

## Communicators' Programme

Start	Finish	Subject	The following topics will be covered	Speaker
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### 18 May Water explained

14:30	14:35	Introduction	Outline for the day	Görrel Espelund, host
14:35	14:50	<b>Water explained. Introduction to the complex issue of water.</b>	<ul style="list-style-type: none"> <li>• Water as the most important resource.</li> <li>• Water's interlinkages to climate and climate issues</li> <li>• Key challenges to achieving the SDGs and the Paris Agreement</li> <li>• How do we get more people involved in water and understand its importance?</li> </ul>	Sunita Narain, Director General, Centre for Science and environment
14:50	15:00	Breakout room	Discussions and networking	
15:00	15:20	<b>Q&amp;A with Sandra Postel, Director, Global Water Policy Project and Stockholm Water Prize Laureate 2021</b>	<ul style="list-style-type: none"> <li>• How can humanity's needs for water be met while enabling freshwater ecosystems to thrive?</li> <li>• The importance of shifting our mindset from controlling the natural water cycle to working with it</li> <li>• Building resilience to climate impacts and adapting water management accordingly</li> <li>• Challenges in communicating and reporting on water issues</li> </ul>	Sandra Postel, Director, Global Water Policy Project and Stockholm Water Prize Laureate 2021
15:20	15:30	Questions from participants		Sandra Postel/Görrel Espelund

### 19 May Communication skills

13:00	13:05	Introduction	Outline for the day	Görrel Espelund, host
13:05	13:25	<b>Challenges of communicating water and the media perspective</b>	<ul style="list-style-type: none"> <li>• Challenges of communicating water</li> <li>• Sustainable journalism as method to make water and climate count?</li> <li>• How to make local issues global issues</li> </ul>	Peter Berglez, Professor of Media and Communications at Jönköping University

13:25	13:35	Moderated Q&A		Peter Berglez/Görrel Espelund
13:35	13:55	<b>More than just making waves: The deep waters of evidence-based science communication</b>	<ul style="list-style-type: none"> <li>• Navigating the ever-changing information environments</li> <li>• Managing persuasion and trust, behaviour and politics</li> <li>• Communication systemic transformations</li> <li>• Measuring the impact of our work</li> </ul>	Alexander Gerber, Chair of Science Communication at Rhine-Waal University and Research Director at INSCICO
13:55	14:05	Moderated Q&A		Alexander Gerber/ Görrel Espelund
14:05	14:10	Break		
14:10	14:30	<b>How to run a successful campaign</b>	<ul style="list-style-type: none"> <li>• Outreach: including channel plan, target groups and how to identify your audience</li> <li>• Finding the key message and how to package it</li> <li>• Impact/conversion: how to drive engagement online</li> <li>• Lessons learnt/key takeaways</li> </ul>	Mwandwe Chileshe, Senior Manager, Food Security, Nutrition and Agriculture, Global Citizen Aaron Holtz, Director for Policy, Equity and Inclusion
14:30	14:40	Moderated Q&A		Speakers/Görrel Espelund
14:40	14:45	Rounding off		

<b>25 May</b> <b>Water and the SDGs</b>				
13:00	13:05	Introduction	Outline for the day	Görrel Espelund, host
13:05	13:25	<b>Inspirational talk</b>	An inspirational and personal lecture on today's theme: Water and the SDGs	Kim Nøhr Skibsted Executive Director Grundfos Foundation
13:25	13:30	Break		
13:30	13:50	<b>Water and the 2030 Agenda</b>	<ul style="list-style-type: none"> <li>• Overview of SDG 6</li> <li>• The correlation between water and achieving the 2030 Agenda</li> <li>• Challenges and opportunities ahead</li> <li>• Ahead of COP26, where are we?</li> </ul>	Maggie White, Senior Manager - International Policies, Swedish Water House
13:50	14:00	Moderated Q&A		Maggie White/Görrel Espelund

26 May		Communication skills		
13:00	13:05	Introduction	Outline for the day	Görrel Espelund, host
13:05	13:25	<b>Communicating complex issues</b>	Involving society and its citizens in research helps to maximise the impact of new knowledge and improve understanding of the scientific process. But how do you communicate science to a non-expert audience creatively, effectively and purposefully? In this session you will get insights on different methods of engaging the public in science and how to maximise the impact of your communication activities.	Maria Hagardt, International Relations & Communications Manager, Vetenskap & Allmänhet
13:25	13:35	Moderated Q&A		Speaker/host
13:35	14:00	<b>Storytelling part 1 NB: (25 min)</b>	<ul style="list-style-type: none"> <li>• Storytelling as an effective tool to reach your audience</li> <li>• Inspirational examples</li> <li>• Finding your key message</li> <li>• The importance of finding your audience and your target group</li> </ul>	Ragnhild Larsson, Science Communicator and storyteller
14:00	14:10	Moderated Q&A		Ragnhild Larsson/Görrel Espelund
14.10	14.15	Rounding off		Görrel Espelund, host

1 June		Water and the climate crisis		
13:00	13:05	Introduction	Outline for the day	Görrel Espelund, host
13:05	13:25	<b>Water and the climate crisis – an introduction</b>	The biggest missing story: water as a climate solution. Water is sometimes called the teeth of climate change, but water is also emerging as the source of most of our solutions for how we cope with extreme events and find ways to thrive even as the climate continues to evolve	John H. Matthews, Executive Director, Alliance for Global Water Adaptation (AGWA)
13:25	13:35	Moderated Q&A		John Matthews/Görrel Espelund

13:35	13:55	<b>Water, drought and migration</b>	<ul style="list-style-type: none"> <li>• Case study on how climate change aggravates living conditions in already water-stressed regions</li> <li>• Risks and wider implications</li> <li>• Prevention and adaptive development</li> <li>• Challenges in reporting and communicating these issues</li> </ul>	Belynda Petrie CEO One World
13:55	14:05	Moderated Q&A		Belynda Petrie/Görrel Espelund

<b>2 June                      Communication skills</b>				
13:00	13:05	Introduction	Outline for the day	Görrel Espelund, host
13:05	13:25	<b>What can we learn from the Greta effect?</b>	<ul style="list-style-type: none"> <li>• Does the water community need a Greta?</li> <li>• What made a lone teenager rise to become world-famous</li> <li>• What can we learn from her approach and the way she managed to speak to a broad public and engage youth?</li> </ul>	Anandita Sabherwal, PhD student at the London School of Economics and Political Science
13:25	13:35	Moderated Q&A		Anandita Sabherwal/ Görrel Espelund
13:35	14:00	<b>Storytelling part 2 NB: (25 min)</b>	<ul style="list-style-type: none"> <li>• Tricks of the trade, tools and tips to help you become a good story teller</li> <li>• Inspirational examples</li> </ul>	Ragnhild Larsson, Science Communicator and storyteller
14:00	14:10	Moderated Q&A		Ragnhild Larsson/Görrel Espelund
14:10	14:15	Break		
14:15	14:35	<b>Media outreach: Dos and don'ts when approaching media</b>	<ul style="list-style-type: none"> <li>• Golden rules for how to approach journalists if you want to be a trustworthy and respected communicator</li> <li>• How do you get media to catch on your news? How important is exclusivity, trustworthiness, news value, and presentation?</li> <li>• The dos and don'ts in a communicators' relationship with journalists</li> </ul>	Andreas Karlsson, veteran journalist and acting Press Manager at SIWI
14:35	14:45	Moderated Q&A		Andreas Karlsson/Görrel Espelund
14:45	14:50	Rounding off		

8 June		Specialization		
14:30	14:50	<b>The power of communication</b>	<ul style="list-style-type: none"> <li>How communication and behavioural change saved Cape Town from Day Zero in 2018.</li> </ul>	Johanna Brühl, research analyst, University of Cape Town
14:50	15:00	Moderated Q&A		Johanna Brühl/Görrel Espelund
15:00	15:20	<b>Inspirational: How to drive change and communicate complex issues</b>	<ul style="list-style-type: none"> <li>A short introduction to The Economist Group's World Ocean Initiative</li> <li>The importance of cross-cutting levers of change</li> <li>Building a community around a sustainable ocean economy</li> </ul>	Martin Koehring, Head, World Ocean Initiative
15.20	15.30	Moderated Q&A		Martin Koehring/Görrel Espelund
15:30	15:40	Breakout room	Discussions and networking	
15:40	15:50	Rounding off		

9 June		Communication skills		
13:00	13:05	Intro/Welcome	Outline of the day	Görrel Espelund, host
13:05	13:25	<b>From Science to Action: The Importance of Engaging the Public in Complex Environmental Issues</b>	<ul style="list-style-type: none"> <li>Making science and other critical information accessible</li> <li>Unique ways to effectively communicate science to general audiences and engaging the public in science and policy: some case studies</li> <li>Engaging the public and putting community members at the center of policy development helps to build community resilience to environmental risk</li> </ul>	Diane Husic The Dean of the School of Natural and Health Sciences and Professor of Biology at Moravian College
13:25	13:35	Moderated Q&A		Diane Husic/Görrel Espelund
13:35	13:45	<b>Breakout room</b>	Networking and discussion	

13.45	13.50	Break		
13:50	14:10	<b>How to run a succesful campaign: Monitoring and evaluation</b>	<ul style="list-style-type: none"> <li>• How to collect, measure, and analyze data for strategic communication</li> <li>• Tips for tools to use</li> <li>• Why monitoring and evaluation are so important to campaigning</li> </ul>	Xiny Ge, Planning, Monitoring and Evaluation Officer, Unicef
14:10	14:20	Moderated Q&A		Xiny Ge/Görrel Espelund
14.20	14.50	<b>Social media training</b>	Facebook & Instagram: Creative Best Practices. This session will explain creative strategies that ensure authentic and relevant storytelling, available creative formats, free apps that will help create new engaging content, and how to enhance existing content.	Alexandra Joy Rodriguez, EMEA Education Partner at Facebook
14.50	14.55		Rounding off	Görrel Espelund, host