

## **Communication for Development (C4D) Capacity Development Seminar**

**Hosted by: C4D Network, UNICEF, Reading University & Westminster University**

**Location: Westminster University, 309 Regents Street, London**

**10-4.30pm, followed by informal networking event 5.30-8pm**

**15th March, 2013**

You are cordially invited to participate in the first C4D Capacity Development Day, brought to you by the C4D Network in partnership with UNICEF, Westminster University and Reading University.

This day aims to present an update on and examples of current practice, offerings and lessons learned in the area of C4D Capacity Development; during the day participants will discuss and assess the C4D capacity development landscape, broad trends and challenges, and ambitions going forward.

It is essential to RSVP for this event using the C4D Network events RSVP option if you are a C4D Network member, or via the C4D Network public site at [www.c4dnetwork.org](http://www.c4dnetwork.org). The deadline for booking your place is 12 noon on Weds 13<sup>th</sup> March, as the university needs names and numbers for catering and security purposes.

All sessions are designed to include shared learning and discussion, and will be as interactive as possible.

### **Schedule for the Day**

- 1. REGISTRATION & TEA/COFFEE [9.30-10.00]**
- 2. Opening Session [10.00 – 10.30am]** This opening session will include welcoming remarks from Winston Mano, Westminster University; followed by an introduction to the focus on C4D Capacity from Rafael Obregon, Chief of the C4D Division, UNICEF, in New York. The session will also include interactive introductions of participants.
- 3. Overview of C4D Landscape [10.30-11.00]** Jackie Davies, C4D Network, will present an overview of current debate and capacity developments within the broader communication for development sector, highlighting some of the main opportunities and challenges, as well as some of the key initiatives, and reflection from the C4D Network about what people are saying and asking for in terms of C4D capacity development.
- 4. The C4D Capacity Landscape I - UN Multilateral Level: UNICEF [11-11.45am] *What is happening in the UN in regard to C4D?*** In this session Neha Kapil, lead on Capacity Development within the UNICEF C4D Division, and Rafael Obregon, Chief of the C4D Division, will discuss UNICEF's strategic thinking about capacity in communication for development, and their focus on collaborations and offerings in this area as a result of extensive global

knowledge of C4D needs and contexts. The session will include a video recently produced on UNICEF training with Ohio University.

5. **The C4D Capacity Landscape II– Academia [11.45- 12.30am] *What is happening in academia – is C4D really the new fashion?*** This session will look at the current rapid development of academic courses in communication for development, ranging from Masters courses to undergraduate. The session will include input from representatives of the Ørecomm alliance (Ørecomm is a research group at Malmö University, Sweden and Roskilde University, Denmark, for research in the field of Communication for Development), Westminster University (UK) and Reading University (UK); and participants from other academic institutions will be invited to contribute as well.
6. **The C4D Capacity Landscape III – Professional skills and short courses [12.30-1.00] *How can people who are already working in development gain more C4D skills and knowledge?*** This session will look at some of the emerging opportunities for professional skills development in C4D, including short courses and online training. The session will include an introduction to the C4D Network UNICEF live webinars, as well as an introduction to the e-learning tools on humanitarian communication produced by INFOASAIID, and the initiative by Empowerhouse to provide online training about community radio.
7. **LUNCH [1.00-2.00]** Participants will have access to the Westminster University canteen or range of lunchtime eateries nearby on Regents Street, offering food to purchase and bring back to eat ‘brown bag’ style.
8. **What are the skills required for a C4D professional [2.00-3.00]** This session will examine the skills that have been identified as key for our C4D sector, and how these are being developed. Drawing on learning from a UNICEF overview of the ‘Capability Development Framework’ and ‘C4D competencies’ this session will include interactive small group discussion and report back on what is essential and what is desirable in terms of capacities.
9. **Opportunities for advancement in C4D [3.00-3.30]** This session will briefly explore the opportunities for advancement in the C4D sector for recent graduates and for consultants and others at different levels of experience in C4D. The session will include input from Westminster about work experience within academic courses, and from C4D Network about C4D Match service linking consultants with organisations and brokering opportunities, as well as suggestions for mentorships and other ways of supporting C4D career advancement.
10. **TEA/COFFEE [3.30-3.45]**
11. **Concluding session: where do we go from here? [3.45-4.30]** This session will be an interactive ‘look forward’ for C4D Capacity, and an exploration about how we as part of a

global communication for development sector can move forward in deepening knowledge and skills in C4D and enhancing opportunities for professional development in this vital area of development.

**12. Additional Presentations [4.30-5.30]** This additional 'viewing' session will feature a range of 5-10 minute presentations, plus Q&A, about C4D capacity development initiatives that have featured in the day. The line-up of presentations will be introduced at the beginning of the day and these slots are open for all to showcase their initiatives or give further insights into an aspect of C4D capacity development.

**13. C4D Network Event [17.30- 19.30/8.00pm]** Open to all the Network and guests, this informal networking event will be aided by communication for development masters students from Reading University. It will include a brief review of the C4D Capacity day. Light refreshments will be available.