

“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

January

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

February

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

DIALOGUE WITH COMMUNITIES

February

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

March

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

MEDIA & HUMANITARIAN ACTION: APPROACHES AND CHALLENGES

March

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

December

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

December

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.



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**UNIVERSITÉ
DE GENÈVE**

CAS | CERTIFICATE OF ADVANCED STUDIES

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

COMMUNICATION, ADVOCACY AND NEGOTIATION IN HUMANITARIAN SETTINGS

February/March

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 media interacts with 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

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