




Finding innovative solutions for water scarcity in Southern Europe.

Water Scarcity Communication Course



The **Water Scarcity Communication Course** is part of the cross-KIC Initiative [Finding innovative solutions to Water Scarcity in Southern Europe](#), involving the EIT Climate-KIC, EIT Food, EIT Manufacturing, EIT Raw Material, ATHENA and Bioazul. The goal of the initiative is to provide tools and resources to improve the communications skills of those professionals that for their work regularly communicate to different audiences about water scarcity and climate change related issues.

The [Water Grabbing Observatory](#) will deliver a two half-day online workshop on the **11th and 12th November 2020** with the communications and water experts [Emanuele Bompan](#), [Anna Violato](#) and [Jacopo Pasotti](#).


The course is **FREE**, with an additional option for a **feedback personalised exercise (creation of a personal communication portfolio)** for the price of 200 EUR.

Please confirm your participation by the **6th November, 18:00 CET**, registering for the course [HERE](#).

You can confirm to opt-in for the feedback personalised exercise until the **12 Nov, 12:00 CET**, [HERE](#).

PROGRAMME

Wednesday 11th November 2020



9:30 – 10:00	Introduction and participants check-in
10:00 – 11:30	Storytelling. How to frame the correct approach and the right narrative. Examples from the Water - Emanuele Bompan
11:30 – 11:45	Break
11:45 – 13:15	Press & media. On time, on point, on target. How to understand how the press works and how to work with the press - Emanuele Bompan
13:15 – 13:30	Conclusion for the day and preparation tasks for the following day



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Thursday 12th November 2020

9:30 – 10:00	Introduction and participants check-in
10:00 – 11:30	Key Rules of the science communicator – Jacopo Pasotti
11:30 – 11:45	Break
11:45 – 13:15	Social Media. How to maximize influence using social media – Anna Violato
13:15 – 13:30	Conclusion of the course

Feedback Exercise - Thursday 12th November 2020

For those that will apply for the additional feedback exercise [HERE](#) the **12 Nov 2020, 12:00 CET**.

14:00 – 14:30	Preparation work for feedback personalised exercise.
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For any question please contact:

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