



NDI THINK TANK ACTION

A Science Communication Training Workshop for researchers

AGENDA

12 June 2019

Venue: Aalto University, Room L208, Väre

Address: Otaniementie 14, ESPOO, FINLAND

Trainer: Kaskas Media

The communication training provides you inspiration and tools for interacting with decision-makers. Participants get to practice stakeholder communication, coming up with key messages and writing an effective policy brief. After the training, all the participants will receive individual feedback on their policy briefs.

Goals for the training:

- Learn how to create impact with interaction and communication
- Crystallize key messages and most important target groups of the research
- Turn your research into an engaging and informative policy brief

Session I 9:00-12:00 - Stories of impact

We will hear and discuss successful real-life examples of co-creation and interaction. You have a chance to ask questions from researchers and decision-makers who have used co-creation tools and social media to create impact.

- CASE 1: Successful science communication through the eyes of a decision-maker.
Speaker: Ms. *Tarja Haaranen*, Director at the Ministry of the Environment of Finland, Department of the Natural Environment
- CASE 2: How to use co-creation in a research project?
Speaker: Ms. *Armi Temmes*, leader of Smart Energy Transition project, Professor of Practice of Corporate Sustainability at the Aalto University
- CASE 3: Why use social media as a researcher?
Speaker: Ms. *Marita Laukkanen*, Chief Researcher and Research Leader at the VATT Institute for Economic Research, Adjunct Professor of Economics at the University of Helsinki

EXPLORING THE NORTHERN DIMENSION



12:00 – 13:00 Lunch break

Session II 13:00 – 16:00 Policy brief workshop

What kind of information can researchers offer to decision-makers? In what ways are your stakeholders and target groups interested in your research?

What is a policy brief and how to write a good one?

In this workshop, participants will learn how to define stakeholders of a research and how to form understandable key messages for important stakeholders. Workshop includes training session of policy brief writing so that all participants will get a good start with their policy briefs.

16:00 Closing

16:00 – 17:00 NDI Think Tank Action next steps

- For invited participants only

About the Trainer:

Kaskas Media

Kaskas Media is a communications agency specialized in science and expert communication. Kaskas Media deals with complex information and tries to make it understandable, engaging and beautiful. Kaskas Media works with researchers and experts in all fields to help them communicate their work to the world in a powerful way.

kaskasmedia.fi/en



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