



NGOs AND COMMUNICATIONS: UNDERSTANDING WHY PUBLIC IMAGE AND OPERATIONAL IMPACT GO HAND IN HAND

Master in Solidarity and Sustainable Transition
Faculty of Social Sciences, Economics and Law

Course information

Master Year 2 12 HOURS
Fall Semester 5 ECTS

Seminar

Professor: Rucha NAWARE, MA in International Relations, Sciences Po Paris (France)

Course description

Communications is often seen as a good to have, rather than a 'business' imperative for NGOs. This course aims to underline the importance of communications to achieve concrete operational results and impact, especially as an NGO dependent on public goodwill and trust, in today's increasingly influential and fragmented media landscape.

Looking at the evolution of NGOs and communications over the years, the course will aim to help students understand how effective communication strategies (or lack thereof) can impact an NGO's operational, fundraising and advocacy efforts.

At a time when the challenges and crises facing people and the planet are too numerous to count, the in-class discussions, presentations and case studies will aim to demonstrate to students how communications can help NGOs achieve momentum and impact.

Bibliography

[Edelman Trust Barometer 2020](#)

Ken Rutherford, "THE LANDMINE BAN AND NGOS: THE ROLE OF COMMUNICATIONS TECHNOLOGIES", Information Technology and Tools Global Disclosure Project, December 10, 1999, <https://nautilus.org/information-technology-and-tools/the-landmine-ban-and-ngos-the-role-of-communications-technologies/>

Ida Mc Donnell, OECD Development Centre, AN INTERNATIONAL PERSPECTIVE ON COMMUNICATION STRATEGIES FOR THE MILLENNIUM DEVELOPMENT GOALS <https://www.oecd.org/development/pgd/33904346.pdf>

[The Role of NGOs in Tackling Environmental Issues](#) (Middle East Institute)

Video: Dan Pallotta | TED2013 [The way we think about charity is dead wrong](#)

Video: [The Magic of Names | Marina Catena | TEDxLUISS](#)

Video: [Incubators don't spark innovation, People do | Siddarth Das | TEDxNUS](#)