

● COMMUNICATION FOR DEVELOPMENT AND HUMANITARIAN ACTION

INTRODUCTION

Whether they are based in the field or at headquarters, working for big or small organizations, communication specialists in the humanitarian and development sector need to possess a unique set of skills and competencies to navigate the complexities and demands of this multi-faceted profession. From acting as spokespersons, to ensuring visibility and handling communication crises, a well-rounded

communication professional is crucial in driving the support and engagement needed for achieving the organization's goals. Filled with practical exercises and case studies on latest innovations and trends, this course will guide participants through an experiential learning journey that will enable them to create well-planned, impactful communication strategies and campaigns.

WHO IS THIS COURSE FOR?

This training is addressed at professionals from different backgrounds and levels of expertise who:

- Are working or planning to work in humanitarian and development contexts and have a special focus of interest in the area of communications and outreach;

- Are interested in acquiring a solid understanding of key communication principles and innovative approaches, and experimenting with their practical application in different contexts;
- Demonstrate commitment to complete the 5-day, face-to-face training course and to actively participate in hands-on individual and group projects in a creative and stimulating environment.

LEARNING OUTCOMES

Upon successful completion of this course, participants will:

- Understand the complexities of communicating in humanitarian and development contexts, as well as its fundamental concepts and frameworks;
- Recognize the cross-cultural and ethical aspects involved in this type of communication;

- Craft compelling, audience-appropriate content and identify best channels and strategies for dissemination;
- Master the methods, approaches and tools to build an impactful communication strategy;
- Manage the whole cycle of a communication project, from strategic planning and implementation to monitoring and evaluation.

METHODOLOGY

The training grounds itself in the adult learning approach, based on experiential learning, experience sharing, co-creation and reflective analysis, with participants playing an active role throughout. The course consists of five days of face-to-face training that will include cases studies, group exercises, presentations, interventions by external experts, as well as mentoring and

networking opportunities in and outside the class. The course offers exposure to the latest ideas and innovations in the subject area and seeks to inspire participants to step out of their comfort zones and experiment, all in a safe and stimulating environment. Participants who will attend all the modules will be granted a certificate by HumCap.

COURSE CONTENTS

DAY 1 | Key Principles in Communication for Development and Humanitarian Action

• Module 1 | Understanding communication in the humanitarian and development context

This module will provide an overview of the fundamentals of communication in the humanitarian and development field and analyze its specificities and challenges. It will also help participants reflect on the associated ethical concerns and to avoid stereotypes and distorted messages.

• Module 2 | Designing a communication strategy

This module will equip participants with the tools, techniques and methods that are at the foundation of building a coordinated and impactful campaign, unpacking step-by-step how to develop and implement a comprehensive communication strategy.

DAY 2 | Communicating in the Field: A Strategic Toolbox

• Module 3 | Communicating with Communities

Establishing a two-way dialogue to allow communities to actively participate and share feedback has proven essential towards successful programming and recovery efforts. By covering the main definitions and frameworks and introducing practical tools and case studies, this module enables participants to develop inclusive communication campaigns that drive sustained positive change in target communities.

• Module 4 | Operational communication in the field: practical applications

From sharing relevant, action-oriented information with affected populations when disaster strikes, to reporting from the field to ensure that the voices of those affected are heard, this module looks at the unique set of skills and tools that a field communication officer needs to operate effectively in hardship settings.

DAY 3 | Institutional Communication: from Advocacy to Global Campaigns

• Module 5 | Harnessing Strategic Communication to Drive Change

Day 3 focuses on all aspects of institutional communication that are essential to position an organization, showcase its work and expertise, and mobilize awareness and action towards its priority issues. From fundraising, to advocacy and campaigning, this module covers the main channels organizations use to build support and create impact, providing practical examples of innovative approaches and initiatives.

• Module 6 | Getting the News Out: Engaging the Public and Avoiding Information Overload

How to effectively engage the public in a world where information consumption moves so rapidly, and people are increasingly desensitized to humanitarian crises? In a word, how to make them care? This module explores tools, good practices and effective approaches in external communication. It also reflects on the power of storytelling and human-interest stories, providing case studies on global, high-profile topics, such as migration and climate change.

DAY 4 | Getting Down to Work: Unleash Your Creativity

• Module 7 | Learn from the Innovators

What are the latest innovations and tools behind today's boldest and most attention-grabbing campaigns? How to create integrated campaigns that achieve results both online and offline? A selection of relevant case studies, from international organizations to grassroots NGOs, will give participants new perspectives on the use of innovative digital tools and social media to create disruptive multi-platform campaigns.

• Module 8 | Final Project

After learning from the innovators, it is time for participants to flex their own creativity muscles and independently apply their knowledge into practice. The human centered-design methodology will support participants in designing and testing their own communication strategies and campaigns on a range of global, high-stake issues.

DAY 5 | Presentation of Final Projects and Group Discussion

Participants will pitch their projects to the group and have an opportunity to learn from each other by exchanging feedback and ideas. A wrap-up discussion will allow them to discuss what they

learnt on the course and how they will apply it in their work, as well as to provide feedback, comments and suggestions on the course itself.



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