



Figure 1: Dr Macarena Parejo of the University of Extremadura explaining to staff from the Universities of Mandalay and Myeik and from the Myanmar Bird and Nature Society how to edit video clips

WPs7.2, 7.4 and 7.5: Report on Promotional Videos (WP 7.2), Communication with the Public (WP7.4) and Outreach and Training staff in Outreach (WP7.5) Training held on 7 July, 2018 in University of Mandalay and 10 July in Mawlamyine University

Work package 7.2, 7.4 & 7.5 Results (narrative). An Outreach and Communication workshop was held on 7 and 10 July in the Universities of Mandalay and Mawlamyine respectively. It was conducted by two communication and outreach specialists, Dr Marta Fallola Sanchez-Herrera and Dr Macarena Parejo Cuellar of the University of Extremadura, Spain. Those in attendance included staff and students of 3 Myanmar University Partners, namely Mandalay, Myeik and Mawlamyine (the University of Forestry and Environmental Science, Yezin did not participate). The workshop provided an overview of the concept and content of science dissemination and the importance of public engagement. It reinforced the idea that mutual learning and interaction between society and researchers should be the main principle in the science communication actions undertaken by the universities. It included theoretical and practical interactive training in outreach, communication and the making of videos.





Current Outcome for WP7.2– Promotional videos:

- During the kick-off meeting in March, 2018 in Myeik University a number of staff from all four Myanmar University Partners (MUPs) were interviewed for a promotional video focusing on the MuEuCAP project
- During Outreach and Communication workshops in July, 2018 in the Universities of Mandalay and Mawlamyine, staff and students from 3 Myanmar university partners (Mandalay, Mawlamyine and Myeik):
 - listened to a presentation on the theory of making promotional videos, with examples (such as “The European Researchers Night” and “Guiones para la Ciencia”) shown from Dr Marta Fallalo’s and Dr Macarena Parejo’s work in the University of Extremadura (WP7.2)
 - took part in a practical training exercise in making videos, including: how to ‘talk to the camera’ (Fig 2) and an introduction to video editing using the Premier video editing programme (Fig. 1) (WP7.2).
- Promotional videos concerning MuEuCAP are now being prepared based on material collected in March and July workshops and will be disseminated using all available channels (including the MuEuCAP website and Facebook).



Figure 2: A staff member from the University of Mandalay, watched by colleagues, practices 'talking to camera' as part of the communication, outreach and video-making practical training exercises held in the Universities of Mandalay and Mawlamyine in July, 2018





Figure 3: Daw Saw Ohnmar, staff member of Myeik University, communicating with TV and online reporters after the conclusion of the MuEuCAP 'Kick-off meeting' in March, 2018

Current Outcome for WP7.4 – Communication:

- In March, 2018, a number of newspaper, TV and online reports were published about the ‘Kick-off meeting’ in Myeik University. Interviews were provided by EU and Myanmar university staff (Figure 3). Links and photos of some of these are available on the MuEuCAP website at <https://www.myanmar-edu.org/publicity>
- In July, 2018 (at the Universities of Mandalay and Mawlamyine), communications experts Dr Marta Fallola and Dr Macarena Parejo provided theoretical and practical training in communications with presentations to staff and students from 3 Myanmar universities, Mandalay, Myeik and Mawlamyine.

Current Outcome for WP7.5 – Outreach (an on-going programme throughout the project lifetime)

Task 1 – Outreach: Dr Marta Fallola explained to staff and students at 3 of the 4 Myanmar universities (Mandalay, Myeik and Mawlamyine) about the scope of the outreach in the MuEuCAP project, namely that:

- The ideas and outputs of the project will be communicated to a broad range of end-users including undergraduates and wider society
- All possible channels will be used, especially social media.

Task 2 – Training staff in outreach: Dr Marta Fallola and Dr Macarena Parejo conducted two practical workshops (7 and 10 July) at which staff and students from the Universities of Mandalay, Myeik and Mawlamyine:





Figure 4: Dr Marta Fallola and Dr Macarena Parejo presenting on 'Scientific Outreach' on 7 July, 2018 at the University of Mandalay; they subsequently repeated the presentation on 10 July at Mawlamyine University

- had examples of best practices explained, for example, “The European Researchers Night”, “Summer Scientific Campus”, “Guiones para la ciencia” and other relevant science popularization events, which are based on experiments, science workshops, expositions, conferences, games and competitions
- A questionnaire was distributed to collect previous information and background on participants’ knowledge and involvement in outreach activities.

Aims and objectives:

To increase accessibility that

- raises the profile of university education
- fairly represents its opportunities
- seeks to address gender imbalances and representation of disadvantaged and/or minority groups
- to promote equity of access to HE and to increase the breadth and depth of student intake in the environmental protection sector





- To improve competences and transversal skills, which will support the transfer and marketing of research results.

Indicators

- Improved teaching competences:
- Target groups/potential: beneficiaries Lecturers
- Quantitative indicators : Number of successful trainees ?
- Qualitative indicators : Better professional qualifications and networks

Responsible

Dr Marta María Fallola Sánchez-Herrera and Dr Macarena Parejo Cuéllar. University of Extremadura.

Present

- Myanmar and European members of the Steering Committee
- Project Coordinator (Dr Swen Renner), National Coordinator (Dr Sai Sein Lin Oo) and Project Manager (Dr Paul Bates)
- Staff and students of 3 Myanmar Universities (Mandalay, Myeik and Mawlamyine) as listed in attendance sheets attached.

Outcomes/outputs reached

- Training of Myanmar staff and students in ‘talking to camera’ – training in a range of soft skills in personal communication
- Introduction to ‘Premier’ video editing
- Introduction to Communicating the MuEuCAP project to the widest possible audience through the media
- Outreach – especially promoting environmental science to ensure equality of access, gender equality and social mobility.

Remarks

- WPs7.2, 7.4 and 7.5 are all on-going



Figures 5 & 6: Dr Macarena Parejo and Dr Marta Fallola working with staff of Mawlamyine and Myeik Universities on aspects of outreach and communication

