach of science communication, Lecture 4: Print media</td>
<td>Lecture 4: Print media (Discussion), Lecture 4: Web 2.0 tools,</td>
<td>Plenary session 4: Restitution, Plenary session 5: Discussion between</td>
<td>Work Group 6: Practical case with a journalist (Interview)</td>
<td>Work Group 6: Practical case with a journalist (Interview)</td>
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<td>12h 15 - 14h</td>
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<td>14h - 16h</td>
<td>Work Group 1: Characterization and method of collection of key information in a research center, Plenary session 2: Presentation and evaluation of group work, Lecture 4: Writing Science for scientist</td>
<td>Plenary session 3: Presentation and evaluation of group work, Lecture 4: Writing Science for scientist</td>
<td>Work Group 4: Proposing a oral presentation and a Poster, Plenary session 6: Presentation and evaluation of group work</td>
<td>Lecture 11: Developing successful exhibitions (Public event and oral presentation)</td>
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