

Programme

27 January- 02 February 2019

Geneva

Time	Thematic Programme	Lecturers/Organizations	Location
Sun 27 Jan	Introductory Day		
09:00 -	Registration		Impact Hub Geneva Rue Fendt 1, 1201 Geneva
09:30 -	<p>Welcome</p> <ul style="list-style-type: none"> • Introduction of WISCH-Team and participants • Development and discussion of personal learning objectives 	<p>Maria Isabelle Wieser, Deputy Director, foraus and Head of the Think Tank Hub Andrea Baertl, On Think</p>	Impact Hub
10:30 - 11:00	Coffee Break		Impact Hub
11:00 - 12:30	<p>Brief introductory lecture about think tanks and evidence-informed policy.</p> <ul style="list-style-type: none"> • The wider framework: evidence-informed policy • What is a think tank? A discussion on the roles and functions they play in different contexts • A history on think tanks: from the Anglo-American think tank to 21st-century think tanks around the world (in Latin America, Africa, Europe, South Asia, Middle East, etc.) 	<p>Enrique Mendizabal, Founder, On Think Tanks</p>	Impact Hub
12:30 - 14:00	Brown Bag Lunch		
14:00 - 16:00	Geneva City Tour	<p>Marie Juillard & Cécile Guenot, foraus (2 hours approximately)</p>	Geneva Old Town
17:00	Free evening		

Mon 28 Jan	Governance and Management		
9:00 - 12:30	<p>Issues to be discussed include:</p> <ul style="list-style-type: none"> • Think tank business models: old and Boards: <ul style="list-style-type: none"> ○ The size, role and structure of boards of trustees or directors. ○ Induction, recruitment and renewal. ○ How to can boards best help the think tank to deliver their mission? • Management systems and tools • Organisational management competencies. • Fostering creativity within the team • Knowledge and information management, developing a pool of experts/fellows (recruitment and team building). • Leadership skills 	Enrique Mendizabal, Founder, On Think Tanks	Think Tank Hub World Meteorological Organization (WMO) building 7bis Avenue de la Paix 1211 Geneva
12:30 - 14:00	Joint lunch		Think Tank Hub
13:30 - 17:30	<p>Grassroots Think Tank Model</p> <p>“How to make Think Tank work more participatory?” - An interactive session using Policy Kitchen, a crowd-innovation platform</p>	<p>Lukas Hupfer, Director foraus</p> <p>Eduardo Belinchon, Digital Innovation Manager, foraus Jonas Nakonz, Project Manager Policy Kitchen, foraus</p>	Think Tank Hub
Group dinner- Fondue at Bains des Pâquis (Quai du Mont-Blanc 30, 1201 Genève) – Cash only			

Tue 29 Jan	Policy Relevant Research		
9:00 – 12:30	<p>Issues to be discussed include:</p> <ul style="list-style-type: none"> • Unbundling the policy research process: identifying issues, developing initiatives and designing research projects. • Setting up research teams: balancing technical skills with policy acumen • Creating internal mechanisms to evaluate research proposals, and to review research outputs • Resources and tools for think tanks to develop their research agendas 	Simon Maxwell, former Executive Director, Overseas Development Institute	Think Tank Hub
12:45 – 14:00	<p>Think Tank Talk: “Taming Cerberus: international development beyond the SDGs.”</p> <p>Brown Bag Lunch</p>	Simon Maxwell former Executive Director, Overseas Development Institute	Think Tank Hub
14:30 – 16:00	Investment/ESG and policy formulation/implementation	Ekkehard Ernst, Chief Macroeconomic, International Labour Organisation and Geneva Macro Labs	Think Tank Hub
16:15 – 17:30	<p>Issues to be discussed include:</p> <ul style="list-style-type: none"> • Research topics and their relevance. • How to decide what issues to focus on in a joint agenda • Participation in global health diplomacy 	Michaela Told, Executive Director, Global Health Center and part of THINK_SDGs	Think Tank Hub
Free Evening			

Wed 30 Jan	Monitoring, Evaluation and Learning		
08:40 – 09:00	Reflection session- learning journals	Andrea Baertl, On Think Tanks	Think Tank Hub
9:00 – 11:45	<p>Issues to be discussed:</p> <ul style="list-style-type: none"> • Monitoring and evaluation objectives • How to assess the value of a think tank? • MEL systems and tools • Dealing with donors' MEL demands • The importance of learning: how to keep the organisation current even in a changing political environment? 	Stephen Yeo, On Think Tanks advisor at large and former Chief executive officer of the Centre for Economic Policy Research (CEPR)	Think Tank Hub
12:30 – 14:00	Lunch at the UN Cafeteria		Palais des Nations Avenue de la Paix 8-14, 1202 Genève
14:00- 17:45	<p>During the visit participants will be able to explore some of the following issues:</p> <ul style="list-style-type: none"> • How to collaborate and engage with the UN as a think tank? • Resources and tools for think tanks to develop their research agendas • Enhancing policy to be coherent and relevant to SDGs • The role of communication in the development and implementation of a research agenda 	<p>14:00 pm to 15:30 pm – Francesco Pisano, Director, UN Library</p> <p>16:00 pm to 17:00 pm – Library Presentation and Visit by Cristina Giordano</p> <p>17:00 pm to 17:45 pm – Visit of the Palais des Nations</p>	Palais des Nations
Free evening			

Thu 31 Jan	Communications		
09:00 - 12:30	<p>Issues to be discussed include:</p> <ul style="list-style-type: none"> • Communications strategies: why and how? <ul style="list-style-type: none"> ○ Identifying target audiences ○ Choosing communication channels (publications, media, events and digital) and tools ○ Measuring impact • Balancing relevance, impact and quality. Effective outreach techniques and tactics • Developing narratives around an organisation: 100 year anniversary of Chatham house 	Keith Burnet, Director of Communications and Publishing, Chatham House	Think Tank Hub
12:30 - 13:30	Lunch Break - WMO Cafeteria		Think Tank Hub
13:45 - 17:00	<p>Design in TT communications - Branding workshop</p> <p>How to build impact by putting the brand at the centre of communications. Supported by case studies from Soapbox's work with leading think tanks. This will be followed by practical exercises on defining the core elements of brand values and identity; and how these principles underpin practical and impactful communications.</p> <ul style="list-style-type: none"> • What is branding? Thinking beyond the logo. • Brand core - defining your brand story, mission, vision, values and promise • Brand identity - defining your visual and verbal identity • Brand interactions - putting your brand into well-crafted and well-targeted communications. 	John Schwartz & Ellen Matter, Soapbox	Think Tank Hub
18:30	Networking After work with intervention by Keith Burnet, Chatham House and presence of John Schwartz and Ellen Matter, Soapbox		Bahama Yellow Rue Prévost- Martin 47

Fri 1 Feb	Fundraising and financial management		
09:00 - 12:30	<p>Issues to be discussed and integrated into group work include:</p> <ul style="list-style-type: none"> • Developing a sustainable funding strategy for a think tank • Identifying and evaluating possible funding sources: core funding, project funding and revenues. • Managing relationships with funders': balancing demands and interference (how to guarantee independence?) • Ensuring sound financial management and accountability. Keeping track of income and expenses. 	Sonja Stojanovic Gajic, Director of the Belgrade Center for Security Policy	Think Tank Hub
12:30 - 13:30	Lunch Break - WMO Cafeteria		Think Tank Hub
13:30 - 15:00	<p>During the visit participants will be able to explore some of the following issues:</p> <ul style="list-style-type: none"> • What is fundraising – and what is it not? • Requirements for fundraising • Finding the right fundraising mix • The donor journey • Accountability in fundraising • Fundraising tools • Monitoring and Evaluation • Impact Assessment 	Dr Marc-André Pradervand, Head of Fundraising of the Synapsis Foundation – Alzheimer Research Switzerland	Think Tank Hub
15:30 - 17:00	Blue Brain outreach activities towards general	Blue Brain Project	Campus Biotech Chemin des Mines 9 1202 Geneva
Free Evening			

Sat 2 Feb	Workshop: Adaptive thinking for problem-solving		
09:30 - 12:30	<p>The rapidly changing policy environment requires constant adaptation and quick responses of think tankers.</p> <p>In this workshop, we will integrate the lessons learnt through the week and jointly draw conclusions. We will work on real cases (from participants contexts) and assess suggestions for ways forward. Feed into personal learning journals</p>	Melanie Rayment, Social designer and strategist, On Think Tanks associate	Impact Hub Rue Fendt 1, 1201
12:30 - 13:30	Lessons learnt during the week and feedback to the organisers.	Enrique Mendizabal Maria Isabelle Wieser Andrea Baertl	Impact Hub
Programme closure			

*Coffee breaks will be offered during the morning sessions, as well as lunches

*Dinners must be covered by the participants (except the Fondue group dinner on Monday)

*For more information (addresses, dress code, food...) please refer to the Welcome note or send an email to Marie Juillard at marie.juillard@foraus.ch