



Ministry of Foreign Affairs

# Communicating with the Public

## A Shiraka professional development course

# Berenschot



Netherlands Enterprise Agency

The Netherlands invites senior civil servants from the Arab region with between five and ten years' relevant work experience to apply for a professional development course on **Communicating with the public.**

**Eligible countries for this course: Algeria, Egypt, Jordan, Libya, Morocco and Qatar.**

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 communication with the public 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 'Communicating with the public' professional development course

The Ministry of Foreign Affairs of the Netherlands is organising the professional development course with the aim to increase:

- the participants' knowledge about government communication theory and understanding of the role of public communication in a democratic society;
- the participants' insight in public communication processes and in the playing field between government and citizens;
- practical communication skills and professional competencies.

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

### Course outline and content

The professional development course on Communicating with the Public comprises three inter-related and integrated components: theory, practical skills and study visits. The course will also allow the uptake of the learned principles in a practical project: Back Home Action Plan (BHAP) In the BHAP, each participant will have to describe a concrete project in communication with the public, such as: writing a (improvement) plan for the communication function within their organization, making a (improvement) 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.

Theory	Practical skills	Study visits
Communicating from a political/government perspective	Project, process and change management	In the Netherlands
Organization of Government communication	Working in teams and dealing with cultural differences	In Morocco
Practical aspects of government communication	Negotiation and presentation techniques	

Back Home Action Plan (BHAP)



### Dates, location and language

The professional development course will take 2 weeks in total.

Part I: 4-10 December 2016	Part II: 5-11 March 2017
The Hague	TBA
The Netherlands	One of the partner countries

The courses will be in English, with interpretation into French if necessary. Participants are obliged to attend both parts in full. After completing the course, participants will receive a certificate.

### 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 travel and board and lodging costs. Berenschot will send participants a list of suggestions for hotels and flight schemes. Travel to and from the training location will only be facilitated from the hotels suggested.

All applicants are responsible for the organisation and costs of travelling to the airport in their own country. 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 7 October 2016. 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://english.rvo.nl/subsidies-programmes/shiraka/stp>

Click on "Apply" and scroll to "Communicating with the public". Click on "Apply here: application form". Click on create an account and enter your personal information and login information. Click on register. After you have registered, your account is created. Log on to fill in the application form for "Communicating with the public" and save the form. Once you save your application form, you will have successfully applied. You will receive a confirmation e-mail.

### Selection 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 and international experience.
- No (previous) participation in other Shiraka or Matra-South Training Programmes.

We encourage female civil servants to apply. 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 organised as part of the Shiraka programme for Arab Countries, 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 Arab region. Through this Shiraka training programme, the Netherlands Ministry of Foreign Affairs aims to stimulate and support democratic transition in the Arab region and to strengthen relations between the Netherlands and the target countries.

The aim of Shiraka is to support:

- democratisation, including organization of free and transparent elections and the government being held accountable;
- construction of the constitutional state and protection of human rights and minorities;
- economic growth partly by building up the economic infrastructure including the stimulation of employment.

### More information

MI@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 unit International Projects, Missions & Matchmaking 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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