



Ministry of Foreign Affairs

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, Bahrain, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestinian Territories, Qatar, Saudi Arabia, Sudan, Tunisia, United Arab Emirates, Yemen.

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 organising the professional development course with the following aims:

- To increase the participant's knowledge about government communication theory and understanding of 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 regarding communication with the public;
- To increase practical skills and professional competencies for communication professionals.

Additionally, the course provides participants 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.

First week – in the Netherlands, June 2020

During the first week of the course the participants will gain insight into the relationship between government, citizens and journalism in a democratic society and the role of the government communication. Parts of the programme will also focus on the organisation of government communication and related disciplines such as the role of spokesmen and press officers. Participants gain practical experience on intercultural communication and crisis communication. A visit to a communications department of a large municipality in the Netherlands is also part of this week's programme, serving as an inspiration of how public communication in such a setting is organised.

Second week – to be determined country MENA region, September 2020

In the second week, the emphasis will be on triggering changes in the political-administrative environment, for example by means of entering dialogue with the environment. Participants gain practical experience on government communication by following various workshops touching upon topics, such as media- and stakeholder analysis. The participants will also get the opportunity to gain practical skills through workshops about presentation skills and speechwriting. We will also meet communication officers who work in the field of communicating with the public in the region.

Back Home Action Plan (BHAP)

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. The time between the two training weeks facilitates participants to work on the BHAP both in between those weeks as well as after completing the entire programme.

Dates, location and language

The professional development course will take 2 weeks in total (nonconsecutive)

Part I:	15- 19 June 2020	Part II:	21 – 25 September 2020
	The Hague		To be determined
	The Netherlands		MENA region

The courses will be in English, with interpretation into Arabic and French. 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 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 26 april 2020. 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/en/courses/>

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. 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 will receive a confirmation email.

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 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, 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 (for questions concerning the database);

Ms. Clementine van der Rijt (for questions concerning the course)

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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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