

6th IRSAE Summer School

Effective communication in research and management

August 10-14, 2015
Syninge kursgård, Norrtälje, Sweden



IRSAE  International Research School
in Applied Ecology



Scope

Communication is a fundamental social process. We are constantly engaged in sending, receiving, and storing messages relating to all aspects of personal, family, community, and professional life. The fact is that we cannot *not* communicate, and the question we need to ask ourselves is not *if* we shall communicate but *how*.

In research and management of natural resources, including fish & wildlife, effective communication add value and contribute to the achievement of individual or organizational goals. Research shows that effective communication can lead to values such as participation, comfort, security, motivation, pride, trust, respect and appreciation. Organizations that develop effective communication systems will have a more positive work environment and are more likely to achieve their goals.

In addition, research funders and investors are more likely to provide grants for research projects that they understand. Inter-disciplinary research increases when researchers from different disciplines can better explain to each other what they are doing. Students are more likely to seek out universities whose researchers are visible in the public debate. And the public is more willing to invest in research if they know what they are getting for their tax money.

In this course you will get deeper insights in the basics of communication, strategic communication and media. The course will emphasize different aspects of research communication and some specific challenges connected to your role as 'knowledge generators' and experts such as communicating science to advanced target groups like decision-makers in politics or industry. You will also be given the opportunity to practice and improve your own individual communication skills and exercise communicating uncertainties and risks.

Our ambition is to acknowledge all kinds of learning styles by combining presentations (theory and examples from our own experience) with individual work and workshops in small and large groups. A number of different facilitation techniques will be used. We also want to provide many opportunities of discussions and reflections on the societal challenges and problems that your research is concerned with – and how your communication can provide a more knowledgeable debate as well as fuel and inspiration to your work as a researcher.

Where

The Summer School will be arranged at Syninge kursgård, in the heart of Norrtälje and Roslagens nature protected areas in Sweden.



Program

Monday 10/8, 09:00–17:00

For a starter you will be given an introduction to the course. We (the course instructors) will tell you a bit more about who we are and what we do. You will also be asked to present yourself and express your expectations for the course.

Then we will move on to the basics of communication. Together we will discuss and reflect upon why communication matters; theoretical approaches, models and concepts; and general success factors. How important is your attitude for the outcome of your communication? What prize is fair to pay, to turn complicated matters into something that anyone can understand? What is important to communicate – and to whom? Can research on how our brains work help us becoming better communicators?

After lunch you will be walked through one possible step-by-step-method on how to make a complicated matter possible to grasp to anyone.

At the end of the first day we will start a workshop in which you will work on a web presentation of yourself.

Tuesday 11/8, 08:30–17:00

The first half of the second day we will talk about strategic communication; that is putting communication in a wider context. Terms like intelligence, vision, mission, core values, strategic goals, strategies, milestones and action plans, are all buzzwords frequently used by individuals and organizations. But do we know what they actually mean and how they make sense together?

During this session you will also be given the opportunity to set up a communication plan for yourself or a project that you work with.

In the afternoon we will work together to deepen your personal communication skills. The focus will be on rhetoric and speech.

Wednesday 12/8

Excursion to the Swedish Archipelago and to [Angsö National park](#), which is among the oldest ones in Europe.



Evening seminar – Career opportunities outside the academia

Thursday 13/8, 08:30–17:00

The fourth and last day of the course we will start off by going back to, work with and complete your individual web presentations.

Later on we will do a “world café” on a number of chosen communication channels and talk about how we can plan and facilitate meetings that matter. During this last day we will also do a mini-conference in which you decide what aspects of communication you would like to talk and learn more about.

Before ending the class, we will have a panel discussion about media (newspapers, television, radio, etc). This discussion will be moderated by Tomas Willebrand, and we (the course instructors) will sit in the panel, trying our best to answer questions from Tomas and you.

In the evening we will have a nice dinner together.

Friday 14/8

Departure – going back home

Main contributors to the workshop

Anders Esselin



Anders Esselin is a biologist and a journalist. The last 13 years he has mainly worked with communication and strategy development, with a focus on research, management and use of natural resources.

www.mannature.se

[@AndersEsselin](https://twitter.com/AndersEsselin)

Kristoffer Gunartz

Kristoffer Gunartz has spent more than 15 years working with science communication. As a journalist, author, lecturer and consultant he has specialized in helping experts turn complicated matters into something anyone can understand.

<http://www.kristoffergunnartz.com>



Eva Krutmeijer



The main interest for Eva Krutmeijer is to contribute in connecting academia to the outside world.

To make science understandable for decision makers is one of her main areas of expertise, and she has over 20 years of experience of science communication and education of science communication.

www.ekkomunikation.se

Hanna Zetterberg

Equipped by experiences from politics, civil society and performance, Hanna Zetterberg utilizes her communication skills when developing strategies for research that aim to be received, understood and used by its target groups.

<http://www.hannazetterberg.se/>





Practical information

ECTS credits: 2 ECTS will be issued by Hedmark University College upon completion of the tasks assigned during the workshop.

Time: 10 – 14 August (arrival 9 August), the workshop starts at 09:00 on Monday 10.

Venue: Syninge kursgård Norrtälje, Sweden (<http://www.syningekonferens.se/>).

By plane

From Arlanda Airport take the bus to Husby vägskåla (check the time table here: <http://sl.se/en/> and choose Arlanda terminal 5 as departure station and Husby vägskål as destination). From Husby it takes ca 15 minutes to walk to Kursgården. Follow the indication to Syninge and then lastly to kursgård.

By bus

From Stockholm take the bus nr 676 from the Technical University College (Tekniska högskola), to the stop called Rösa trafikplats. There change to bus nr 677 direction Uppsala or alternatively to bus 647 direction Rimbo and get off at Husby vägskål. From Husby it is ca 1 km to Kursgården. Follow the indication to Syninge and then lastly to kursgård.

By car

From Stockholm drive on the E18 direction Norrtälje. At Rösa crossroad take road 77 direction Rimbo/Uppsala. After ca 1,3 km turn right direction Rimbo, after the church Husby-Sjuhundra turn right towards Syninge. Continue straight on (not to East Syninge). At the yellow “tegelhus” turn left. After the third house you will see a parking: you have arrived!

GPS: 59° 44' 93" N; 18° 31' 67" E

Syninge kursgård

Syninge Stations väg 9

76191 NORRTÄLJE

Telefon: 0175-603 04; Mobil: 070-102 57 60

Price (including participation, accommodation and food Sunday – Friday):

- Students associated with an IRSAE-member institution: free, travel costs will be refunded
- Research staff associated with an IRSAE-member institution: free, travel costs not covered
- Participants not associated with an IRSAE-member institution: 3000 NOK, travel costs not covered

Registration:

- The IRSAE conference and summer school is open to ph.d.-candidates and researchers in ecology and nature management with first priority to those associated with IRSAE member institutions.
- Deadline for registration: June 15th.
- To register fill in the [Application form](#) and return it to lucrezia.gorini@hihm.no.

If you have any questions please send Lucrezia Gorini or Olivier Devineau (olivier.devineau@hihm.no) an e-mail.

We hope to see many of you in August!