Strengthened CCARDESA ICKM System
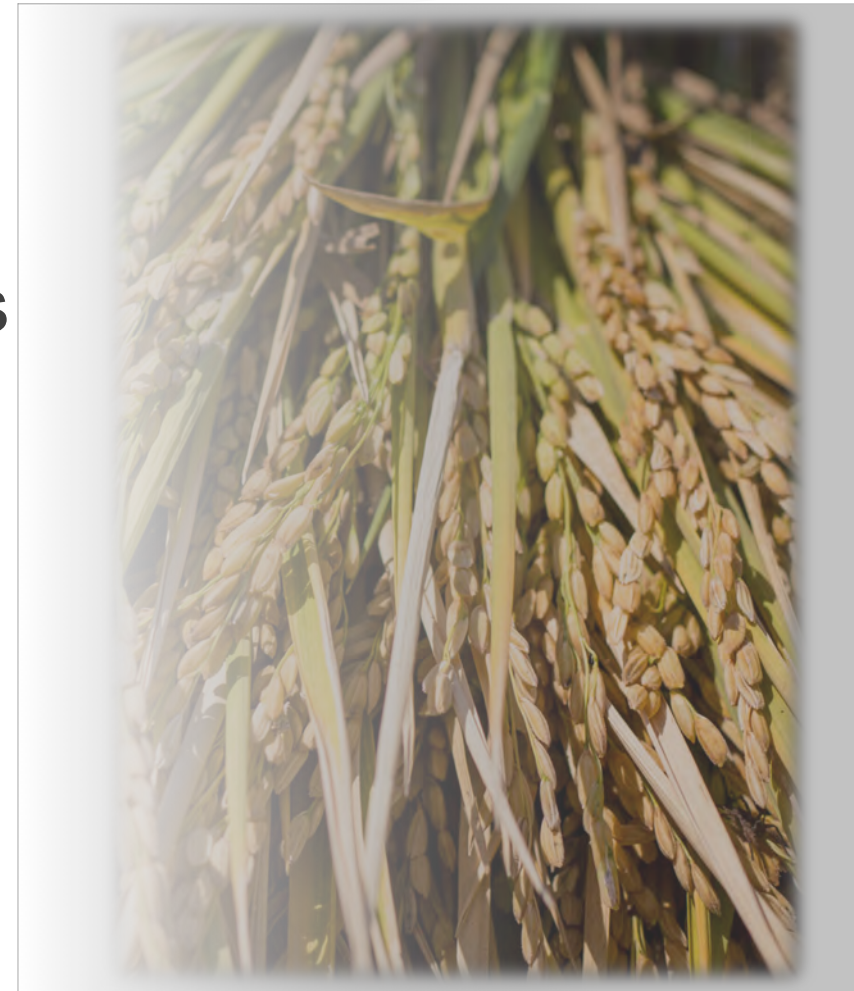
Purpose of Workshop

- ▶ Introduction to CCARDESA

- ▶ GIZ-ACCRA Programme

- ▶ Project overview and outcomes

- ▶ Community of Practice

- ▶ Information exchange

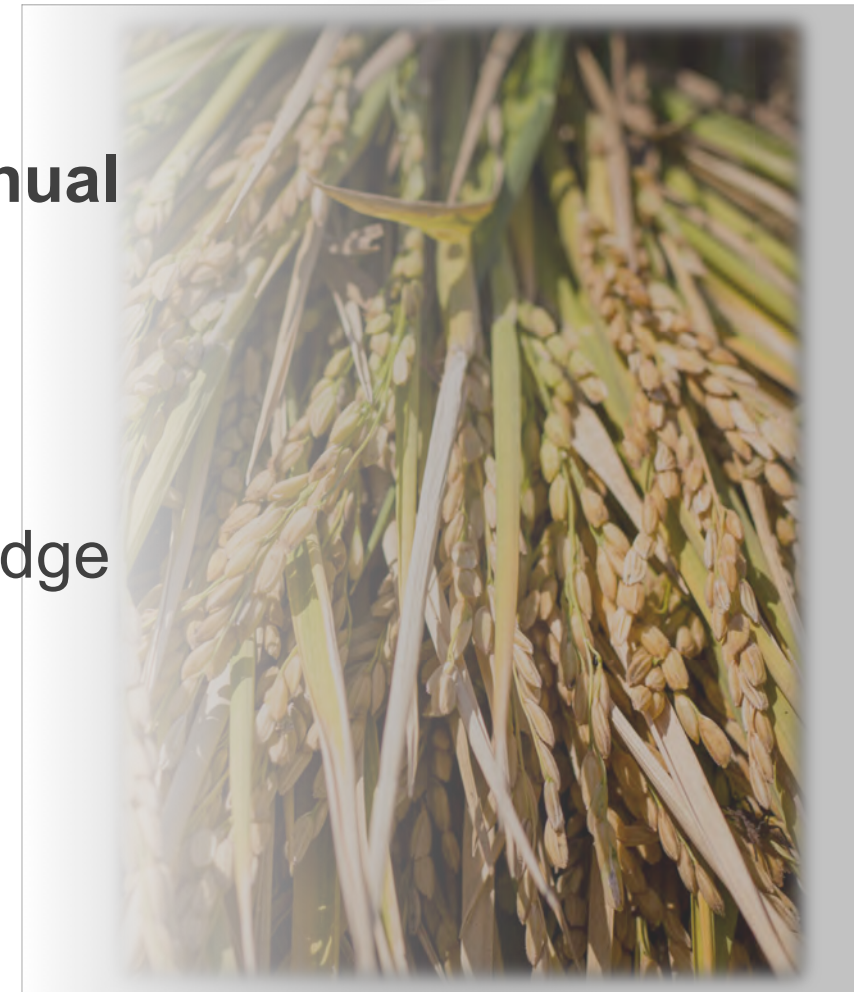- ▶ How you can engage

- ▶ Catalysing change

Source: CIFOR

Outline

Project overview and outcomes

- ▶ Revised ICKM **Strategy** & ICKM **Manual**

- ▶ **Website** – new look and functions – integrating institutional website and SAAIKS

- ▶ **Content** approach, including Knowledge Products

- ▶ **Communications** Dgroups, Social Media, Newsletter

- ▶ **Monitoring and Evaluation**

Source: CIFOR

Project Overview
Inception

▶ Preliminary Assessments

  ▶ ICT Infrastructure

  ▶ Human Resources Gap Analysis

▶ Benchmarking

▶ Updated Work Plan

Source: iStockphoto

Project Overview
Assessment and Design Phase

Review of **ICKM Systems** at CCARDESA

Update of **ICKM Strategy**

ICKM Manual

Revision of **web-presence**

Approach to **Content Development**

Communications

Enabling Environment for ICKM – HR, IT, Infrastructure, Partnerships

Monitoring and Evaluation (M&E)

Project Overview Implementation Phase

▶ Development of **ICKM Manual** – supporting ICKM Strategy

▶ Implementation of **website** design and approach

▶ Development of **Knowledge Products**

▶ Formulation of **M&E Component**

Source: GIZ-ACCRA

Next steps….

► Training

  ► Internal awareness raising

  ► ICKM Unit Training

  ► Community of Practice

► Implementation by ICKM Unit

► Refinement of processes

Source: FAO-ALC

ICE BREAKER!

Best One Word!

▶ Divide into three groups

▶ Formulate amongst your group one word that represents **Knowledge Management**.

▶ You have five minutes

▶ Present to the entire group at the end.

ICKM Strategy – a new approach

▶ Reviewed existing draft

▶ Combined with needs of ICKM Unit expressed during engagements

▶ Stakeholder mapping exercise

▶ Review of sector

▶ Mandate

Source: Gill

VISION: A propserous and food secure Southern African region, with vibrant rural livelihoods:

MISSION: To promote innovative research, technology generation and adoption for sustainable agricultural development through effective partnerships and capacity building
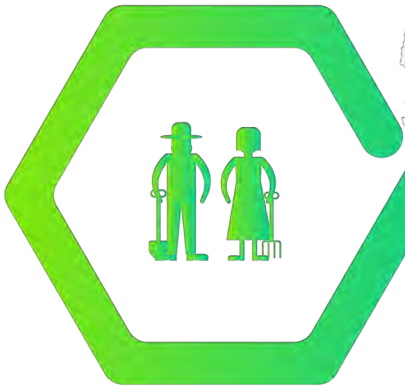
Theme 1

Farmer Empowerment & Market Access

Theme 2

Research & Technology generation & farmer demand driven advisory services

Theme 3

Knowledge, Information & Communication

Theme 4

Institutional Development & Capacity Building

Theme 5

Establisment & Strengthening of CCARDESA as an effective SRO

ICKM Strategy - Vision

The CCARDESA ICKM System will be the SADC knowledge hub for agricultural research and development

ICKM Manual - Strategy to Action

Hatfield CONSULTANTS **Africa**

Strategy
- Mandate
- Principles

Manual
- Quality
- SOPs

Implement
- Processes
- Standards

What is a 'System'

▶ Technology – ICT?

▶ Websites?

▶ Servers?
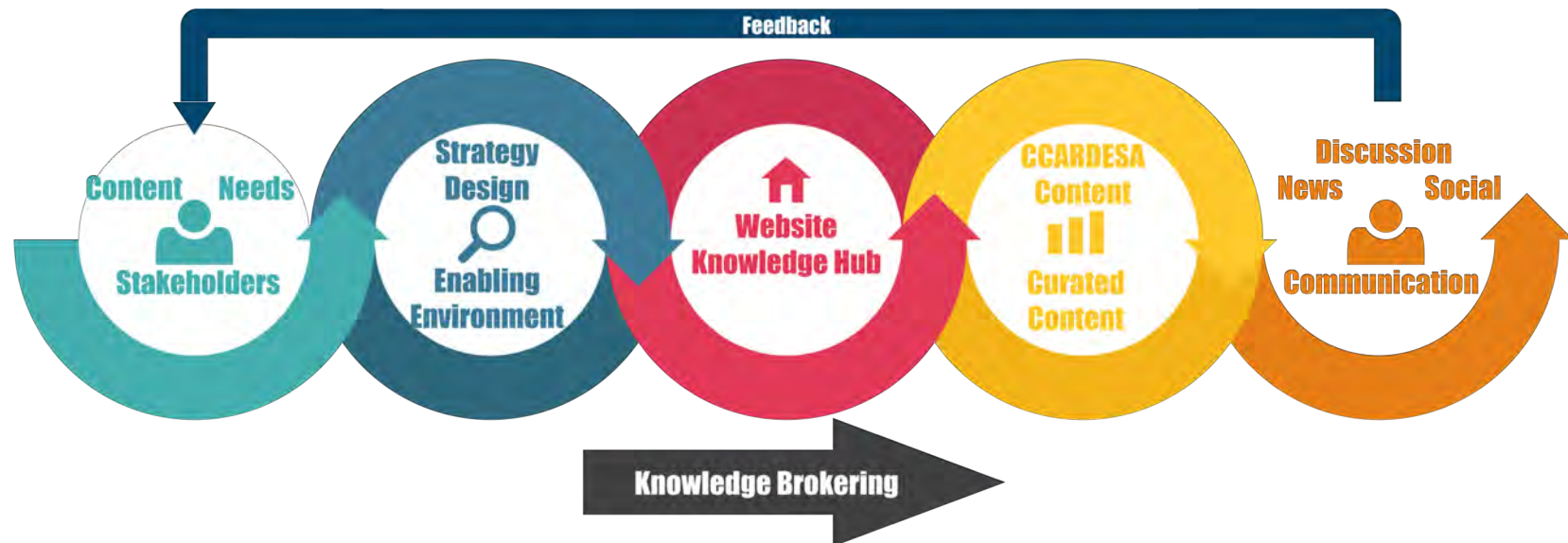
▶ Apps?

▶ Example: GIS

ICKM Strategy – a new approach
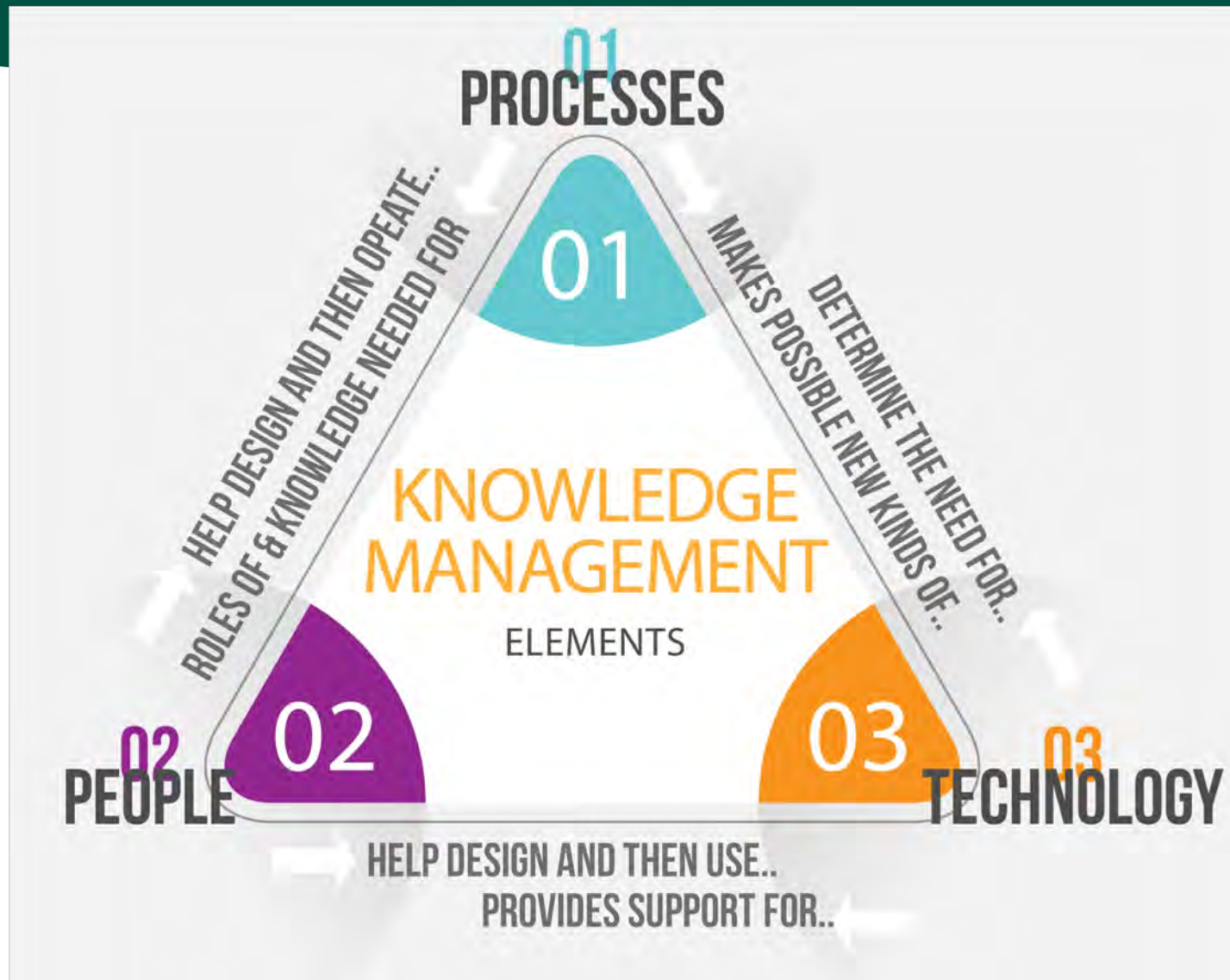
ICKM – Principles '4Cs'
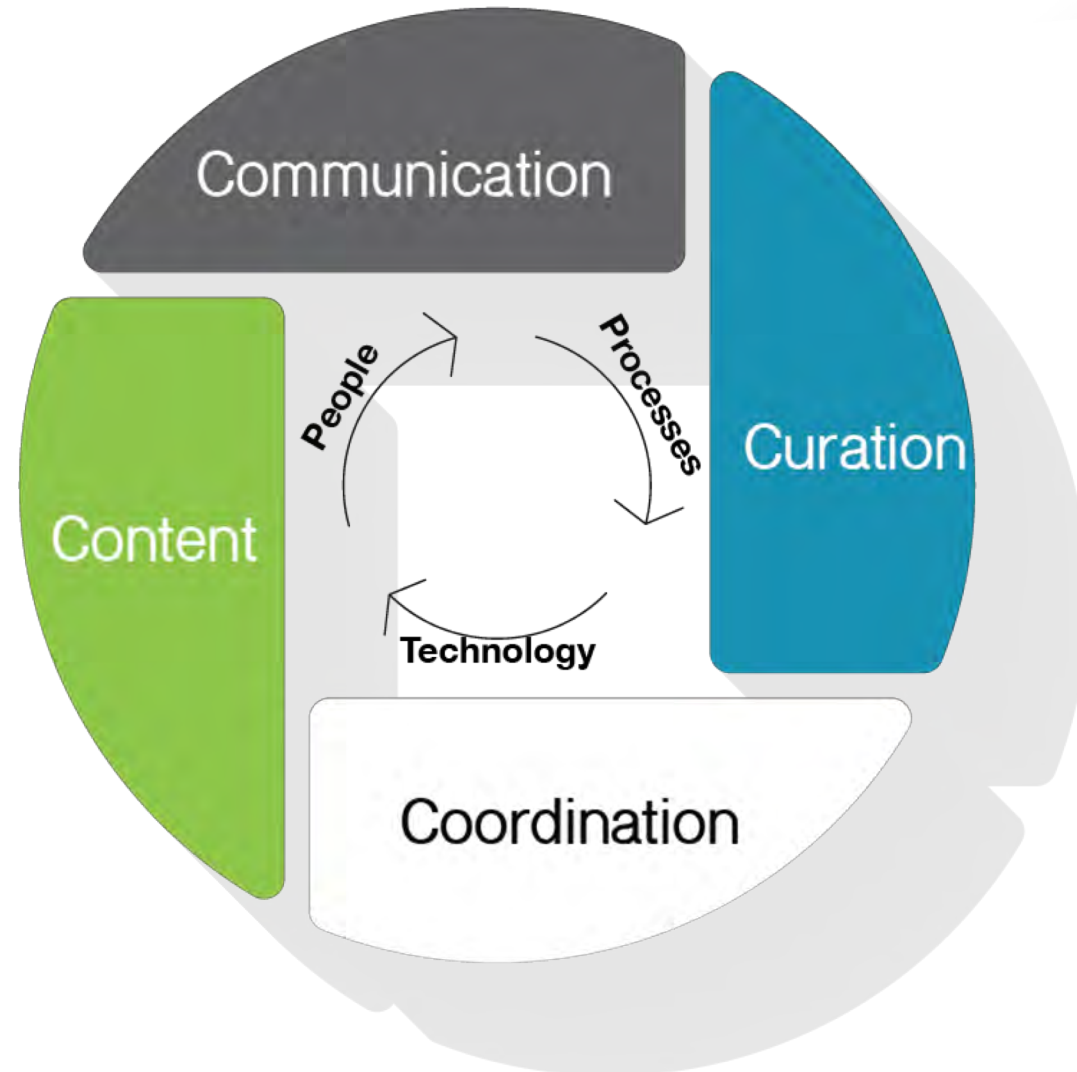
Content Coordination

▶ ICKM Strategy supported by ICKM Manual

▶ Support ICKM Unit

▶ Structure

▶ Standardised Processes

▶ Consistency

Content Development

Intended as CCARDESA-created content

Also includes specific Partner Collections

▶ E.g. VUNA Africa
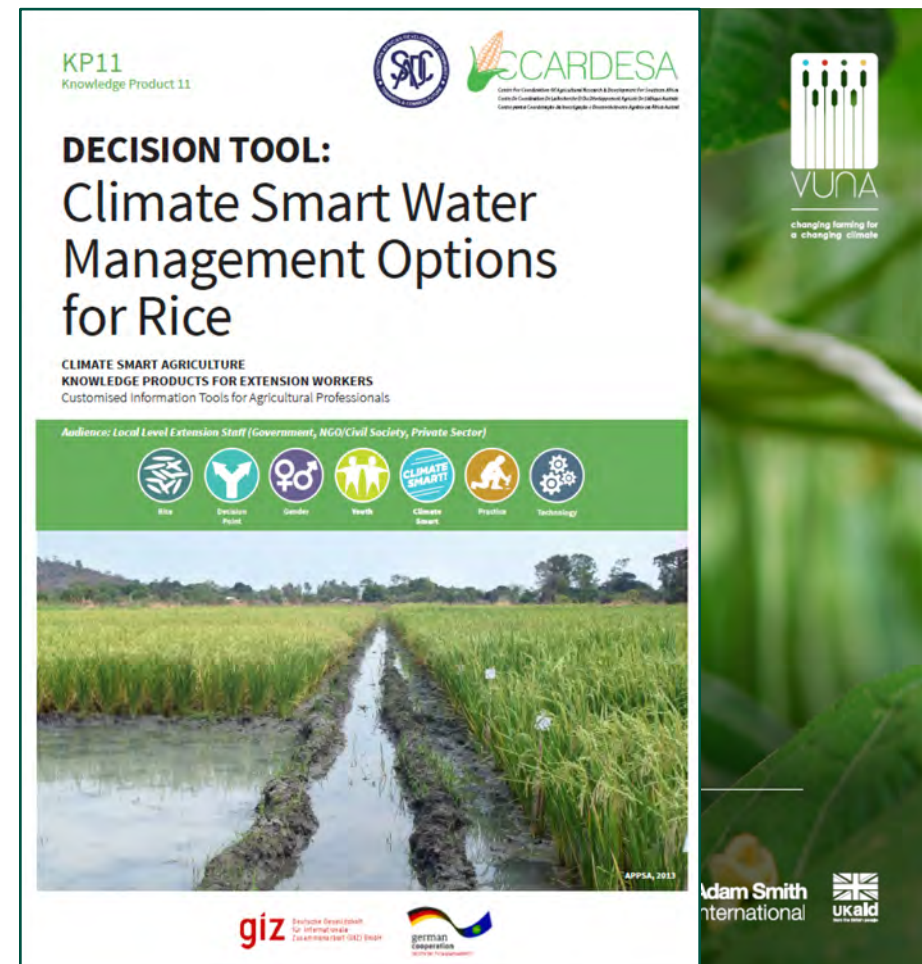
Content Development

Flagship CCARDESA Content

▶ Options papers

▶ Decision tools

▶ Manuals

▶ Best practices

▶ Lessons learned

▶ Brochures/leaflets

▶ Conference/workshop materials

ICKM – Content Curation

- Higher volume approach to content for ICKM System

- Identifying content – relevant to stakeholders

- Enriching – adding value/linking to CCARDESA

- Sharing – disseminating

- Approx 90 % of ICKM Unit Activities as a knowledge broker

Select
Identify partner or associated content, relevant to stakeholders, aligned with CCARDESA thematic programmes, connected with KPs, where relevant

Enrich
Add value to the source, providing context to the stakeholder, connecting it to CCARDESA

Share
Citing the source, share the content through relevant channels, linking to the source organisation and CCARDESA

Hatfield CONSULTANTS Africa

ICKM – Content Curation

Communication – News and Events

Example Communications Workflow
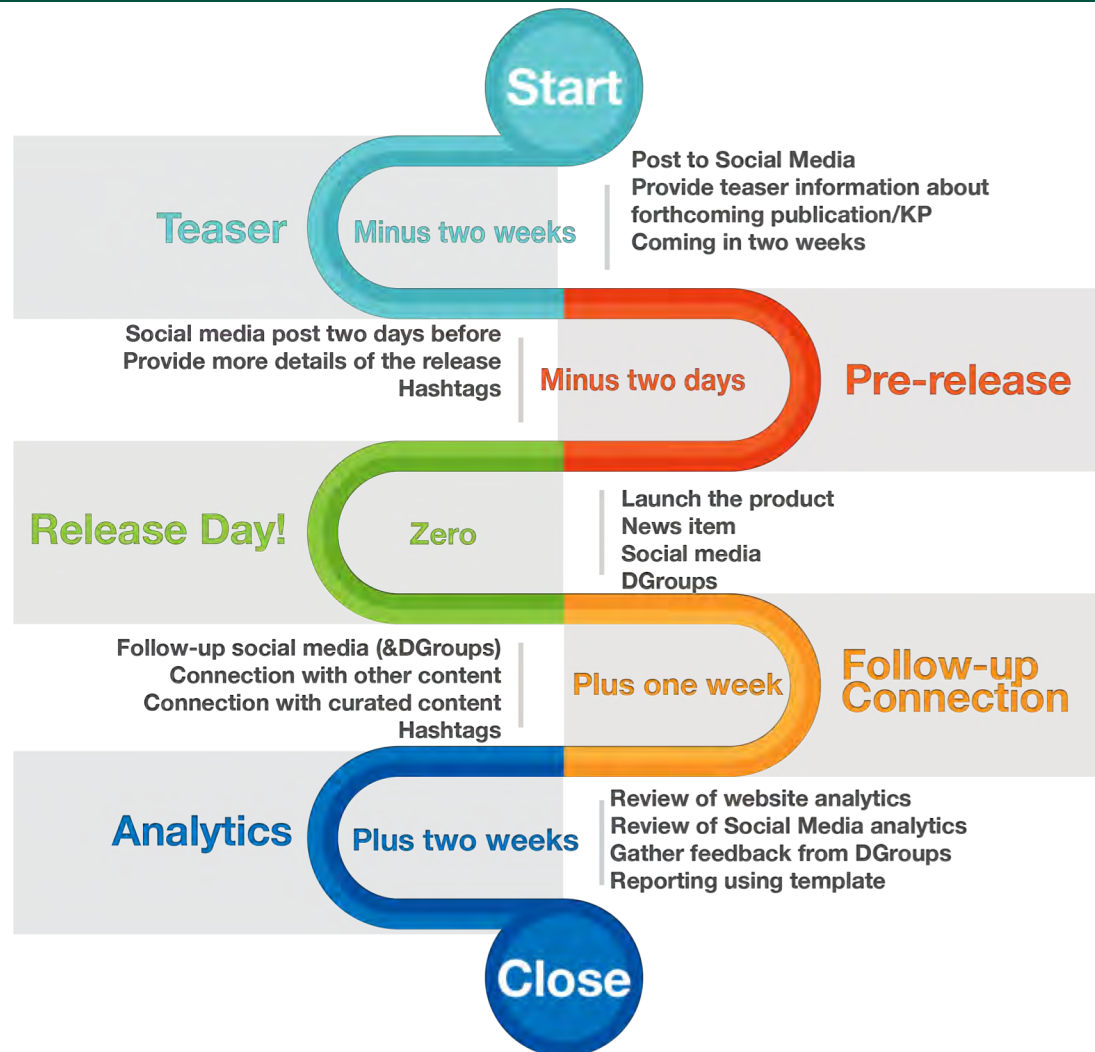
Communication - Newsletter
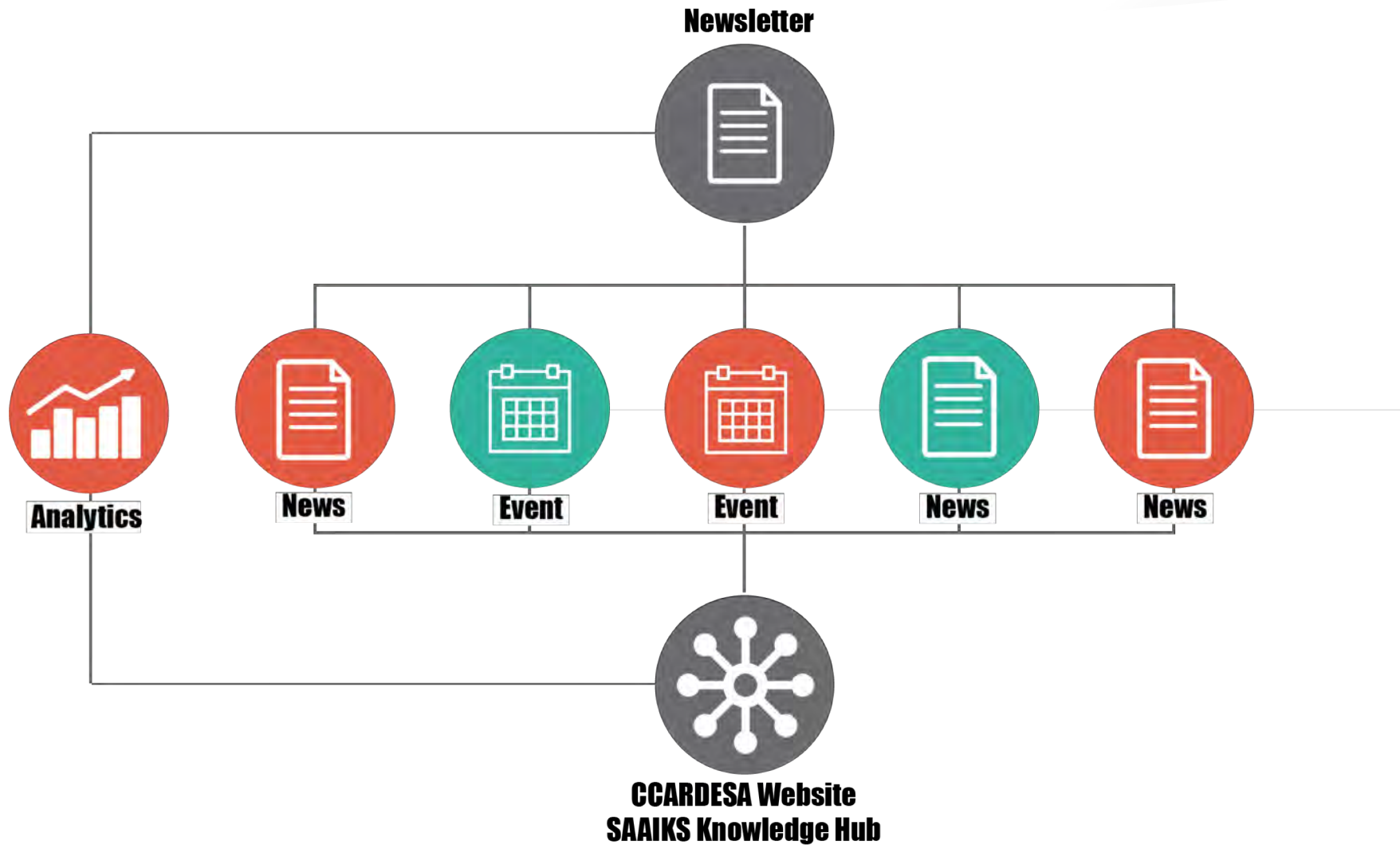
ICKM System Overview
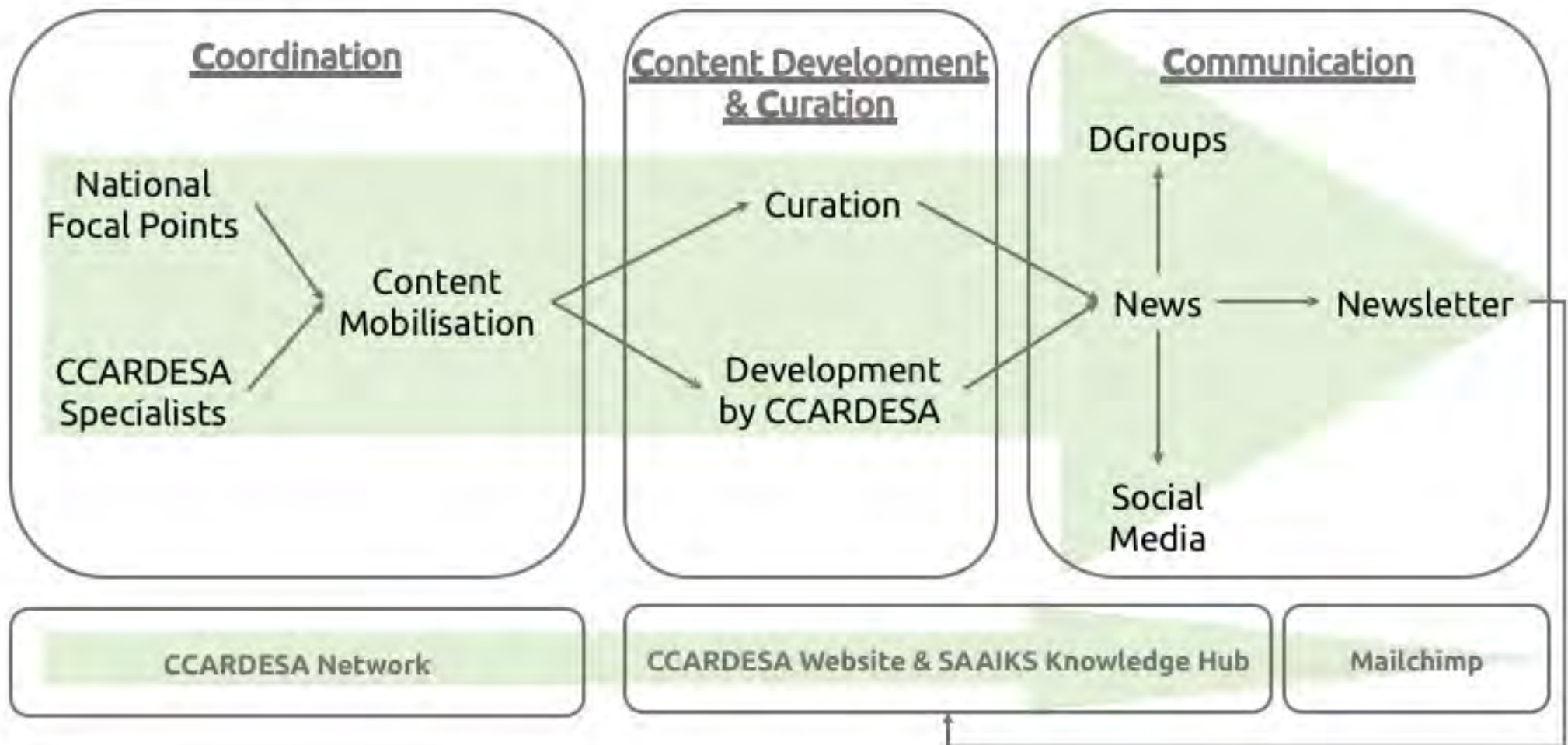
ICKM Manual

▶ Purpose & Guiding principles

▶ Responsible parties

▶ Quality management

▶ Monitoring & Evaluation Component

▶ Clarity

▶ Quality

▶ Procedures

▶ Accountability
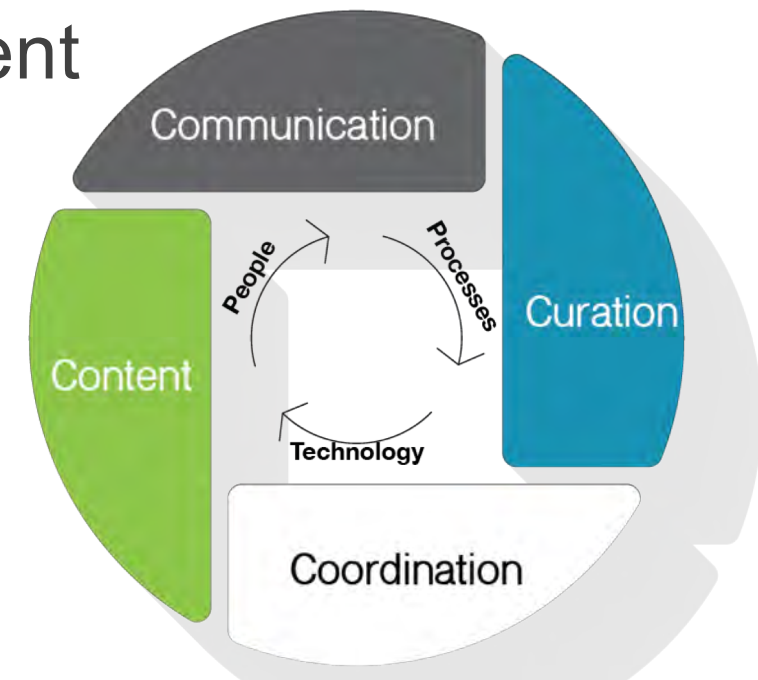
ICKM Manual – Quality Management

- **Document Control -**

- **Design Standards -**

- **Metadata definitions -**

- **Non-conformity - omitted**

- **Scope** – provides a definition of what is included in the QMP

- **Procedure Description** – provides a step-by-step outline of the procedures necessary to implement the QMP;

- **Training and Knowledge** – outlines the extent of training required to implement the QMP;

- **Responsibility** – assigns tasks to relevant CCARDESA staff members; and

- **References** – supporting documents.

ICKM Manual – Standard Operating Procedures

- **Introduction**

- **Purpose** – simple overview

- **Equipment needed** – any equipment, software or other requirements;

- **Roles and responsibilities** – who is responsible for initiating and implementing

- **Workflow** –workflow diagram,

- **Tasks** – the key tasks th

- **Approvals** – who approves the work;

- **QA/QC measures** –quality management

- **Risk management** – how risk is addressed

- **References** – reference to any QMPs or other SOPs.

1. Content Mobilisation
2. Content Curation
3. Metadata
4. Licensing
5. Gender and Youth
6. News
7. Events
8. Social Media
9. Newsletter
10. Discussion Groups
11. Social Media Report and Analytics
12. Newsletter Reporting and Analytics
13. Website Reporting and Analytics
14. Website Maintenance

ICKM Manual – Roles/Responsibilities

1. ICKM Coordinator
2. ICKM Communications Officer
3. Other specialists
4. Contributors

Website Overview

▶ Integrate web-presence

▶ Coherent and unified identity

▶ Organisation of information

▶ Help users achieve goals

▶ Disseminate and broker knowledge

▶ Communicate with stakeholders

Functions

CCARDESA

▶ About CCARDESA

▶ Themes

▶ Programmes

▶ Partners

▶ News & Events

▶ Opportunities

▶ Contact

SAAIKS Knowledge Hub

▶ Discussions

▶ Knowledge Products

▶ Partner Collections

▶ Partners

▶ Contact

▶ Search

▶ Partner search

▶ Social Media

Home   About   Themes   Programmes   Partners   News&Events   Opportunities   Contact

CCARDESA

Centre For Coordination Of Agricultural Research & Development For Southern Africa
Centre De Coordination De La Recherche Et Du Développement Agricole De l'afrique Australe
Centre para a Coordenação da Investigação e Desenvolvimento Agrário na África Austra

About CCARDESA

The Centre for Coordination of Agricultural Research and Development for Southern Africa (CCARDESA) was founded by SADC member states to harmonise the implementation of agricultural research and development (R&D)...

Read More...

Themes

INSTITUTIONAL DEVELOPMENT AND CAPACITY BUILDING

AGRICULTURAL VALUE CHAINS AND MARKET ACCESS

LINKING RESEARCH WITH FARMERS

GENDER AND YOUTH

CLIMATE SMART AGRICULTURE

Recent News   • View All

Africa Rice Centre launches app to help African rice farmers beat weeds
11 Sep 2018

ILRI
INTERNATIONAL LIVESTOCK RESEARCH INSTITUTE

ILRI Feed Assessment Tool
11 Sep 2018

Upcoming Events
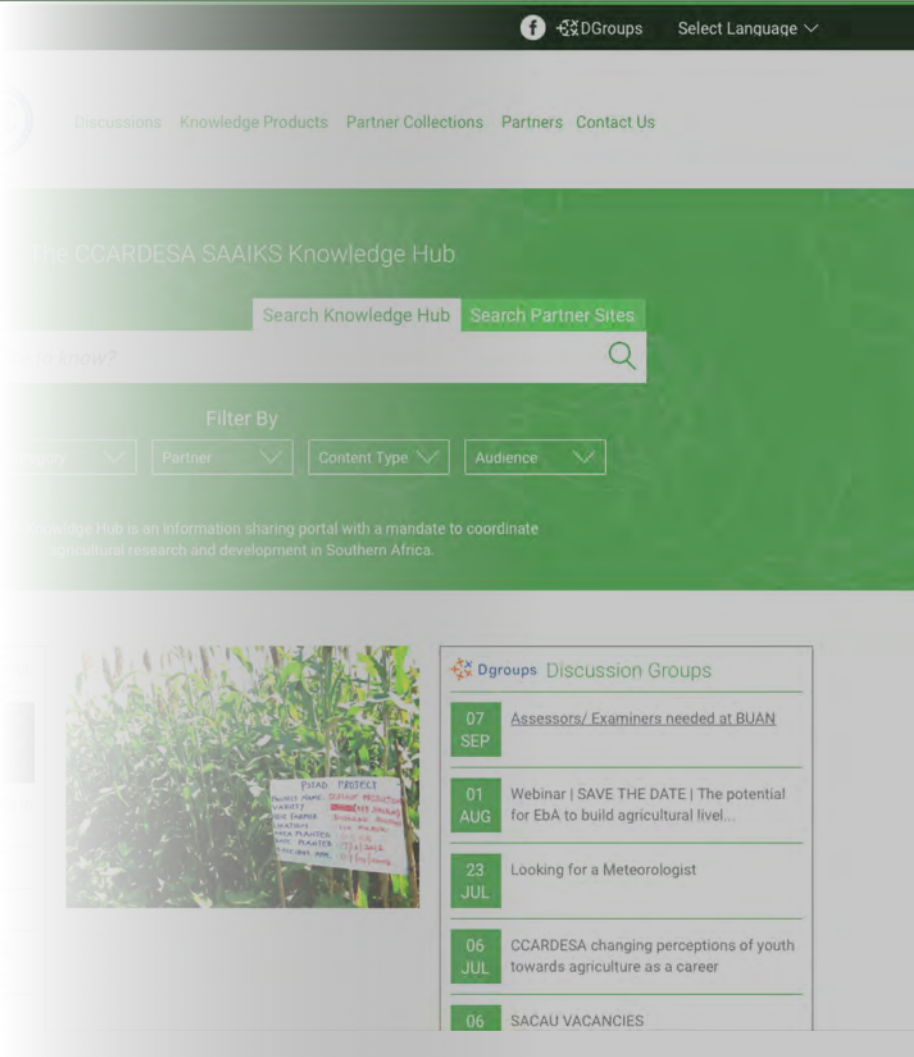
←   SEPTEMBER   →

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15

Gallery

Communications - DGroups

▶ Discussion Groups key aspect of ICKM to date

▶ Integrated into website using RSS

▶ Discussion still happens in email

Communications - Social Media

▶ Content from website to Facebook

▶ News

▶ Events

▶ Analytics

↓

▶ M&E

Social Media Overview

▶ Share content through other channel(s)

▶ Drive traffic to the site

▶ Engage

▶ M&E

Communications - Newsletter

▶ Share content through other channel(s)

▶ Drive traffic to the site

▶ Engage

▶ M&E

Plan • Target • Lists

Prepare Campaign • Design • Layout • Content

Distribute Send

Analyse • Data • M&E
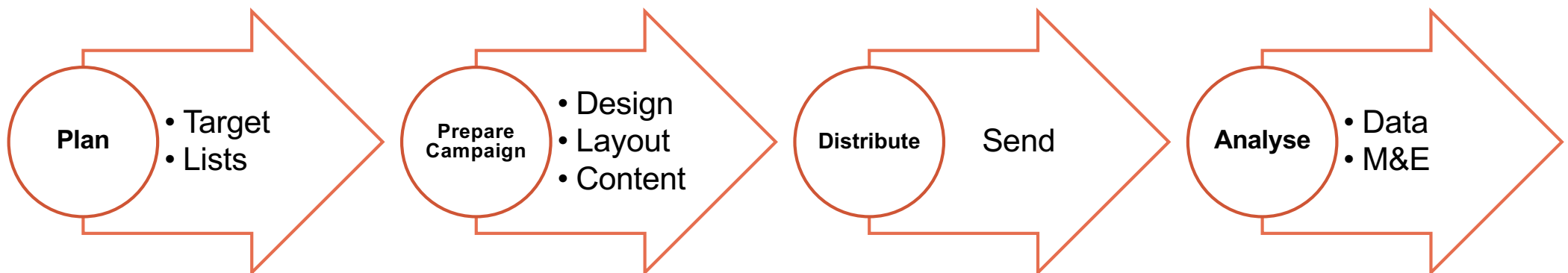
CCARDESA Demonstration Newsletter

HTML Source   Plain-Text Email   Details

View this email in your browser

CCARDESA Newsletter

This is the Centre for Coordination of Agricultural Research and Development in Southern Africa (CCARDESA) newsletter demo.
It provides links to valuable new Knowledge Products on the CCARDESA website, and links to curated content, news and events.

(f) http://www.facebook.com/ccardesa/   (✉) Forward

CCARDESA was founded by SADC Member States to harmonise the implementation of agricultural Research and Development in the SADC region. CCARDESA intends to address

---

View this email in your browser

CCARDESA Newsletter

This is the Centre for Coordination of Agricultural Research and Development in Southern Africa (CCARDESA) newsletter demo.
It provides links to valuable new Knowledge Products on the CCARDESA website, and links to curated content, news and events.

ICKM Manual – M & E

▶ **Collection** and gathering of data from various sources

▶ **Data Management** and organisation, and formatting of data

▶ **Analysis** and summarisation of data and information

▶ **Reporting** and contextualisation of results.
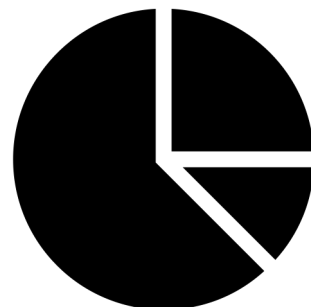
Data Collection

Monthly – website analytics, social media analytics, DGroups subscriber numbers and activity, newsletter subscribers, and content access and use;

Quarterly – newsletter response and engagement , location-based data, and information;

Annually – annual satisfaction survey.

ICKM Manual – M & E

Data Management

Central Storage and access for ICKM Unit.

Analysis

▶ **Audience** – who users are, how many, how often, etc.;

▶ **Demographics** – who they are in terms of age, gender, etc.;

▶ **Content** – what content users look at and download; and

▶ **Satisfaction** – how satisfied users and stakeholders are with the system.

Reporting

Contextualisation of data collected and analysed

▶ Intra-annual change;

▶ Year-on-year changes; and

▶ Spatial patterns.

Ccardesa

Page   Inbox   Notifications 4   **Insights**   Publishing Tools   Manage Ads   Settings   Help ▾

Overview
Promotions

Page Summary Last 7 days ÷   Export Data ⬇

Ccardesa

Page   Inbox   Notifications 4   **Insights**   Publishing Tools   Manage Ads   Settings   Help ▾
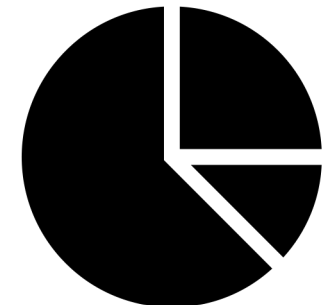
Overview
Promotions
Followers

Total Page Followers as of Today: 765

◄			March 2018			►
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3

Ccardesa

Page   Inbox   Notifications 4   **Insights**   Publishing Tools   Manage Ads   Settings   Help ▾

Overview
Promotions
Followers
Likes
Reach
Page Views
Page Previews
Actions on Page
Posts
Events
Videos
Stories
People
Local
Messages

Your Fans   **Your Followers**   **People Reached**

The people who follow your Page

Women
■ **40%**
Your Followers

0.125% | 3% | 19% | 9% | 3% | 0.998% | 5%

13-17 18-24 25-34 35-44 45-54 55-64 65+

Men
■ **59%**
Your Followers

0% 4% 24% 16% 5% 3% 6%

Country	Your Followers	City	Your Followers	Language	Your Followers
Botswana	379	Gaborone, South-East ...	289	English (US)	603
South Africa	95	Lusaka, Lusaka Provin...	44	English (UK)	163
Zimbabwe	60	Harare, Harare Provinc...	42	French (France)	17
Zambia	59	Durban, KwaZulu-Nata...	17	German	5

Open rate		50.0%	Click rate		25.0%

List average	30.8%	List average	7.7%
Industry average	(Select your industry)	Industry average	(Select your industry)

2	1	0	0
Opened	Clicked	Bounced	Unsubscribed

Successful deliveries	4 100.0%	Clicks per unique opens	50.0%
Total opens	9	Total clicks	1
Last opened	29/8/18 11:24	Last clicked	27/8/18 14:54
Forwarded	0	Abuse reports	0

24-hour performance

Opens   Clicks
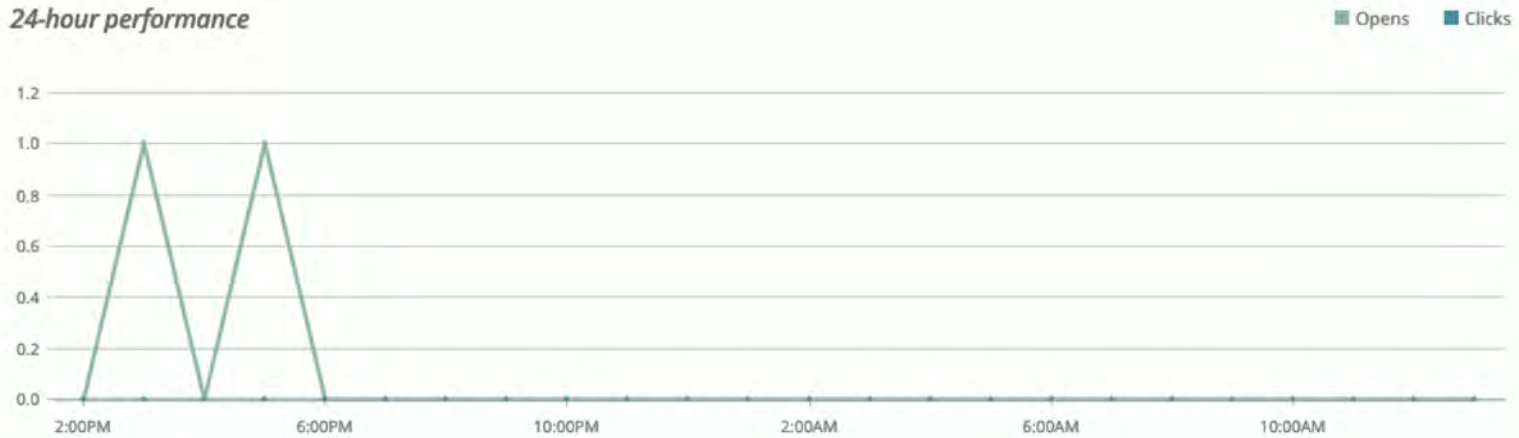
Top links clicked

http://www.facebook.com/ccardesa/	1
http://www.facebook.com/sharer/sharer.php?u=*|URL:ARCHIVE_LINK_SHORT|*	0
http://www.ccardesa.com/	0

Subscribers with most opens

shughes@hatfieldgroup.com	6
simon.hughes@icloud.com	3

Social performance

0 Tweets	0 Campaign URL clicks	0 Likes

Top locations by opens

🇿🇦	South Africa	7	77.8%
🇧🇼	Botswana	1	11.1%
🇺🇸	USA	1	11.1%

Engaging with the System

▶ What does this mean for me?

▶ CCARDESA has a new suit! Let's go dancing

▶ New public facing interface

▶ Keep the system – and hence the interface - alive!

▶ Core responsibilities lie with ICKM Unit

▶ Broader responsibility – The Secretariat & National Focal Points

▶ Identify content & photographs

Roles and Responsibilities

How to Support

Ideas for the following:

▶ **Content** – new research, success stories, etc

▶ **Events** – upcoming CCARDESA events, partner events, workshops, other events

▶ **Photographs** from site – relevant photographic content

▶ Participate in **DGroups**.