

## CREATIVE WORKSHOP

### COMMUNICATIONS AND KNOWLEDGE UPTAKE ADVOCACY STRATEGIES

The Scinnovent Centre and its partners are implementing the SGCI-2 theme on “Strategic Communications and Knowledge uptake”. A key objective of this theme involves supporting Councils to enhance their knowledge management systems and capabilities through the development and piloting of robust strategic communication strategies. Towards this end, a gap analysis study has been conducted and the results used to develop a (i) draft knowledge management strategy (ii) model strategic communication strategy.

The creative workshop is the second step in the finalization of these strategies and conceptualized as a hybrid, involving both on-site and virtual participation. In the present COVID-19 circumstances we are unable to host participants from outside of Kenya hence we will be holding a virtual cum actual workshop. The Creative Workshop is designed to run for two days from **10<sup>th</sup> – 11<sup>th</sup> November 2020**.

The workshop will address the following objectives:

- i. To validate and update the gap analysis report and contextualize its recommendations to the needs of the Councils
- ii. To provide opportunity for further insights from participants to be incorporated into the draft strategies.
- iii. To build capacity of attendees to conduct communication and advocacy exercises for their individual SGCs.
- iv. To develop implementation plans that will inform the choice of pilot countries and map out the kind of support required to assist Councils develop their own strategies

The Creative Workshop targets a broad representation of the SGC Stakeholders, including:

- i. **Science Granting Council Staff**– the workshop targets SGC staff in charge of: (a) communication/media/external relations/advocacy, (b) monitoring & evaluation, (c) finance/ procurement staff; (d) SGC Co-ordinators from the 15 SGCI participating countries
- ii. Scientists/Researchers from different disciplines
- iii. Ministry officials with line responsibility for Science and Technology as well as Education
- iv. Funders and Partners in SGCI programme
- v. Private sector representatives

## Creative Workshop Agenda

10<sup>th</sup> – 11<sup>th</sup> November 2020

Time	Activity	Objective	Remarks
	Arrival and Registration	To organise logistics	Registration can be done before the actual day to enable the printing of name tags.
08:30	Introductions	<p>Get to know each other</p> <p>Set the ground for growing networking and linkage nodes.</p> <p>Establish each individual's stakeholder status in Science</p> <p>Establish rules of engagement during the workshop.</p> <p>Initiate exploration of personal attitudes towards Science and Scientists.</p>	<p>The introductions will be conducted via a <b>Name Game</b> which will allow participants to state their Name, their organization, their specific role in that organization, &amp; country.</p> <p><b>Introductory Exercise:</b> Each participant will be supplied with two Flip Chart sheets and a marker pen and will be asked to respond to the following questions: a) <i>What is your diagrammatic representation of Science?</i> b) <i>Science is ailing, what would be your Single Antidote for science?</i></p> <p>Once completed, each participant will paste their response along the wall.</p> <p><b>Wordle Creation:</b> The participants will be directed through a wordle creation exercise driven by two questions: i) Science is.... ii) Scientists are...</p> <p>Once all are displayed all participants will go through a gallery walk.</p>
09:30	Expectations	<p>To explain the Workshop Objectives and Expectations</p> <p>To share the participants' Workshop expectations</p>	<p><b>Expectation Quads:</b> The participants will work in groups of four individuals and share their expectations and fears.</p> <p>Each group will pick a spokesperson to share their expectations and fears with plenary.</p> <p>This session will be summarized by <b>PowerPoint</b> presentation of the Workshop Objectives and Expectations.</p>

11:00	TEA/COFFEE	Open interacting space. The session will build greater recognition of the diverse presence and start a networking process.	<b>Elevator Pitch:</b> Every participant will be asked to ensure they make an elevator pitch to at least two workshop attendants and exchange business cards. They could reference the Mission and Vision of their organization that will be in the presentation.
11:30	Presentation Analysis	Understanding the personal and organizational contexts within the SGCs:  What does it tell us on the attitudes towards science, scientists and research funding?  What are the personal and institutional biases?	<b>Plenary presentation</b> of a quick analysis of the profile of participants based on the previous exercise.  <b>Plenary discussion</b> around Attitudes and Beliefs about Science, Research Scientists, Public and Private sector that need to be challenged.  Develop a list of <i>Change To Do List</i>
12:00	Presentation of the SGC 1& 2	Update on the SGCI process so far. Why are we here?	Scinnovent will present the process so far, its achievements and challenges and the raison'd'etre of the Social and Behaviour Change Communication and Advocacy Strategy.
12:15	Presentation on the Lit Review & Gap Analysis	Gain consensus and verify the Lit Review and Gap Analysis	<b>Brief PowerPoint</b> presentation since the participants will have been exposed to the reports
12:30	Presentation on Knowledge Management strategy	Gain consensus and verify on the KM Strategy get buy-in	<b>Brief Power Point</b> presentation because the participants will have been exposed to this.
12:45	Review Communication and Advocacy Goals of the SGCs	Develop consensus on the Situational Analysis	<b>Mapping the Journey:</b> Based on the presentations the Workshop will develop consensus on 'where we are' on the journey towards achieving the goal of STISA 2024. Participants will participate on a <b>Time-line and Milestones</b> exercise to describe the journey.
13:15	LUNCH	BIO BREAK	During lunch linkages and networking will continue
14:00	The Creative Workshop Process	Understand the Creative Workop process in the development of Strategy.	The Creative Workshop process will be explained to the participants.

		<p>Explaining the Communication and Advocacy process. What can communication do? What can communication not do?</p> <p>Role of advocates and advocacy.</p>	<p>Manage expectations on what A communication process can achieve and what calls for Social change.</p>
14:45	Gaining Consensus on Strategy so Far	<p>Review the Behaviour Change and the Communication Change Objectives</p>	<p><b>“Who am I?” Role Plays.</b> The participants will engage in Role plays of the current behaviours to explore barriers to change.</p> <p>The participants will explore different roles related to the behaviour.</p>
16:30	Presentation of Theory of Change	<p>Develop consensus on the approach to change</p>	<p>Develop consensus on the change process.</p>
Day 2	Activity	Objectives	Remarks
08:30	Review Day 1	<p>To review the previous day and respond to emerging concerns.</p>	<p><b>News reporting:</b> The Recap of the past day will be conducted in a participatory manner to allow for communicative creativity. The reporters of every session will present what the participants expressed off-line and also what was shared in plenary.</p>
09:00	Target Audience	<p>Develop consensus on the Primary, Secondary and Tertiary audiences</p>	<p><b>Group Work:</b> Participants will be separated into interest groups: Research Scientists, Funders, Public/Private Sector, Academia, Managers and in their groups they will discuss 4 questions: a) Who do I communicate with? b) About what do I communicate with them? c) How often do I communicate with them? d) What channel do I use to communicate with them?</p> <p>During the discussion they will fill in a matrix with this information.</p>
10:00	Audience Definition	<p>Develop consensus on the audiences and their profiles.</p>	<p><b>Plenary Discussion:</b> The participants will engage in a guided discussion to arrive at the designation of the audiences.</p>

			This will demonstrate that the audience for SGC stretch beyond the traditional science crowd.
11:00	Communication Channels	Explore communication channels available for SBC	<b>Communication Channels:</b> Plenary discussion on emerging communication opportunities and channels.  Plenary discussion on how equipped are the SGCs to adopt communication technology to increase reach.
12:00	Exploring messages	Explore the key messages that need to be communicated by each cadre of stakeholders.	<b>Figureheads.</b> The participants will engage in the game. This game allows for an in-depth review of the players who influence how communications work.  A systemic review of the communication structures within the SGCs
13:00	LUNCH	BIO BREAK	Networking continues during break
14:00	Message development  7Cs of effective messages	Consensus on Key Message points	<b>Who says what to who and when?</b> The participants will review the messages that need to be passed on segregated by audience.
15:30	Advocacy Strategy	Advocacy approaches and positions	The participants will get involved in the <b>Power Play</b> role play simulation.  The Role plays will explore the barriers to Social Change and the structural changes that would make a difference.
16:30	Develop MEL Plan and Tools	Develop consensus on indicators and develop tools for monitoring, evaluating and documenting	The MEL Team will share the MEL Framework and open it to critique.
17:00	Conclusions	Wrap up and Next steps determination	
17:30		Workshop evaluation	