

Service Area 1: Support services for the Pillar 1-DeSIRA projects to prove and improve impacts
PROVING IMPACTS > Communicate

COURSE: COMMUNICATING RESEARCH: IMPACTFUL WRITTEN COMMUNICATION FOR DESIRA PROJECTS

Why choose this Course?



One of the primary goals of research and innovation (R&I) projects is to produce actionable knowledge for innovation and agrifood system transformation. However, project teams often encounter research communication hurdles. These include navigating complex scientific language, catering to diverse audiences, managing data overload, advocating for policy change, and effectively measuring and conveying project impact.

Do you recognize yourself in this situation? This course is for you.

Our course seeks to equip you with the necessary tools and skills to overcome these obstacles. You'll become competent to simplify technical jargon, customize messages for varied stakeholders, distill data into actionable insights, navigate policy landscapes, and quantify project success. At the end of the course, you will be skilled in translating the complex innovation mechanisms of your project into compelling narratives that will contribute to enhance your impact towards more sustainable food systems.

Learning objectives



By the end of the course, participants are able to:

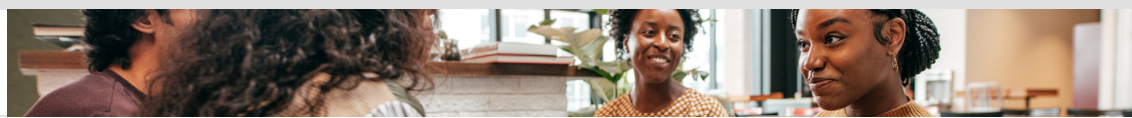
- Simplify complicated scientific language, making it accessible to diverse audiences.
- Tailor communication messages to cater to the specific needs and interests of different project stakeholders.
- Distill sophisticated project data into meaningful and actionable insights for decision-makers.
- Translate the complex innovation mechanisms of their projects into compelling narratives that contribute to enhancing their impact towards more sustainable food systems.
- Include your DeSIRA project's stories of change in a book published by DeSIRA-LIFT.

Target audience



Project leaders and team members who are actively involved in communications of the project, in particular:

- MEL officers with challenges to include SoC as part of your MEL strategy, especially in the areas where project outcomes are not easy to quantify such as contributing to transformative change in agricultural innovation systems (AIS) and capacity outcomes.
- Communication officers who are looking for an efficient way to demonstrate project achievements in an interesting and engaging way.
- Other staff members looking for tools to capture, understand and describe project contributions to innovation processes.



Training delivery methods



- 90 minutes live online sessions with your trainer : interactive practical exercises during the online sessions followed by group discussions
- Home assignments that will be collectively peer reviewed to receive feedback
- Writing workshops as coaching sessions to provide personalized guidance where the Community of Practice will be working together

Overview of content



Sequence	Contents
Module 1: Introduction to communicating research Policy briefs	<ul style="list-style-type: none"> • What is impactful research communication and how does it relate to your intervention strategy? • What is a policy brief? • What is it used for? What is its final goal? • Understanding the challenges of the science-policy interface • How do policy briefs induct change? • Creating an outline for your policy brief
Module 2: Research briefs	<ul style="list-style-type: none"> • Discover the wide diversity of scientific production • Policy brief vs Research briefs • Identifying your target audience • Adapt your message to your audience's language • Reading path for shaping your brief
Module 3: Stories of Change - SoC (I)	<ul style="list-style-type: none"> • What is a DeSIRA-LIFT SoC? • How to identify a potential SoC? Outcome harvesting • Principles of storytelling
Module 3: Stories of Change - SoC (II)	<ul style="list-style-type: none"> • Creating compelling SoC

Planned dates of live sessions – book your calendars!



The course consists of

4 modules, scheduled on the following **Thursdays from 10:00 to 11:30 CEST** (Paris time see your time here <https://www.thetimenow.com/>)

- **October 19th and 26th, and on November 9th and 16th**

2 writing workshops, to provide you with personalized coaching that will help you deliver your SoC:

- **Thursday December 7th and 14th** from 10:00 to 11:30 CEST



Pre-requisite

Participants should have experience or active involvement in the project's communication activities.

Upcoming Call for Stories of Change

Please note that there will be an upcoming call for selecting DeSIRA-LIFT Stories of Change that will be published in a book. Having attended this course will be part of the eligibility criteria for participation in this call.

Who will give the training ?

This course will be given by Myriam Perez, an enthusiastic professional experienced on facilitation and training scientific communication for non-expert audiences. She works at ICRA (www.icra.global) supporting global research teams, emphasizing cross-cultural communication and effective research community interaction

FAQ

- Who to contact about this special session? Myriam Perez at: service@desiralift.org
- Where can I find information on the overall DeSIRA-LIFT service offering to Pillar 1 projects? Here: <https://www.desiralift.org/service-area-1/>
- Where can I send general questions, comments and suggestions about the DeSIRA-LIFT service offer? service@desiralift.org

REGISTRATION LINK : <https://forms.gle/fYn5hMAZJwUWPUQNA>

