

COMMUNICATING RESEARCH:

Impactful written communication
for DeSIRA projects

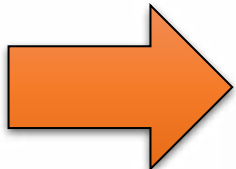
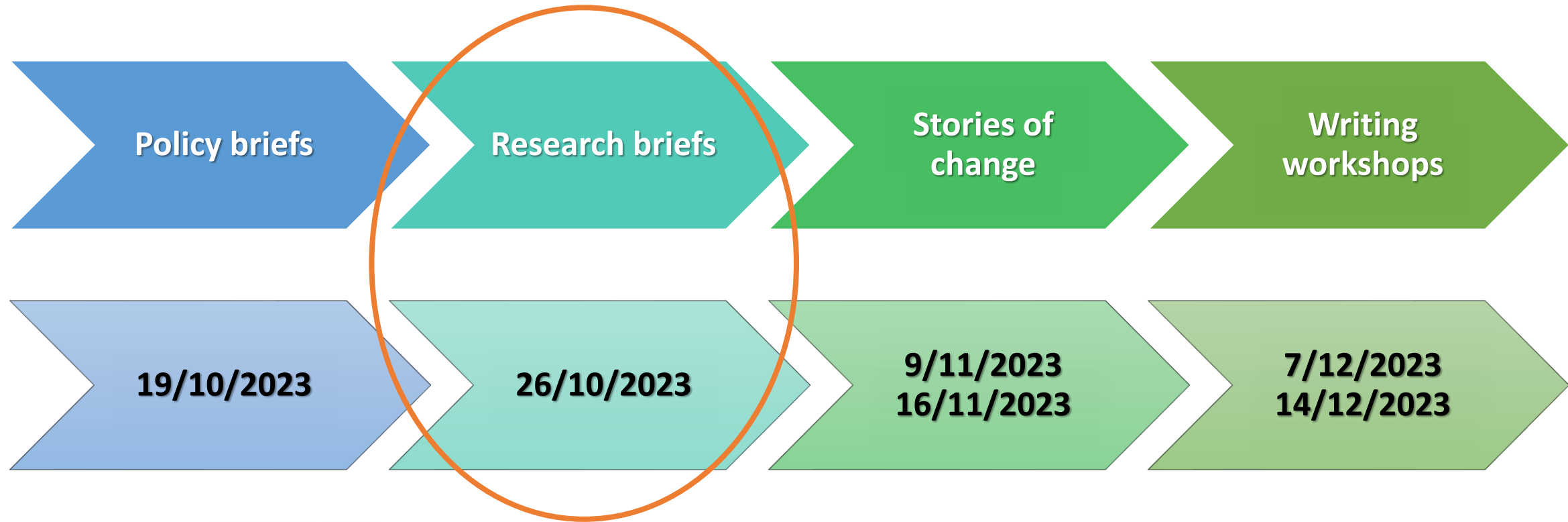
26/10/2023



DeSIRA
PARTNERSHIPS
FOR INNOVATION

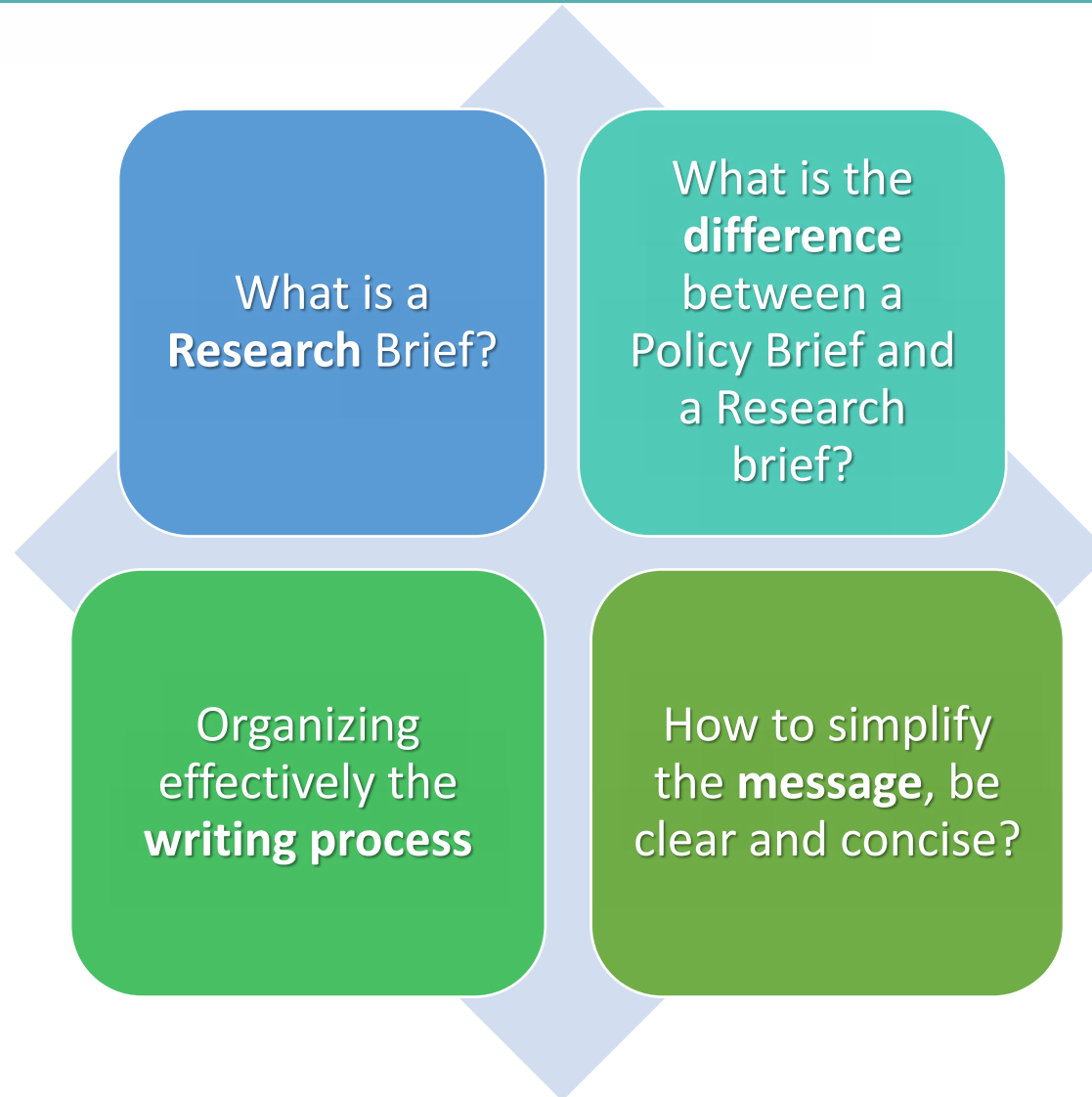


Overview of the training program



Save the dates!
Thursdays from 10h to 11h30 CEST (Paris time)

Introduction of the session



What is the difference between a policy brief and a research brief?

- **Your contributions**



What is the difference between a policy brief and a research brief?

- Many expressions or terms which are not necessarily standardized



What is the difference between a policy brief and a research brief?

	Objective	Target Audience	Content	Structure
Policy brief	<ul style="list-style-type: none">• Inform• Presenting solutions• Recommend actions	<ul style="list-style-type: none">• Policy makers• NGO• Stakeholders involved in the problem	<ul style="list-style-type: none">• Key information about the issue	<ul style="list-style-type: none">• Concise and informative structure
Research Brief	<ul style="list-style-type: none">• Promoting research• Attracting support	<ul style="list-style-type: none">• Researchers / Academics• Experts / Practitioners in the field• Donors	<ul style="list-style-type: none">• Lessons learned from the research	<ul style="list-style-type: none">• More "classical" (introduction, methodology, results, conclusions)



Structure of a research brief

Different possibilities

- **IMRD Scheme:** Introduction, Material and Methods, Results, Discussions
- **The OPERA Plan:** Observation, Problem, Experimentation, Results, Action
- **The ILPIF Plan:** Introduction, Literature, Problem, Involvement, Future

Getting ready for writing a research brief

Checklist

- What is the **goal** you want to accomplish?
- Who is your **target audience**?
- What **message** do you want to convey?

What do they **already know** about your topic?

What **information** does the audience you're targeting need to **receive**?

What **data** do you have that will better **capture** your audience's attention?

A real-life example: Urban-driven Innovations for Sustainable Food Systems, URBAL project



- **URBAL project wishes to attract the support of The Fondation Charles Léopold Mayer to continue in a second phase**

Understand the target audience

- **Another Diagnostic Matrix**

Target	Current status in relation to your topic	Situation you want to see in the future?	How can you facilitate the change of situation?
The Fondation Charles Léopold Mayer			



Understand the target audience

- **Another Diagnostic Matrix**

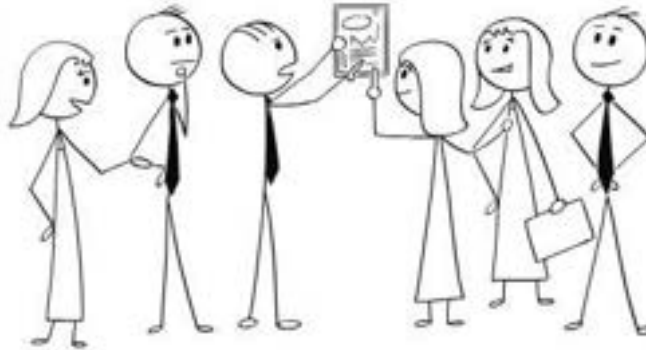
Target	Current status in relation to your topic	Situation you want to see in the future?	How can you facilitate the change of situation?



- **Highlighting the importance of establishing the writing and dissemination process**

Establish the writing and dissemination process

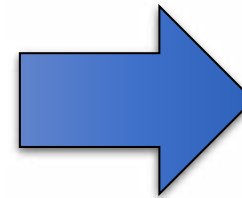
**Collaborative and iterative
writing process**



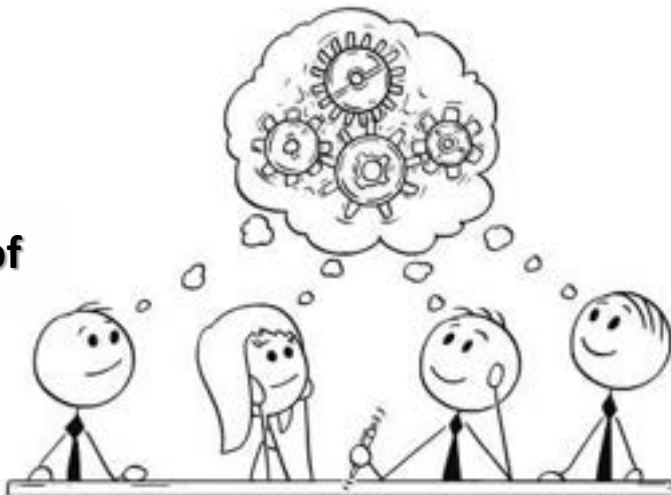
**Communicate
the final result**



Establishing the working process together



**Assemble your team of
collaborators**



**You're not alone in the
process**

Organizing the collaborative writing process

- **Your contributions**



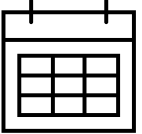
What is the **biggest challenge** in the writing process?
What are the **best practices** to address these challenges?

Organizing the collaborative writing process

Checklist: Work in "Project Mode"



- Collectively **define** your goal, target audience, and message



- Determine the **timeline** with clear steps and deadlines for each step of the process



- Choose online collaboration **tools**: shared word processing software and cloud storage, to facilitate remote collaboration



- Establish clear **communication channels** to discuss progress, resolve issues, and share feedback

Simplify the message – be clear and concise

Time to practice



A real-life example: URBAL project



- How to explain the URBAL Project for an 8-year-old child?

A real-life example: how to explain the URBAL Project for an 8-year-old child?

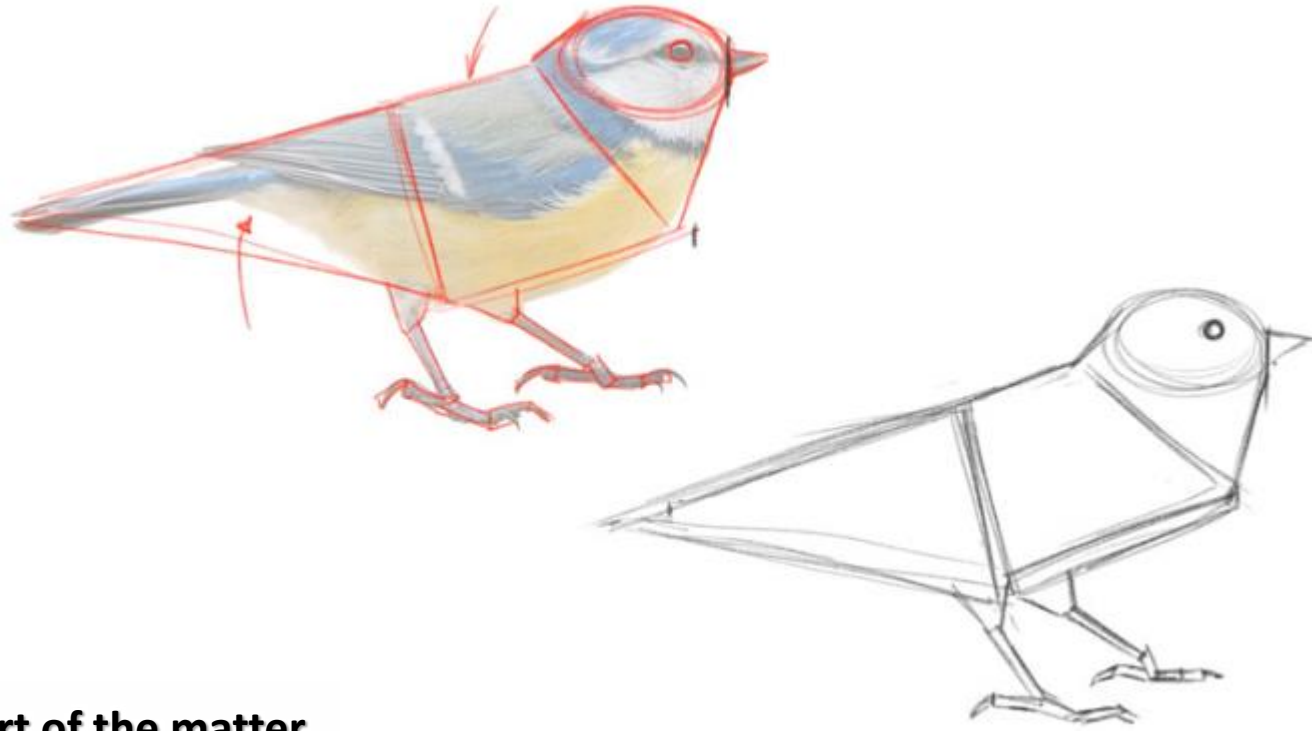
- **Your contributions**



Simplify the message – be clear and concise



Simplify the message – be clear and concise



Get to the heart of the matter

Simplify the message – be clear and concise



Then add the details to stand out

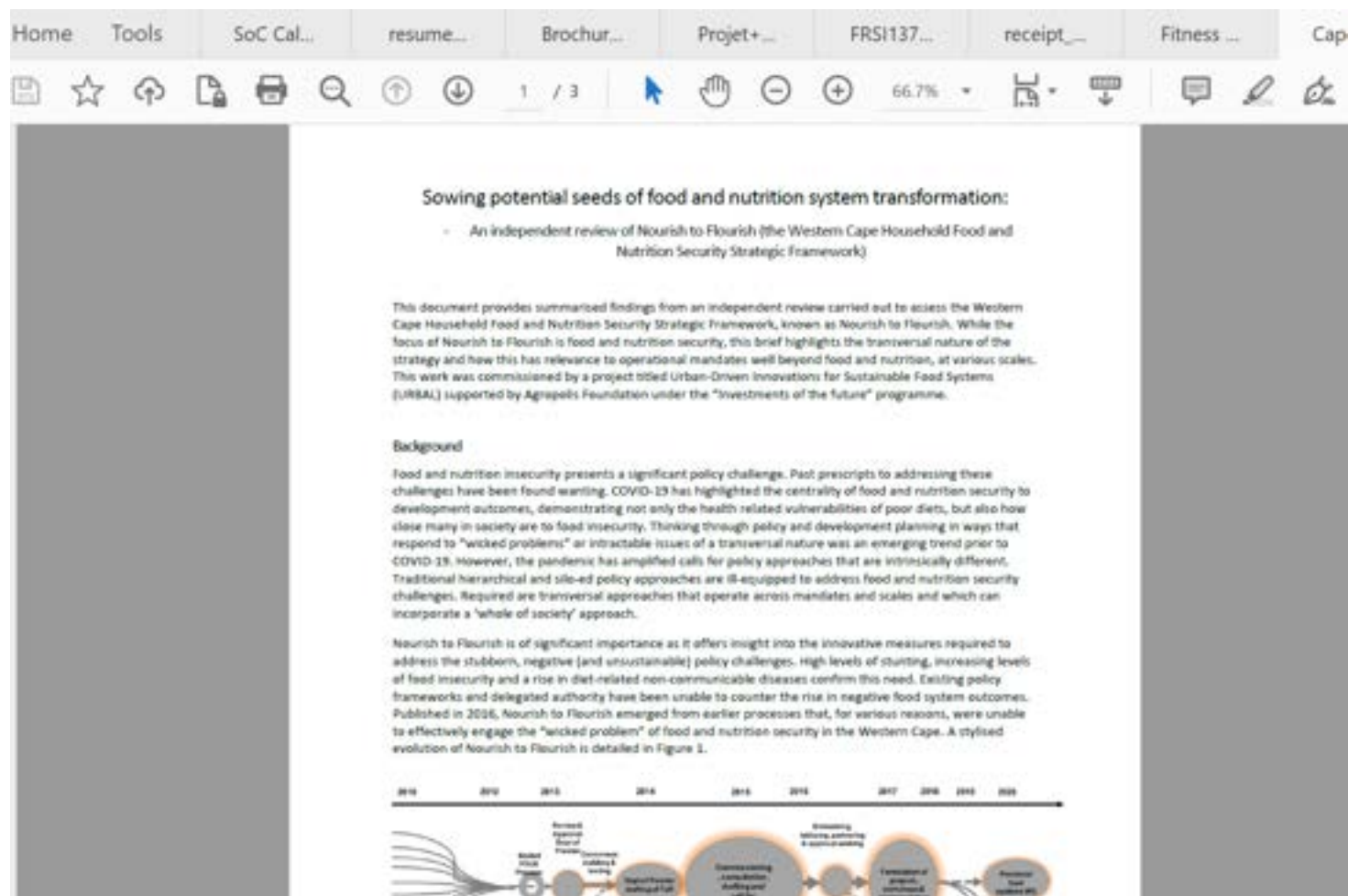


How to integrate visuals effectively

Time to practice



A real-life example: URBAL project



- What graphs, tables, images, or visual diagrams could improve the understanding of the URBAL project shared document?

A real-life example: What graphs, tables, images, or visual diagrams could improve the understanding of the URBAL project shared document

- **Your contributions**

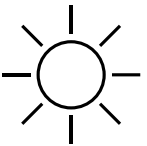


How to integrate visuals effectively

Checklist



- Choose the visual medium that helps **reinforce** and/or **clarify** your message



- Your materials are **clear** and **easy** to understand. Avoid overloading information on a single visual medium.



- Your visuals **engage** the audience and keep their attention



- Use **visual hierarchy** to highlight important points



- Ask the specialists for **help!**



Page 1 of 4 641 words English (United Kingdom) Text Predictions: On Accessibility: Investigate

An example of developing a research brief: “Sustainable Agri-Food Systems Intelligence - Science-Policy Interface” (SASI-SPI)

