**Courses descriptions**

**March 15, Wednesday: Communication + Entrepreneurship**

**TS6 - Introduction to knowledge mobilization (Nancy Goucher)**

Meet your instructor and how she came to be passionate about knowledge mobilization and its potential to catalyze the movement of research into action that can benefit society. Learn about the theory of knowledge mobilization as well as how it is applied in practice.

**TS6 - Setting clear research impact goals (Nancy Goucher)**

Many research projects will create beautiful outreach materials intended to communicate their findings but all too often, they fail to facilitate the desired changes in society. Why is this and how can we do better? In this interactive session, we will begin by developing a strategy that envisions the intended pathway to change, tailored to the researcher’s specific findings (or expected findings).

**TS5 - PRORISK communication needs (Nancy Goucher and Helena Guasch)**

Discussion about the general framework of PRORISK, main goals, concepts, research findings, contributions to ERA at work package level. For each work package, write a list of ideas to communicate that  facilitate the desired changes in society.

**March 16, Thursday: Communication + Entrepreneurship & Master Class**

**TS5 - Identify your audience (Nancy Goucher)**

A key starting point for implementing your strategy is to identify who may support the change you want to see. In this session, we will work through a step-by-step process that will result in a detailed character sketch of the intended audience(s). This will enable the selection of a communication tool that will resonate with the audience and form the basis of a communication strategy for disseminating the tool.

**TS5 - Select the right communication tool (Nancy Goucher)**

Not all partners need to be engaged in the same way, at the same times, or to the same degree. The key is to select appropriate tools that will effectively engage each target audience. With the goal of creating authentic, purposeful outreach tools, this session will discuss the 3 C’s that characterize the heart of good communication: clarity, concision, and curiosity. The most effective tool requires understanding where and how your target audience gets its information and in what format. Participants will have an opportunity to reflect on these questions before selecting an outreach tool that matches their objectives. In the session, we will review examples of effective tools, including videos, infographics, briefing notes, and posters.

**TS6 – Intellectual Property & Patenting**

Is patenting always the way to go? Not really, the right intellectual property (IP) protection strategy is often more valuable than a patent itself. Even not to protect your IP might sometimes be the best choice. We shall discuss what is there to be protected, why to protect our IP, how and when.

**March 17, Friday: Communication & IWS**

**TS5 - Evaluate success and ongoing improvement (Nancy Goucher)**

The skills taught in these modules are intended to support ongoing learning and skills development. As such, it is important to incorporate a process of reflection and evaluation. In this session, we will develop an assessment framework that can be used to evaluate the success of the outreach tool developed and how the process and/or tool can be improved moving forward.

**Integrative Workshop Series (IWS)**

Preparation of presentations of PRORISK case studies around two pre-selected ecosystem services (aquatic and soil). The outcomes will be presented during the PRORISK Workshop with Stakeholders planned for the first week of October. The expected outcome from ACT5 IW is the outline of the presentation (or 2 presentations – one per each case study?) that the students will present at the stakeholder workshop.