

TRANSAACT Pilot Training



Place: Prague, Czechia

Date: 23 – 27 September 2007

About TRANSAACT principles of CINEFOGO

- T: Transparency – making all research outcomes generally accessible
- R: Readability – making all research outcomes understandable and user-friendly
- A: Accountability – presenting all research outcomes adequately and accurately
- N: Networking – promoting horizontal exchange of information and skills
- S: Sharing – supporting dialogue, dissemination and exchange of best practices
- A: Autonomy – relying on autonomy, motivation and initiative of all involved actors
- ACT: Activation – attracting attention of indifferent but potentially engageable actors

Training Goals

- Generally, participants will be able to implement the TRANSAACT principles in their own research fields and will reflect the principles in their next project proposals
- Participants will understand why science communication matters in research projects
- Participants will understand why targeted communication is needed
- Participants will learn how to define and reach the stakeholders
- Participants will learn more about principles and means of communication within science and between science and society
- Participants will learn about the theoretical public policy background of civil society and governance

About CINEFOGO

The Network of Excellence Civil Society and New Forms of Governance in Europe – the Making of European Citizenship aims at enhancing the understanding of social and democratic processes, citizenship and democratic participation in Europe. It seeks to provide knowledge about civil society, citizenship and social protection, nourish a public debate on governance and strengthen intellectual co-operation. Focus is placed on:

- Active citizenship: to promote citizens' involvement and social participation in policy-making.
- Organised civil society: to understand the impact of different forms of citizenship and civic participation.
- Multiple identities: to identify factors that help coexistence among multiple identities in Europe.

In the debate about the relationship between civil society institutions and the welfare state, CINEFOGO is dedicated to developing an input to the making of European citizenship. In order to nourish the debate on civic participation, governance and social protection, the Network co-ordinates and integrates the scientific work by the Network and its members and initiates debates among European scholars, politicians and the general public so as to intensify the impact of social sciences and to provide public opinion and policy-makers with points of reference for the debate.

The CINEFOGO Network of Excellence is supported by the Sixth Framework Programme, Priority 7: New Forms of Citizenship and Cultural Identities of the European Union.



Training Outline

Sunday 23 Sep 2007 – Arrival and Welcome

Afternoon	Arrival of the participants, accommodation	
19:00	Welcome social dinner	

Monday 24 Sep 2007 – Theoretical background; EU Science in Society initiative; Stakeholders

09:00 – 10:20	Civil Society and Governance as Public Policy issues	Prof. Potůček
10:20 – 10:40	Coffee break	
10:40 – 12:00	Communication in Public Space	Prof. Potůček
12:00 – 13:00	Lunch	
13:00 – 14:20	Science and communication: Why to pay a special attention to it? From “Science and Society” to “Science in Society” EU initiatives	Marta Nachtmannová
14:20 – 14:40	Coffee break	
14:40 – 16:00	Who are the stakeholders and how to reach them? How and why should I organize debates, round tables, workshops?	Ivana Bursíková

Tuesday 25 Sep 2007 – Science, Scientists, Networks and Media

09:00 – 10:20	How do journalists work?	Ruben Maes
10:20 – 10:40	Coffee break	
10:40 – 12:00	How do I get in the news? How do I get out of the news?	Ruben Maes
12:00 – 13:00	Lunch	
13:00 – 14:20	How can I broaden my network?	Ruben Maes
14:20 – 14:40	Coffee break	
14:40 – 16:00	How do I get political attention?	Ruben Maes

Wednesday 26 Sep 2007 – Targeting multiple audiences

09:00 – 10:20	Rhetoric	Tomáš Sedláček
10:20 – 10:40	Coffee break	
10:40 – 12:00	From a research paper to a policy relevant document	Marta Nachtmannová
12:00 – 13:00	Lunch	
13:00 – 14:20	Networks and communication: TRANSAACT Knowledge management for networking projects	Marta Nachtmannová
14:20 – 14:40	Coffee break	
14:40 – 16:00	Student Corner for the civil society research www.civilsociety.se	Pernilla Hultén

Thursday 27 Sep 2007 – Presentations, discussions and brainstorming

09:00 – 10:20	Presentations of participants’ work Discussion and feedback	Participants + lecturers
10:20 – 10:40	Coffee break	
10:40 – 12:00	Discussion and brainstorming: How to make this training best suited for research-to-policy communication?	Participants + lecturers
12:00 – 13:00	Lunch	
Afternoon	Departures	

About the lecturers

Prof. Martin Potůček studied philosophy, mathematics, political science and sociology. He co-founded a new study program of public and social policy at the Faculty of Social Sciences at the Charles University in Prague. In 2000 he established there the Center for Social and Economic Strategies (CESES). In 2002 he was appointed the Permanent Guest Professor at the University of Constance, Germany. He acts as a policy consultant as well. From 2002 to 2004 he has been an advisor to the Prime Minister of the Czech Republic. More at www.martinpotucek.cz.

Ivana Bursíková is the director of Agora CE, an NGO specializing in projects promoting public participation and democratic decision-making in Central Europe. Agora CE also organizes media debates on key public issues. Ivana Bursíková is an active politician in the Prague City Parliament.

Ruben Maes studied political sciences, University of Leiden. He is a co-founder and director of Maes Okhuijsen, a company specialised in publicity, communication, political consultancy, moderation and training.

Tomáš Sedláček studied theoretical economy. Recently he was awarded Yale World Fellow. He lectures at FSV UK philosophy, methodology, ethics, current affairs, history of economic thought, rhetoric and at UNYP Ethics of business and public administration.

Pernilla Hultén is responsible for Information & Publications at the Economic Research Institute, Stockholm School of Economics. The Institute has more than 20 centres and handles more than 60 active projects. Within the CINEFOGO network, Pernilla Hultén maintains the Civil Society Student Corner database www.civilsociety.org.

Marta Nachtmannová studied theoretical economy and demography and is now completing her PhD in public and social policy. Before she joined the CESES team in 2004 she worked as a ministerial counsellor at the Office of the Government of the Czech Republic. Beside her research in governance she organizes research-to-policy and public seminars, creates websites and designs data management systems. Recently she was appointed director of one of the Czech think-tanks.

TRANSAACT Pilot Training Resources

CINEFOGO own communication and dissemination documents and tools

CINEFOGO web portal, www.cinefogo.org
TRANSAACT principles, <http://www.cinefogo.org/learning-dialogue/transaact>
CINEFOGO Outcomes Database <http://cinefogo.cuni.cz> (upcoming, September 2007)
To Do Toolkit for WP SoE Responsibles
CINEFOGO target groups
CINEFOGO Guidelines on targeted communication
List of CINEFOGO keywords
Civil Society Student Corner, www.civilsociety.se

Relevant EU Research and Communication websites

EU Commission's portal on Science in Society, <http://ec.europa.eu/research/science-society/index.cfm>
FP7 Science in Society capacity, http://cordis.europa.eu/fp7/capacities/science-society_en.html
FP6 Science and Society general domain, <http://cordis.europa.eu/science-society/home.html>
EU Descartes Prizes for excellence in science communication,
http://ec.europa.eu/research/descartes/communication_en.htm
Communicating Science - a scientist's survival kit (2004),
http://ec.europa.eu/research/conferences/2004/cer2004/pdf/rtd_2004_guide_success_communication.pdf
Guide to successful communications (2006),
http://ec.europa.eu/research/science-society/science-communication/index_en.html
Science and Society in Europe: How to bridge the gaps? (2001),
<http://ec.europa.eu/research/press/2001/pr0612en.html>
Special Eurobarometer on Europeans, Science and Technology (2001 and 2005),
2001: http://ec.europa.eu/public_opinion/archives/ebs/ebs_154_en.pdf
2005: http://ec.europa.eu/public_opinion/archives/ebs/ebs_224_report_en.pdf

Internal communication

(Producing, storing and sharing knowledge; knowledge management, document management)

Knowledge management, http://en.wikipedia.org/wiki/Knowledge_management
Document management, http://en.wikipedia.org/wiki/Document_Management
Document management system, http://en.wikipedia.org/wiki/Document_management_system

External communication

(Dissemination)

Dunn, William N. (2003) Communicating Policy Analysis – Chapter 9 and Annexes of the book “Public Policy Analysis: An Introduction”, Prentice Hall.
Jacobsen, Jan Krag. (2003) 24 Questions for planned communication. Roskilde: Roskilde University Press.
Mintrom, Michael. (2005) Writing for Multiple Audiences – Chapter 8 of the book “People Skills for Policy Analysts”, Georgetown University Press.

Other training documents

Presentations, handouts and worksheets and distributed during the lectures