EuroMeSCo Workout Courses

First edition

MARCH-JULY 2021

The five EuroMeSCo Workout courses described below (four in English, one in Arabic) are designed to be a practical and interactive training programme, rather than theoretical. Most of them involve a peer-to-peer dimension, as the majority of trainers are from the think tank and research community themselves. These courses will be **free of charge** for the selected participants, and priority will be given to participants affiliated with institutes or think tanks from the EuroMeSCo network.

In order to apply, candidates are invited to complete the online form and submit their application before 10 February 2021 (included).

In a nutshell

Infographics and data visualization for begginers	Eli Vivas & Laura Navarro, StoryData	March 4 - March 25. Thursday 10h30-12h30 CET. **4 sessions** of 2 hours each (8 hours)
Foresight Techniques For Research and Think Tank Work	Florence Gaub, European Union Institute for Security Studies (EUISS)	April 12 - April 26. Monday 15h00-17h00 CET. **3 sessions**, of 2 hours each (6 hours)
Media Workout: How to Be Impactful in the Media	Youssef Cherif, Columbia Global Centers Tunis	April 28 - 19 May. Wednesday 10h00-12h00h CET. **4 sessions** of 2 hours each (8 hours)
Policy Recommendations: The Key to Influence	Georgeta Auktor, German Development Institute (DIE) & Daniela Marzavan, Team Marzavan	18 May - June 8. Tuesday 14h00-16h00 CET. **4 sessions** of 2 hours each (8 hours)
كتابة أوراق السياسات: ما يجب وما لا يجب فعله	محمد مصباح, المعهد المغربي لتحليل السياسات	من 3 حزيران/يونيه إلى 24 حزيران/يونيه. يوم الخميس 15h00-17h00 CET. **4 جلسات** مدة كل منها 2 ساعة (8 ساعة).

Objectives and structure of the courses[1]

INFOGRAPHICS AND DATA VISUALISATION FOR BEGINNERS. Eli Vivas & Laura Navarro, StoryData

In academic research and policy-oriented think tank work, infographics and data visualisations provide with a powerful, yet underexploited tool to project research findings in an attractive, dynamic, effective and eye-catching way. This course offers a unique opportunity to get familiar with tools and acquire skills related to static and interactive infographics and data visualisations, through practical exercises. The course does not require neither prior technical knowledge nor specific IT equipment.

Structure of the Course:

- **Session 1:** Fundamentals of infographics and data visualization

- **Session 2:** Basic infographic tools. Infogram

- **Session 3:** Basic Data Visualization Tools. Flourish

- **Session 4:** Maps to tell stories

FORESIGHT TECHNIQUES FOR RESEARCH AND THINK TANK WORK. Florence Gaub, European Union Institute for Security Studies (EUISS)

Foresight, as a method of analysis that seeks to anticipate the future in order to prepare for it, is increasingly used and solicited both by think tank and policy communities. This course aims to introduce you to foresight techniques. Thereby, it will help you prepare to make sense of a complex and unpredictable environment, and thus to produce effective results for the benefit of policy-makers and broader audiences alike.

Structure of the Course:

- **Session 1:** What is foresight? Its limitations and possibilities, and what it is mostly used these days.

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[1] The structure of the courses as described in this document may be adjusted slightly ahead of the courses.

- **Session 2:** Different foresight methods. Horizon-scanning, scenario-building, and identification of disruptive event types.

- **Session 3:** From theory to practice: scenario workshop. Participants will apply foresight on a subject of their own choice.

MEDIA WORKOUT: HOW TO BE IMPACTFUL IN THE MEDIA. Youssef Cherif, Columbia Global Centers Tunis

As a researcher or a think tanker, you may have been already invited to (or you will most probably be asked to) share your analysis or your research findings and policy recommendations in traditional or social media. In order to be effective, there are specific skills and techniques involved, which the course will introduce, through practical exercises adapted to your needs and preferred topics.

Structure of the Course:

- **Session 1: Introduction.** What makes the news, and how your research can fit it. How to influence public opinion.

- **Session 2: Video/TV interviews**. How to make good use of the seconds/minutes allocated and to present in front of the camera. Optimise sound and image from home in Covid-19 times.

- **Session 3: Podcast/Radio.** Being quoted in newspapers articles. What to do when a reporter calls and how to avoid the interviewer's tricks.

- **Session 4: Social Media.** Which media is more suitable for your work and audience and how to engage with the target audiende in social media.

POLICY RECOMMENDATIONS: THE KEY TO INFLUENCE. Georgeta Auktor, German Development Institute (DIE) & Daniela Marzavan, Team Marzavan

If you have ever found it difficult to finalize your policy recommendations at the end of an article or if you haven't had the chance to do it yet but you know you will, then this course if for you! Policy-oriented publications and academic publications involve different features and skills. Good policy recommendations shape policy decisions. As such, they are a unique opportunity for think tankers or researchers to be impactful. This course will combine short lectures and participary methods with the objective to equip you with the techniques and practical knowledge you need to develop effective policy recommendations.

Structure of the Course:

- **Session 1: What is a policy recommendation and how to best structure it.** You will get to understand what policy recommendations are, why they are important for taking effective decisions, and how such a policy document is different from other research or analysis outcomes.

- **Session 2: The characteristics of well-written policy recommendations.** You will delve deeper into what the characteristics of well-written policy recommendations are. Using various examples you reflect on and critically evaluate these characteristics in different contexts. For a more hands-on learning experience, there will be short group exercises to develop policy recommendations on specific topics, to be later presented and reviewed.

- **Session 3: Peer-to-peer review of policy recommendations.** Presentation of the policy recommendations developed by participants over the previous week on the assigned topics. Constructive feedback from peers and instructors, followed by a discussion of lessons learned.

- **Session 4: Individual group Q&A and course evaluation.** To maximize the learning experience and customize the feedback to the participants' specific needs, there will be individual or group 15-minutes sessions to clarify on how this know-how can be best applied in your professional work.

- **كتابة أوراق السياسات: ما يجب وما لا يجب فعله.** محمد مصباح, **المعهد المغربي لتحليل السياسات**

تعد كتابة السياسات من المكونات الأساسية في مراكز التفكير. يهدف هذا التدريب إلى تعريف المتدربين بمهارات كتابة موجزات وأوراق سياسات مقنعة ومترابطة، وسيجمع بين المكونات النظرية والتمارين التطبيقية بهدف تطبيق كل تلك المهارات المكتسبة في الكتابة. هذا التدريب موجه بشكل خاص للباحثين الذين يعملون في العالم العربي، ولهذا السبب سيتم تقديم الدورة باللغة العربية، للجمهور الذي سيكتب باللغة العربية ولصانعي السياسات في منطقة الشرق الأوسط وشمال إفريقيا.

تقسيم التدريب:

- **الجلسة 1: ما هو تحليل السياسات؟**

ماهية وأنواع ومنهجية تحليل السياسات وكيفية وضع التحليل في سياقه. لمحة عامة عن خصوصيات كتابة الأوراق السياسية الموجهة في العالم العربي. فهم الحساسيات الثقافية ، وأيضًا التحديات السياسية المتعلقة بكتابة أوراق السياسة في المنطقة.

- **الجلسة 2: خطوات كتابة موجز/ورقة سياسات:**

خطوات كتابة موجز السياسات: قبل الشروع في الكتابة وكتابة المسودة والنسخة النهائية. في كل مرحلة، سيتم شرح الاستراتيجيات المختلفة المستخدمة.

- **الجلسة 3: كتابة موجز السياسات**
ستكرس لشرح تفصيلي لعملية كتابة موجز السياسات، وهذا يشمل العنوان والتقديم والنص/التحليل الرئيسي والخلاصة والانعكاسات/التوصيات.

- **الجلسة 4: قواعد عامة:**
ما يجب عمله بعد الانتهاء من ورقتك، وهي آخر خطوة قبل إرسال الورقة للنشر.