

## ALAIN J.R. PÉRICARD

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Nationality: Canadian, French  
Languages: French, English (fluent), German, Spanish,  
notions of Arabic and West African languages

### FIELDS OF EXPERTISE

- Research, evaluation and organizational intervention;
- Strategic and operational communications planning;
- Teaching and training (communications, international development, intercultural relations);
- Publishing, writing, design and production of documents.

### AREAS OF SPECIALISATION

- Interdisciplinarity, research and intervention methodologies and practices;
- International development and intercultural relations;
- Organizational/strategic communications, group decision making and problem solving;
- Environmental and agricultural issues, international/regional migrations, women's issues;
- Community media, audience studies, information technologies and communications policies;
- African, Latin-American and European cultures.

### SUMMARY OF EXPERIENCE

Alain Péricard has worked in social sciences for over thirty years. He began his career as a journalist, photographer, editor and production manager for various Canadian and foreign media. He also worked as a facilitator in organizational contexts. For ten years, he was lecturer and adjunct professor at the graduate level in the Communications departments of two Montreal universities, while pursuing his work as a consultant in organizational communications, evaluation and international development, mostly in Africa. He is currently a Senior Partner at **Passez Go** in Montreal, Canada.

### PROFESSIONAL HISTORY – CHRONOLOGY

1989-	Consultant, <b>Passez Go</b> and <i>Alain Péricard Communications</i>
1995-2001	Adjunct Professor, Graduate Program in Communications, McGill University
1996-1997	Program designer, Multidisciplinary integrated B.A., Sherbrooke University
1991-1996	Lecturer, M.A. Program in Communications, Université du Québec à Montréal
1991-1993	Communications Advisor, Vice-presidence Environment, Hydro-Québec
1985-1988	Founder, editor and production manager, <i>Écologie Magazine</i>
1975-1991	Journalist-freelancer, correspondent, editorialist and photographer, various Canadian and International media
1973-1975	Regional distribution representative, manager and facilitator, National Film Board of Canada, <i>Challenge for Change</i> Program

## RESEARCH, EVALUATION AND ORGANIZATIONAL INTERVENTION

- Design, direction and dissemination of theoretical and applied research projects; organizational resources and needs analysis in the areas of communications, international development, intercultural relations and the environment;
- Project and program evaluations;
- Facilitation of workshops, meetings, participatory group decision processes and communications; problem solving;

**Demonstrated skills:** ability to design and apply innovative research methodologies; capacity for in-depth analysis and synthesis; quick grasp of strategic and organizational issues; management of multidisciplinary teams, projects and budgets; solid problem solving techniques in intercultural contexts; good understanding of results-based management;

### Mandates:

- Finalizing of a Performance measurement framework and results evaluation – CIVICUS World Assembly 2010, Institut du Nouveau Monde (2010);
- Pan-governmental organizational communications diagnosis in the context of a National Poverty Reduction Initiative, ministère de la Planification et de la Coopération externe d'Haïti / Canadian International Development Agency, Projet d'appui technique en Haïti (2009);
- Survey design, implementation and results analysis on the protection of Montreal's Mont Royal, Office de consultation publique de Montréal, (2008);
- Research design, production and team direction, *Urban-rural/international migrations and local development*, Solidarité rurale du Québec/Agriculture et Agroalimentaire Canada (2004-2006).
- *The impact of media concentration on the quality and diversity of information*, bibliographical research, Quebec Ministry of Culture and Communications, 2002;
- Participatory Evaluation of CIDA-funded AFS-Canada and Padiava / Vues d'Afrique training program, CIDA, (2000-2001);
- Consultant, methodology and training, implementation of a Social Communications Policy in Burkina Faso, bilateral program, CIDA / Tecresult (1998-2001);
- Organizational Review of Vues d'Afrique, CIDA (2001);
- Co-director, Research on the integration processes of members of three African Communities (Mali, Burkina Faso and Democratic Republic of Congo) in the Montreal region, joint project THOT / UQAM's Department. of Communications, with funding from the Ethnic Studies Program, Heritage Canada, 1997-1999.

## PLANNING AND IMPLEMENTATION OF COMMUNICATIONS STRATEGIES

- Communications resources and needs assessments;
- Public environment analysis;
- Design and implementation of strategic and operational communication plans, training;

**Demonstrated skills:** ability to understand and analyse complex public environments and intercultural processes, and to use participatory methodologies; political and strategic sensitivity; in-depth knowledge of institutional and international communications processes and of the expectations and needs of various publics; creativity; capacity for planning and quick response to unexpected events

**Mandates:**

- Public environment analysis and communication needs assessment, Solidarité rurale du Québec, (2004) ;
- Design of an Operational Communications Plan, communications support and training sessions for senior civil servants, Rwanda, Department of Gender and Women's Promotion, CIDA (2002);
- Design of a Strategic Communications Plan for the National Poverty Reduction Strategy of the Government of Mali, UNDP / IDEA International (1999-2001);
- Workshop facilitation and coaching of facilitators, symposium *Démographie et Famille*, Conseil de la famille et de l'enfance of Quebec (2000);
- Design and implementation of a strategic communications plan for the launching of a new multidisciplinary B.A. Program, Sherbrooke University, Quebec, Canada (1996-1997);

**WRITING, DESIGN AND PRODUCTION OF DOCUMENTS**

- Writing / rewriting of book chapters, articles, synthesis papers, reports;
- Design, editorial direction and production management of scientific and popular magazines;
- Writing of articles, chronicles and features for Canadian and international media;
- Community media (newsletters, community radio and video);
- Press and documentary photography in Africa; production of an experimental novel illustrated with photographs (funding: two Canada Council grants);
- Research and assistant direction of several films and TV productions.

**Demonstrated skills :**

ability to write, popularize, proof-read and produce written and audio-visual products; direction and group decision making within teams of media professionals and scientific contributors; capacity to manage tight deadlines, training and coaching in journalism

**Mandates:**

- Research, data analysis and writing, *The Working Poor* project, Conférence régionale des élus de Montreal (2007-2008);
- Production of case studies, popularised research papers and pamphlets for an audience of regional/municipal managers, Solidarité rurale du Québec (2004);
- Production of a synthesis paper on sustainability, CIDA, Evaluation Division (2001);
- Co-founder, designer, editor and production manager, *Écologie Magazine* (1985-1989);
- Journalist-freelancer in West Africa for various media: *Le Devoir*, *La Terre de chez nous*, Québec Science (Canada), *Libération*, *Africa International* (France), *The Guardian* (United Kingdom), *Oxfam America* (United States of America), etc., (1975-1999);
- Funding, production, training, broadcasting and diffusion in the context of regional community media, *Challenge for Change* Program, National Film Board of Canada / Ministère des communications du Québec (1972-1976).

**TEACHING AND TRAINING**

- Design and implementation of training programs for Canadian and foreign professionals and expatriates;
- Design of B.A. university programs; design and teaching of graduate courses and seminars (M.A. and Ph.D. levels) in communications, intercultural and African issues, organizational and international development, journalism;
- Advising and supervision of graduates students (14 MA and PhD thesis completed, mostly in international and intercultural communications); articles, books and thesis evaluation.

**Demonstrated skills:** strong capacity for analysis of training and expertise needs in institutional, non-governmental and academic contexts, and for program and course structuring; strong teaching, coaching and students/professionals supervision skills; ability to adapt pedagogical approaches to various individual and group learning contexts; ability to design and format contents according to cultural / intercultural aspects of learning processes.

**Mandates:**

- Guest Professor, exams design and students evaluation, Executive MBA (Organizational and intercultural Communications), University of the West Indies, St. Augustine Campus, Trinidad and Tobago (2002-2007);
- Lecturer, Media Content Analysis course, Département des lettres et communications, Université de Sherbrooke, (2004);
- Communications Training for senior African government economists, IDEA International, (2000-2002);
- Adjunct Professor and Faculty Lecturer, Graduate Studies in Communications (MA and PhD), courses : International and Intercultural Communications, Development Projects, Organizational Communications, Qualitative methodologies, Ethnography of Communications, Structuration Theories of A. Giddens, M. Foucault & P. Bourdieu, Social and Participative Communication, Journalism, and various proseminars, McGill University (1995-2001), UQÀM (1992-1995);
- Co-author of the design of a multidisciplinary integrated B.A. program (Natural and Social sciences), Sherbrooke University (1996-1997);
- Training sessions for Canadian expatriates posted in Africa, Graybridge International, Ottawa, (1997), NS Inter, Montreal (1994-1996);
- Training sessions in organizational communications, leadership, group decision making and problem solving, Government of Mali (1999); Communauté économique de l'Afrique de l'Ouest (Ouagadougou, Burkina Faso), École Supérieure des Industries Textiles (Ségou, Mali), École des Mines et de la Géologie (Niamey, Niger) (1994-1995).

**DEGREES AND PROFESSIONAL TRAINING**

- 1991-1995 : Ph.D. in Communications : *Communication et interculturelité en Afrique de l'Ouest francophone* (with a case study in the context of the Economic Community of West African States), 3 distinctions, « Dean's Honour List », 4 grants and scholarships, Minor in management (organizational communications and leadership), Graduate Program in Communications, McGill University;
- 1988-1991 : M.A. in Communications (Hons.) : *Cartes de la communication et du développement autour du village de Toroum au Burkina Faso – 1985-1990* (case study of development, international networks and intercultural processes in an African village), Université du Québec à Montréal (UQAM);
- 1984-1988 : B.A. in Communications (journalism), UQAM;
- 1967 : Baccalauréat (Lyon, France), experimental sciences (biology).
- 1974-1999 : Course on job description, UCS norms, Government of Canada, 1999;  
Course design and teaching Workshop, McGill University, 1998;  
Training sessions on group decision making, problem solving and media production, Ministry of Communications, Quebec, Canada, 1977;  
Training in leadership, group decision making and social communications, National Film Board of Canada, *Challenge for Change* Program, 1974.

## OTHER ACTIVITIES

- Beekeeper and co-owner, Rucher Apis, certified organic raw honey and products from the hive; trainer in organic and urban beekeeping (1999 – present)
- Founding member and member of the Board, THOT, Communication and development research and intervention group, Montreal, Canada, (1991 -);
- Carrefour international d'échanges de pratiques appliquées au développement (CIÉPAD), founding member and member of the board, Montpellier, France, (1989-1994);
- Association pour le développement des techniques et pratiques agro-écologiques, founding member, Ouagadougou, Burkina Faso, (1990-1991);
- Service universitaire canadien outremer (SUCCO, volunteer NGO), member of the board in charge of communications, Montreal, Canada, (1989-1991);
- Referee (papers evaluation for scientific publications), Canadian Journal of Communications, Canadian Journal of Development studies (2000-2006);
- Collaboration to the creation of a UNESCO Chair in Communications in Francophone West Africa (CERCOM, University of Abidjan, Ivory Coast) (1994);
- Foundation and organization of Quebec's first organic farmers' union, *Mouvement pour l'agriculture biologique*, Montreal, (1981).

Lists of conferences, thesis supervision, publications and references available on request.

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