



Expert Programme: *New mechanisms for linking research & policy* Initial Workshop: 22-23 February 2011 | Kingston, Jamaica

SUMMARY

Thirty people, including participants, resource people and expert trainers, will participate in a two-day workshop in Kingston, Jamaica 22-23 February 2011. The workshop is the initial activity of an expert programme on new mechanisms for linking research and policy and will cover fundamentals in communication planning, audio visual production, data visualisation techniques and Web 2.0 strategies for network building, research dissemination and impact. The programme also includes professional certification and a competitive fund for the development of specific communication outputs arising from the workshop.

The workshop is organised by Fundación Comunica and Panos Caribbean in collaboration with the Telecommunications Policy and Management Programme of the Mona School of Business, UWI and with the support of the International Development Research Centre (IDRC).

OBJECTIVES

By the end of the workshop participants will:

- Understand different principles, methods and toolkits for communicating research for policy impact
- Know how to use Web 2.0 technologies and practices to enhance the policy impact of their research
- Be familiar with different ways of effectively and convincingly presenting complex data and messages
- Know the steps required to develop effective communications plans
- Be able to reflect on and improve the communication components of their own research projects

CERTIFICATION AND FOLLOW-UP

A professional certification will be provided for those participants that present a communication plan discussed within their own organization or project team within 30 (thirty) days following the workshop. In addition, a small competitive fund will be available for the development of specific communication outputs. Participants will be able to submit a request using the communication plan developed during the programme.

Finally, the workshop will contribute to the development of a regional community of practice and help identify strategic activities and partners for ongoing capacity building and support in the area of new mechanisms for communicating research to influence policy.

THEMES AND METHODOLOGY

The workshop will be practical and hands-on and will include presentations and practical exercises covering a wide range of communication tools and techniques with a particular focus on those being used in the *Impact 2.0* research project.¹ It will be led by international experts in collaboration with local partners. Four themes will be covered in the workshop

Communication strategies for policy impact

Having a communication strategy is essential if your research is going to have an impact on development policy. What are the basic elements of such a strategy? How do you develop a communication strategy for a research institution or product? Of particular importance will be the frameworks and methods developed by the Overseas Development Institute's Research and Policy in Development (RAPID) programme.

Data visualisation techniques

Complex data can often be made more accessible and understandable when it is presented visually usually with maps, network diagrams, word trees and other techniques.² What techniques are available? Which visualisation techniques are best suited to your data? What tools can you use to help present your data visually?

Getting the message across

In addition to data visualisation researchers are making increasing use of other audio-visual technologies to present their research – using video, photography, radio programmes, Flash animations etc. to create powerful message that support their research findings.

Web 2.0 for network building, research dissemination and impact

How can you make use of social networks and Web 2.0 technologies to develop and maintain relations with decision-makers, stakeholders, the media and the public and to disseminate your research?

PARTICIPANTS

The workshop will be open to a maximum of 24 participants divided between practitioners and associates. A limited number of sponsored participants will be selected from active IDRC partners and projects.

Practitioners

This category includes researchers and communication specialists associated with research projects or institutions. There is no fee for the workshop, but the organization will not be able to cover travel and accommodation. As places are limited, please submit your application as soon as possible.

Associates

We are interested in promoting further capacity building activities of the expert programme in other areas of the Caribbean. Thus, a limited number of places will be reserved for “associates” from the Caribbean interested in sharing their own expertise in the workshop thematic areas (communication strategies, data visualisation, digital production, and Web 2.0 for impact) and in working with the programme’s ongoing capacity building activities in the

1 *Impact 2.0: Collaborative technologies connecting research and policy* is a research project that seeks to develop a body of knowledge about the use of Web 2.0 in policy-oriented research and design and to identify, document and promote good practices and emerging opportunities related to the use of collaborative technologies for linking research to policy.

2 See examples of data visualisation at <http://www-958.ibm.com/software/data/cognos/manyeyes/visualizations> and <http://infosthetics.com/>.

region. A limited number of full scholarships covering travel and accommodation for will be available for participants in this category.

PREPARATION

Participants should bring an initial draft of a communication plan for their research project or institution. This plan will be discussed in the workshop with the support of different experts. Those participants wanting the professional certification and/or to access the competitive fund mentioned in *Certification and follow-up* will further develop their plan during the 30 days following the workshop.

FURTHER READING

A bibliography of online materials and a collection of links relevant to the workshop themes can be accessed at <http://impact2point0.comunica.org/>.

REGISTRATION AND INFORMATION

The workshop will be open to a maximum of 24 participants from the Caribbean region.

For further information or to apply to attend the workshop contact:

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