



# *Communicating with the Public*

## *A Shiraka professional development course*

**The Netherlands invites civil servants from the MENA region to apply for a professional development course on Communicating with the Public.**

**Eligible countries are: Algeria, Egypt, Iraq, Iran, Jordan, Lebanon, Libya, Morocco, Mauritania, Oman, Palestinian Territories, Tunisia.**

The objective of the course is for civil servants working in the field of government communication to share their knowledge and skills enabling them to lead and inspire the modernisation of government communication in their home countries. The course also aims to strengthen participants' ties with the Netherlands and the Dutch government; especially between Dutch civil servants and their counterparts in the target countries.

### **Goals of the 'Communicating with the Public' professional development course**

The Ministry of Foreign Affairs of the Netherlands is organizing the professional development course with the following aims:

- To increase the participant's knowledge about government communication theory and an understanding of the relationship between government policy and communication and the role of communication with the public in a democratic society.
- To increase the participant's insight in processes and in the playing field between government and citizens and the consequences for their respective governments.
- To increase practical skills, knowledge and professional competencies with regard to communication in the playing field between government and citizen.

Additionally, the course provides participants the opportunity to develop a valuable network with other civil servants in the region and in the Netherlands.

### **Shiraka and the COVID-19 outbreak**

Because of the current outbreak of COVID-19 throughout the world, we offer this training programme at least partly as an online course.

If possible (taking into account worldwide corona measures), a part of the programme will take place in the Netherlands.

### **Dates, location and language**

The professional development course will take place from January to March 2022. The training weeks in January and February will take place online.

If possible, the training in March will take place live in the Netherlands. Participants will be informed about the details of the programme at the beginning of January 2022.

The courses will be in English, with the possibility of interpretation into Arabic and French during the (online) meeting sessions. Participants are obliged to attend the programme in full. After completing the course, participants will receive a certificate.

### **Course outline and content**

During the programme, participants will get an insight into the principles of government and government communication. They will follow several self-paced online courses and make assignments. The practical workshops on project management and stakeholder management provide the participants with tools to get started with their own action plans. Participants will gain insight into the relationship between government, citizens and journalism in a democratic society. Topics such as the role of government communication and crisis communication are covered. Participants gain practical experience by following various workshops touching upon topics such as dealing with resistance and change. The emphasis will be on triggering changes in the political-administrative environment, for example by means of entering dialogue with the environment. The participants will attend (online) live sessions, where they will meet each other and meet with communication officers working in the field of communicating with the public in the Netherlands. During the duration of the programme an individual coaching session with a trainer is scheduled.

## Action Plan

The course will also allow the uptake of the learned principles in a practical project. Every participant will work on a Back Home Action Plan (BHAP). The BHAP describes a specific project in communication with the public, such as: writing a plan for the (improvement of) the communication function within the own organization, making a plan for the further professionalization of one or several communications aspects (such as communications advice, press relations, research), or making a communication plan for a specific project in which communication with the public plays an important role. Each participant starts with the BHAP during the first online part of the programme and presents their plan to the group on the final day of the course.

## Costs and fees

The Dutch government will take care of all relevant costs for participants from countries on the [OECD-DAC list](#). This includes international travel, board and lodging, visa and insurance, and tuition fees for the course. Participants from countries that are not on the OECD-DAC list will pay for their own international travel costs; flight tickets and visa. Board and lodging, insurance and tuition fees for the course will be covered by the Dutch government. All applicants are responsible for the organisation and costs of travelling to the airport in their own country. Participants from countries on the OECD-DAC list departing from an international airport outside their own country, will have to cover local travel expenses themselves and will be compensated for the international part of their journey.

Participants are responsible for the organisation of their visa application.

In case of no-shows or cancellations within four weeks before the start of the first part of the training, the organisation has the right to claim all costs incurred from the participants' employer.

## Application

Applications should be made online before January 1<sup>st</sup> 2022.

To apply, you have to create an account first which will enable you to fill out the online application form. Go to the website:

<http://www.shiraka.nl>

Click on "Register" and scroll to communicating with the public. Click on "Apply". You will be asked to login using an e-mail address and password. If you do not have an account yet click on register and fill in the required information. Click on "register". You will now receive an e-mail asking you to confirm your e-mail address. After you have confirmed, your account is created. Login to fill in the application form for communicating with the public and save the form. After saving your application form, you have successfully applied. You

## Eligibility criteria

- Administrative check. Fully documented applications received before the deadline.
- Match of job position and learning goals with the topics of the course and motivation.
- Between 5 and 10 years relevant work experience as civil servant in government communication.
- No (previous) participation in other Shiraka or Matra-South Training Programmes.
- ICT. To follow the online course, the participant must have sufficient computer skills and must have internet access to follow the online meetings.

We encourage female civil servants to apply, as we highly value diversity amongst our participants. There are 25 places available, which will ideally be divided equally between the invited countries. A passive understanding of the English language would be a plus. Please be aware that this won't be used as a selection criteria.

## Shiraka training programme

The course will be organized as part of the Shiraka programme, an initiative of the Ministry of Foreign Affairs of the Netherlands. Shiraka is a Dutch bilateral effort dedicated to contributing to political development in the MENA region. Through this Shiraka training programme, the Netherlands Ministry of Foreign Affairs aims to stimulate and support sustainable transition in the MENA region and to strengthen relations between the Netherlands and the target countries.

### More information

[IO@rvo.nl](mailto:IO@rvo.nl) (for questions concerning the database);

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The Shiraka Training Programme is an initiative of the Dutch Ministry of Foreign Affairs. The department International Entrepreneurship of the Netherlands Enterprise Agency implements the Shiraka Training Programme. The Communicating with the Public professional development course will be organized by Berenschot.

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**Berenschot**



Netherlands Enterprise Agency