

Approaches to Knowledge packaging and Dissemination

CACILM
knowledge management project

Michael Devlin, ICARDA, June 2013

Donor review of a rural development project diary sector

“Evidence is useless if it is not communicated....through the strategic communication of research findings this project seems to have been most successful.”

Strategy:

Mapping different target audience groups and delivering appropriate communication activities and materials for each of them.

Our overall goal

- **Produce new and useful information for farmers and decision makers** to improve sustainable land management.
Uzbekistan, Kyrgyzstan, Kazakhstan, Tajikistan, Turkministan, and others
- **The CACILM knowledge project provides access** to a body of useful material that helps improve farming practice and policy in the region.

Our goals this week

CACILM Communication Action Plan

- **Define key users** for CACILM information.
- **How can we best engage** with them?
- **How will we capture, ‘package’, communicate** CACILM results?
- **Design specific activities to inform and engage partners** on sustainable land management.

How to achieve this?

Knowledge management? Information management?

Knowledgesharing, communication?

- **Information management**

Capture, organize, make accessible all project information

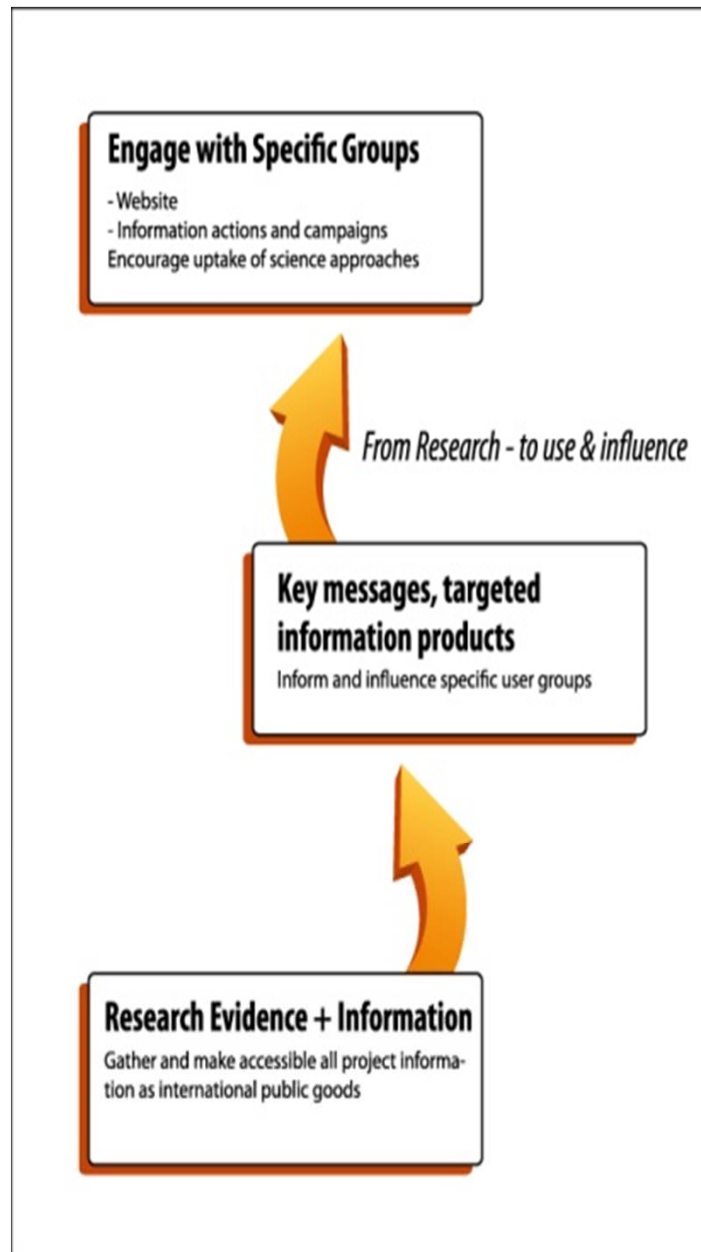
- **Knowledgesharing**

Learn together - capture and share experience and practices.

- **Strategic communication**

Information and activities to engage and influence specific groups.

How to achieve this?



'Outcome thinking'

- What do we want to happen?
- Who can we influence directly?
- What benefits are we proposing to users?
- What communication products and services will help me achieve these goals?

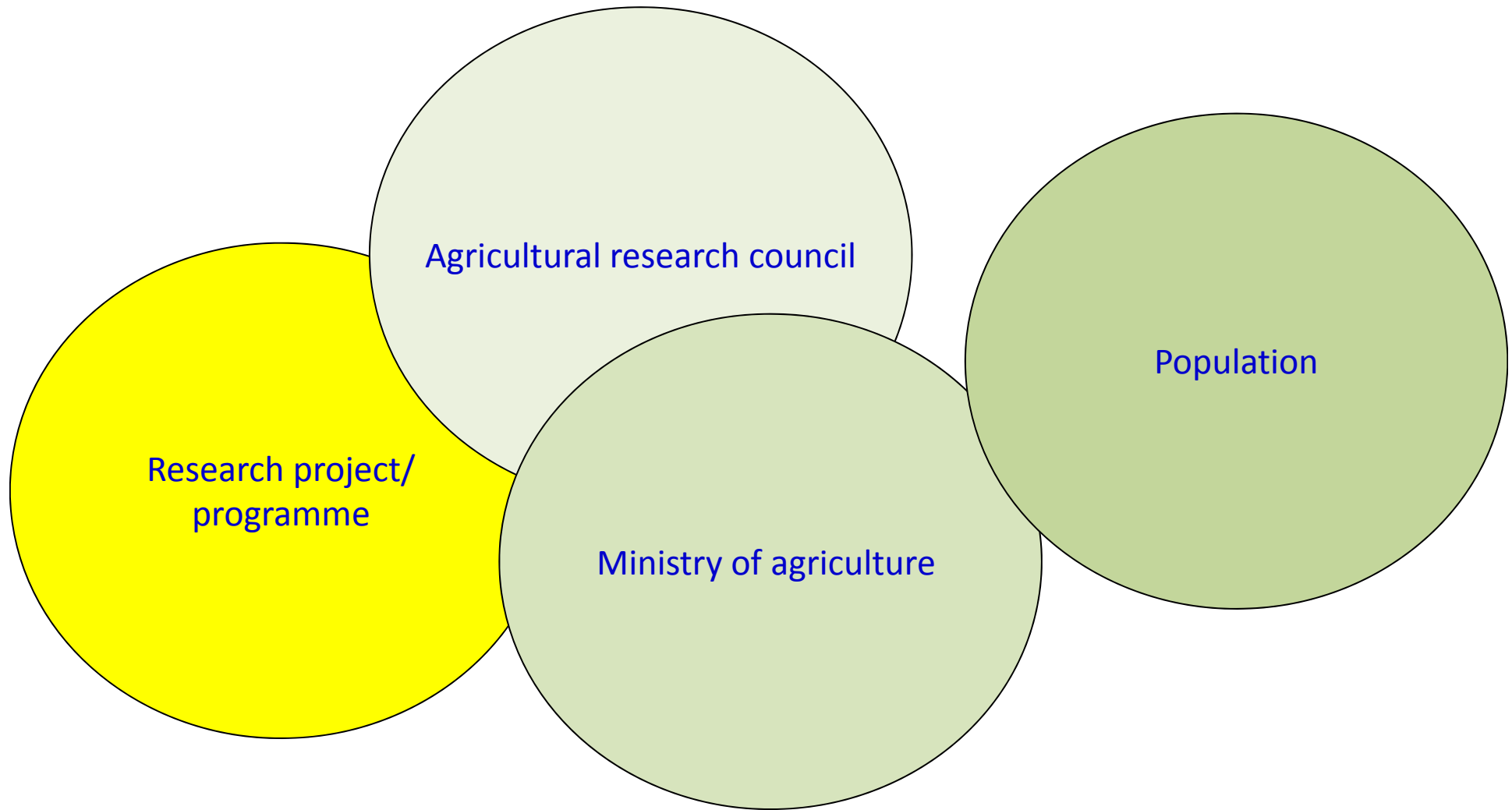
Who can I influence directly?

Be very clear:

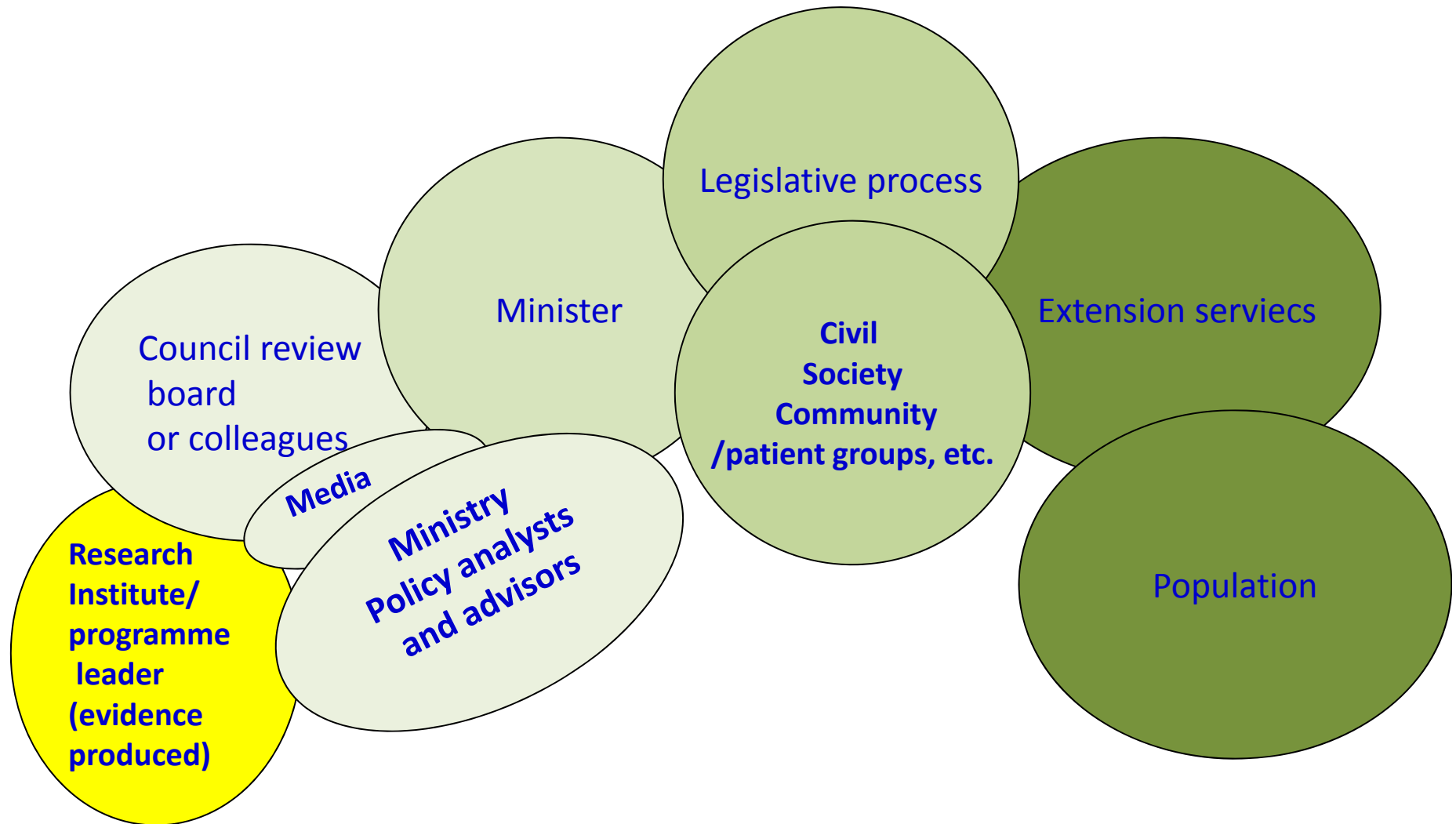
who are the potential users of our knowledge?

What information in what form
will be most useful to them?

Influence path



Influence path



Taking and 'Outcome' view

What do we want to happen?

Design communication for
specific user groups....

What do we want to happen?

Some examples:

- **Decision makers**

-request our materials

-Refer to new practices in official documents

-Design policies

-invest in spreading these innovations

- **Extension services/farmers organizations**

-ask for assistance

-use an request information materials

-recommend use of new interventions

- **Rural development partners (NGOs, donors, others)**

-request CACILM advice

-use and refer to interventions and practices

What communication actions,
products and services
will achieve my goals?

Activities for CACILM

knowledge sharing & communication

- **Web site.** Practical information prepared for specific audiences. Links to useful information (e.g. WOCAT, other national experience).
- **Learning activities.** Dialogues - bring potential users into the discussion process.
- **Targeted reports, tools, and guidelines.** Sharing of expertise between projects and countries.
- **Targeted information actions.** Briefings and workshop sessions in partner countries, advocacy and information campaigns for specific groups of people.

Knowledge & information products, activities - some examples

Materials typically synthesized from reviewed research

- Web page (summaries, databases, list serve, discussion forum, etc.).
- Policy summary/briefing note
- Special meeting or dialogue
- User or stakeholder dialogue
- Technical summaries and arguments based on research.
- Input to technical committees or meetings.
- Media relations
- General information literature (brochure, case studies, stories).
- Technical/user materials (tools manuals, guides, training meetings).

Knowledge synthesis & exchange an example



Enabling poor rural people
to overcome poverty



MENARID

Practical Solutions to Manage Land Degradation
in the Middle East-North Africa Region

Technologies • Policy Options • Scaling-up



What does your country need?

How can we make CACILM information most useful for farmers and decision makers?