

# Building Scientific Capacity in Africa

---

FROM INCLUSION TO IMPACT

A solid green horizontal bar at the bottom of the slide.

# What are *values*

Where will we run?



What will we grow?



Will we still get along?



Will I be free?



Will I be safe?



Will my home still even be here?



Will my wine taste the same?



What will this new world look like?



How much worse will the shoveling get?

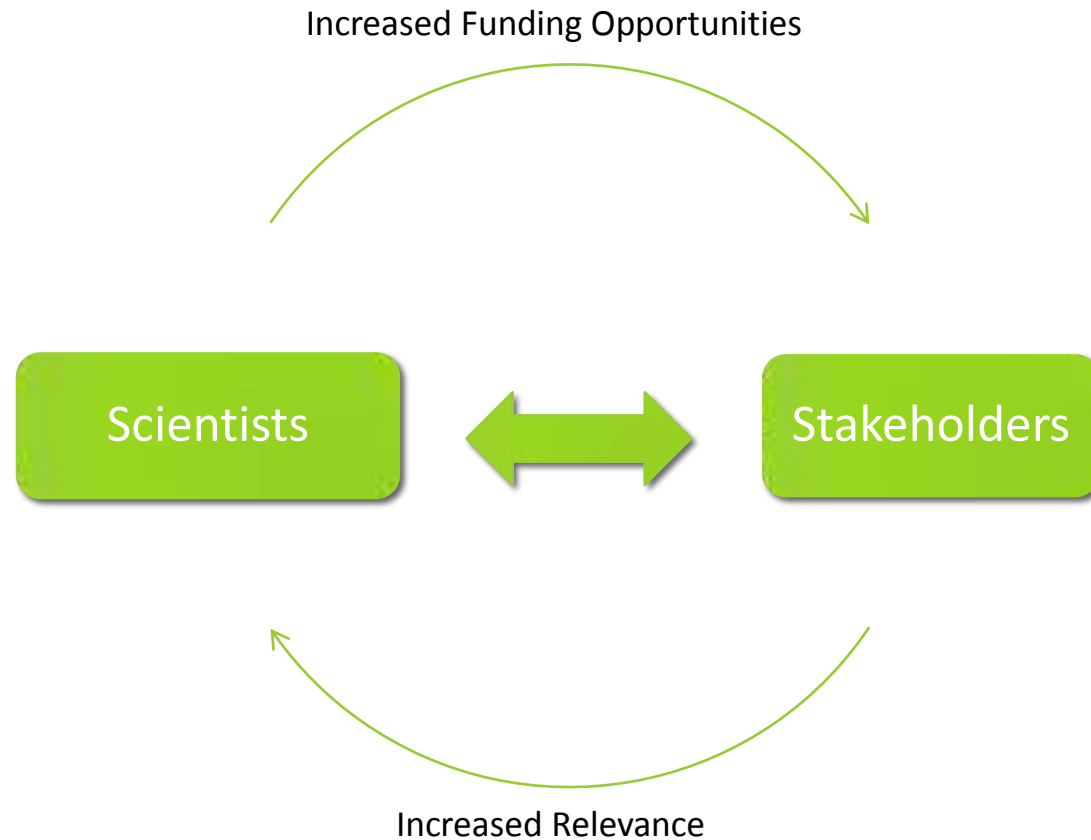


# Defining Language Determinants Across Sectors

<u>SCIENCE</u>	<u>MEDIA</u>	<u>POLICY</u>	<u>BUSINESS</u>	<u>BELIEF</u>
Accurate	Dramatic	Realistic	Actionable	Archetypal
Qualifying	Engaging	Speaks to Need	Speaks to Revenue	Circumscribing
Highlight Uncertainty	Highlight Certainty	Highlight Risk	Highlight Benefit	Highlight certainty
Cautious	Certain	Careful	Candid	Anthemic
Build Case for Further Research	Build Audience and Interest	Build Constituency	Build Business Case	Build following
Objective	Persuasive	Popular	Visionary	Persuasive
Generate Understanding	Generate Ratings	Generate Momentum	Generate Shareholder Interest	Generate action
Steer Clear of Policy	Commit to a Conclusion	Commit to Policy Recommendations	Build Science-Based Business Scenarios	Community Ethos

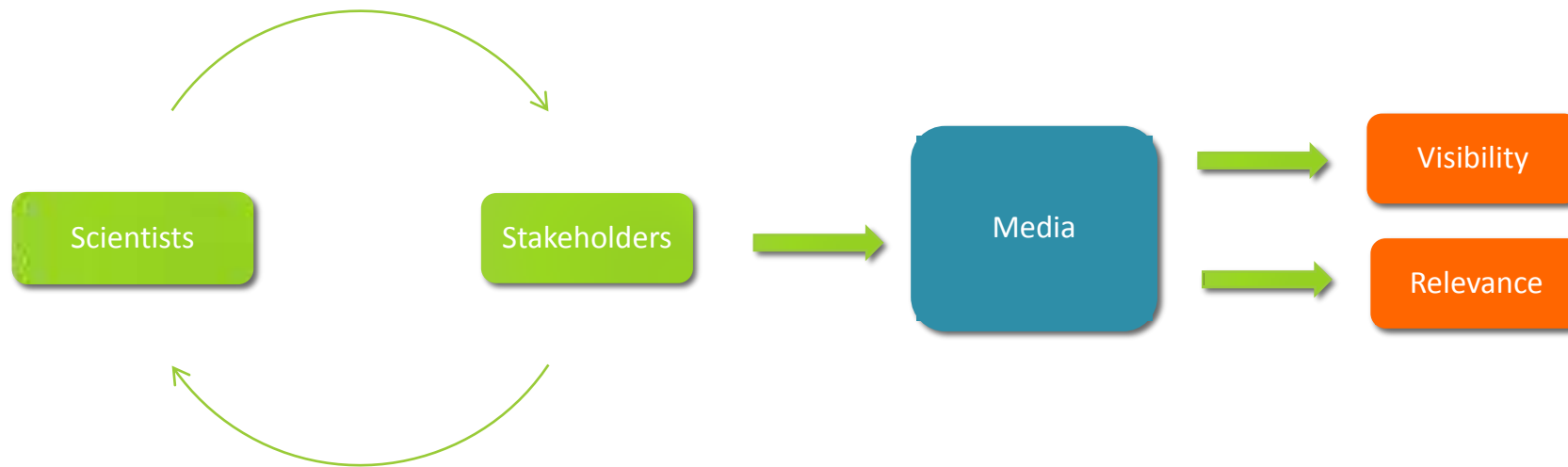
# Dialogic Communications Between Scientists and Stakeholders

---



# The Result: Relevance and Visibility

---



# Partners

---

- ❖ Science Communications With Impact Network (SCWIN)
- ❖ UCL
- ❖ Several Universities
- ❖ National Geographic

# Research, Development and Deployment

---

- ❖ We are currently in the research phase of our collaboration and seek innovative ideas to bring this initiative to fruition