

We Practice

What We Preach

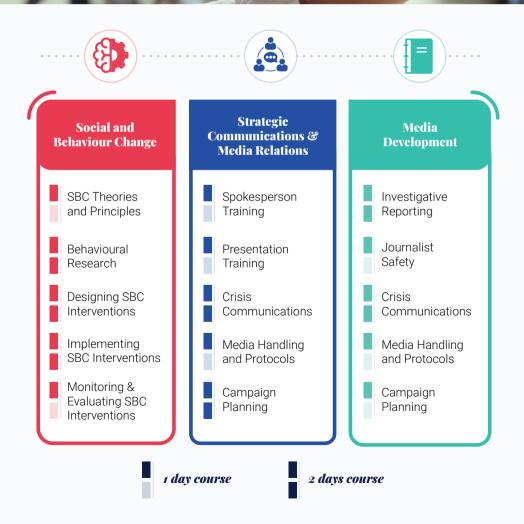


Globally, there is a growing recognition of the importance of using social and behaviour change (SBC) as a tool to catalyse positive change and address the root causes of social issues. As such, there is an increase in demand for individuals with SBC skills and know-how.

The **MAGENTA Academy** is our training and capacity development institute, where we teach SBC theory and practice. We also offer strategic communications and media relations, and media development capacity building programmes to further foster transparency, democracy and promote the uptake of positive behaviours.



Courses Offered



What People Are Saying



This is the first time I've been part of a comprehensive SBC training. Great that it goes through the building blocks, the theoretical concepts but also clear practical exercises that help to clarify and apply this to the real world.



UNICEF Asia Pacific Region

I am leaving the SBC in a Day course feeling thankful, and illuminated but mostly with a lot of knowledge!



SBC-in-a-Day participant, Mexico

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MAGENTA conducted the training in a highly professional manner. They were resourceful and innovative in their work, and demonstrated enthusiasm and commitment to the subject matter.



German Institute of Leprosy



Prior Knowledge

MAGENTA Academy training courses are available for individuals with no prior SBC knowledge or experience. Courses are also available for individuals looking to deepen their existing SBC knowledge on and skills.

Who We Train

The MAGENTA Academy is suitable for a wide array of participants from: **governments**, **not-forprofit** organisations, **journalists**, **civil society** and **individuals**. To date the MAGENTA Academy has trained over 1,500 individuals.



Our Pedagogy

We used a mixed methods pedagogical approach that includes a combination of **presentation**, **group exercises** and **discussion**. By the end of our courses, you will

- understand the theoretical underpinning of SBC,
- know specific processes to apply that theory and
- have practiced the application of the theory and the process.



Certification

Upon completion of a MAGENTA Academy course, you will receive a **Certificate of Completion** by MAGENTA.



Format of Instruction

The MAGENTA Academy can be offered as **online self-taught, remote** or **in-person** across Asia, Africa, the Middle East or Latin America by our local experienced trainers from the region.



Language of Instruction

We offer instruction in English, French, Spanish, Arabic, Russian and Farsi.



Measurement of Learning Outcomes

The MAGENTA Academy utilises pre-and post-training assessments to grade your learning. We also offer follow-up assessments in the weeks and months following the training to ensure retention of information and skills application.

SBC Capacity Assessments

The MAGENTA Academy specialises in capacity assessments of SBC skills, knowledge and confidence. This includes conducting a gap analysis to inform the development of bespoke training curriculum.

Our Trainers

MAGENTA Academy trainers are social and behaviour change (SBC) practitioners, with deep industry experience in designing, developing and delivering complex social and behavioural change programmes on a wide variety of thematic areas. Our experienced trainers have delivered courses to senior government officials, not-for-profit organisations, students, activists, and civil society. They use adult learning pedagogy that is participatory, dynamic and engaging to develop your skills in SBC theory and practice, and can conduct training in English, French, Spanish, Arabic, Russian and Farsi.

	Pricing	
	Standardised Courses	Bespoke Training
Cost per training day (USD)*	4.000 \$	8,000 \$
ailored Training Content**		S
Remote	0	S
n-Person***	•	✓
lax # Participants	20	30
rganisational Needs Assessment		
ndividual Pre- and Post-Assessments	•	<u> </u>
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*** Logistics costs such as venue, transportation, travel time, refreshments not included

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For more information -





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