

“NEW SKILLS AND COMPETENCIES IN **COMMUNICATION:** DIALOGUE WITH COMMUNITIES - MEDIA - NEGOTIATION - ADVOCACY”



TSC | THEMATIC SHORT COURSES

ONE-WEEK INTENSIVE COURSES (FEES: 1,500 CHF EACH)
2 ECTS CREDITS

ADVOCACY FOR HUMANITARIAN PROJECTS IN HEALTH

Improve your skills and discover new tools to develop effective advocacy strategies for humanitarian interventions in the area of health.

DESIGNING AN ADVOCACY STRATEGY FOR HUMANITARIAN ACTION

Develop strategic skills to better analyse specific contexts, map stakeholders, and design effective advocacy strategies in support of operational humanitarian projects.

DIALOGUE WITH COMMUNITIES

Develop a comprehensive knowledge and understanding of challenges, opportunities and limits of the dialogue with communities, its theoretical basis and its practical implementation with a focus on communication aspects.

NEGOTIATION IN HUMANITARIAN SETTINGS

Enhance your negotiation skills, including in crisis situations, by taking a strategic approach and understanding challenging humanitarian contexts.

MEDIA & HUMANITARIAN ACTION: APPROACHES AND CHALLENGES

Develop a global knowledge and understanding of the media landscape in humanitarian settings. Analyse the existing approaches and challenges in order to optimize the interactions as aid actor.

COMMUNICATION IN HUMANITARIAN SETTINGS

Analyse the humanitarian communication environment, differentiate communication from information and understand opportunities and challenges brought by new media. A basic course on how to define a communication strategy.

MOOC | MASSIVE OPEN ONLINE COURSE

5-WEEK ONLINE COURSE (FREE, NO CREDITS)

HUMANITARIAN COMMUNICATION: ADDRESSING KEY CHALLENGES

Communication is integral to achieving programme objectives. This online course gives an introduction on how to address key challenges that arise when communicating in a humanitarian setting.

CAS | CERTIFICATE OF ADVANCED STUDIES

7-WEEK COURSE (FEES: 5,000 CHF)
10 ECTS CREDITS

COMMUNICATION, ADVOCACY AND NEGOTIATION IN HUMANITARIAN SETTINGS

NEXT COURSE DATES ON WEBSTE

Communication during aid action projects confronts several, important challenges. Humanitarian workers need to, often simultaneously, build positive relations with the affected populations, authorities and journalists, raise awareness and support, as well as lobby the cause they defend.

It is therefore important for humanitarian professionals to understand the different needs, stages and strategies of communication which play out during humanitarian project implementation. These include the development of a real dialogue with all stakeholders, production and reception of information, the use of traditional and new communication tools and cooperation with the media.

If you are a humanitarian professional or work in the domain of solidarity, this course will enable you to extend your communications, negotiation and/or advocacy skills.

For communication professionals wishing to move into the humanitarian sector, the course will deliver the awareness and skills to adapt their knowledge to the humanitarian context.



GENERAL OBJECTIVES

At the end of the course, participants will have strengthened communication competencies and will be able to develop a proper communication, advocacy or negotiation strategy in line with their humanitarian objectives and their environment. In particular:

- **Map the communication environment, understand how to interact with media in humanitarian crises and develop key messages adapted to specific constituencies**
- **Create and nurture a quality dialogue with affected communities, as substantial stakeholders, contributing to the effectiveness of aid projects**

PROGRAMME

The course is organized in six thematic weeks followed by one week of individual work:

WEEK 1: Humanitarian communication: concepts and framework

WEEK 2: Dialogue with communities

WEEK 3: Designing an advocacy strategy

WEEK 4: Media and humanitarian action: approaches and challenges

WEEK 5: Representation to create relationship: strategy and ethical concerns

WEEK 6: Negotiation in humanitarian settings: main concepts and strategy

WEEK 7: Individual work

SCIENTIFIC COMMITTEE

VALÉRIE BABIZE

Field Communications Advisor, MSF
Switzerland

DR EDITH FAVOREU

Deputy Director, CERAH

DR VALÉRIE GORIN

Lecturer and Researcher, CERAH

DAVID LOQUERCIO

CHS Alliance Head of Policy, Advocacy
and Learning

SARAH MACE

Humanitarian Communication Trainer
& Advisor for the CDAC Network

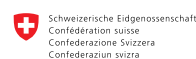
JEAN-PAUL MARTHOUZ

Visiting Professor at Catholic University
of Louvain, journalist and writer

PROF DORIS SCHOPPER

Director, CERAH

In partnership with



Swiss Agency for Development
and Cooperation SDC



ICRC

CERAH

22 rue Rothschild
1202 Geneva
Tel. +41 22 908 44 53

For course dates, information, application:

www.cerahgeneve.ch
cerahgeneve@unige.ch

Follow CERAH

www.facebook.com/CERAHGeneva
 www.tinyurl.com/LinkedInCERAH
 www.twitter.com/CERAHGeneva