



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, Egypt, Iran, Iraq, Jordan, Lebanon, Libya, Mauritania, Morocco, Oman, Palestinian Territories and Tunisia**.

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:

- Provide high quality training to a group of 25 civil servants involved in the field of government communication in their respective countries;
- Acquaint the participants with good practices in the field of government communication;
- Enable the participants to act as change agents in their respective countries.

Study visits and social activities are part of the course.

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 training programme on Communicating with the Public consists of a 10-day training in the Netherlands (including travel days and dependent on international travel restrictions), followed by an online training course of 5 sessions spread over several weeks. The two modules are related and designed to support learning through follow-up and tailored feedback on participants' daily work practice.

The training will be interactive and geared towards practice and cooperation, while providing participants with insights and new or comparative perspectives on, amongst others:

- Strategic communication and stakeholder management
- Media relations, including media training
- Intercultural communication and negotiation
- Crisis communication
- Skills and tools for change management and personal leadership

All theoretical elements will be complemented by practical examples and individual and group assignments, as well as group discussions and debates. Participants will learn about and apply the tools used by Dutch civil servants, and are expected to contribute actively to the training sessions.

Exchange of views and experiences with Dutch civil servants will also be part of the training, as well as visits to other key Dutch institutions, such as for example to the Ombudsman and the Dutch Government Information Service.

Dates, location and language

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

Part I: June/July, 2022	Part II: October/November, 2022
The Hague	Online
The Netherlands	Zoom

The courses will be in English, with interpretation into Arabic. 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, PCR tests 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 participants 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 and PCR tests. Participants have the obligation to comply with the Covid-19 (travel) measures and regulation of the Dutch Government, in force upon their arrival and stay in the Netherlands. For more information see: [Coronavirus COVID-19 | Government.nl](#). 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.

Shiraka and the COVID-19 outbreak

If the international health and travel restrictions make it impossible to organise a training in the Netherlands, an alternative solution will be offered. This alternative could be an online training. In case the training is organized online we expect participants to have good computer skills, sufficient access to a computer with a recent operating system and a good internet connection.

More information

IO@rvo.nl (for questions concerning the database);
shiraka.communicating@cilc.nl (for questions concerning the course)

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 the Center for International Legal Cooperation (CILC) and the Erasmus School of History, Culture and Communication (ESHCC, Erasmus University Rotterdam).

Ministry of Foreign
Affairs
Rijnstraat 8
P.O. Box 20061 | 2500 EB
The Hague, the Netherlands

Application

Applications should be made online before 6 May 2022. 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>

Click on "Register" and scroll to Communicating with the Public. Click on "Apply". You will be asked to login using an e-mail address and password. If you do not have an account yet click on register and fill in the required information. Click on "register". You will now receive an e-mail asking you to confirm your e-mail address. After you have confirmed, 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 e-mail.

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 fields related to government communication.
- No (previous) participation in other Shiraka or Matra-South Training Programmes.

We encourage female civil servants to apply, as we highly value diversity amongst our participants. 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 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.



Netherlands Enterprise Agency