

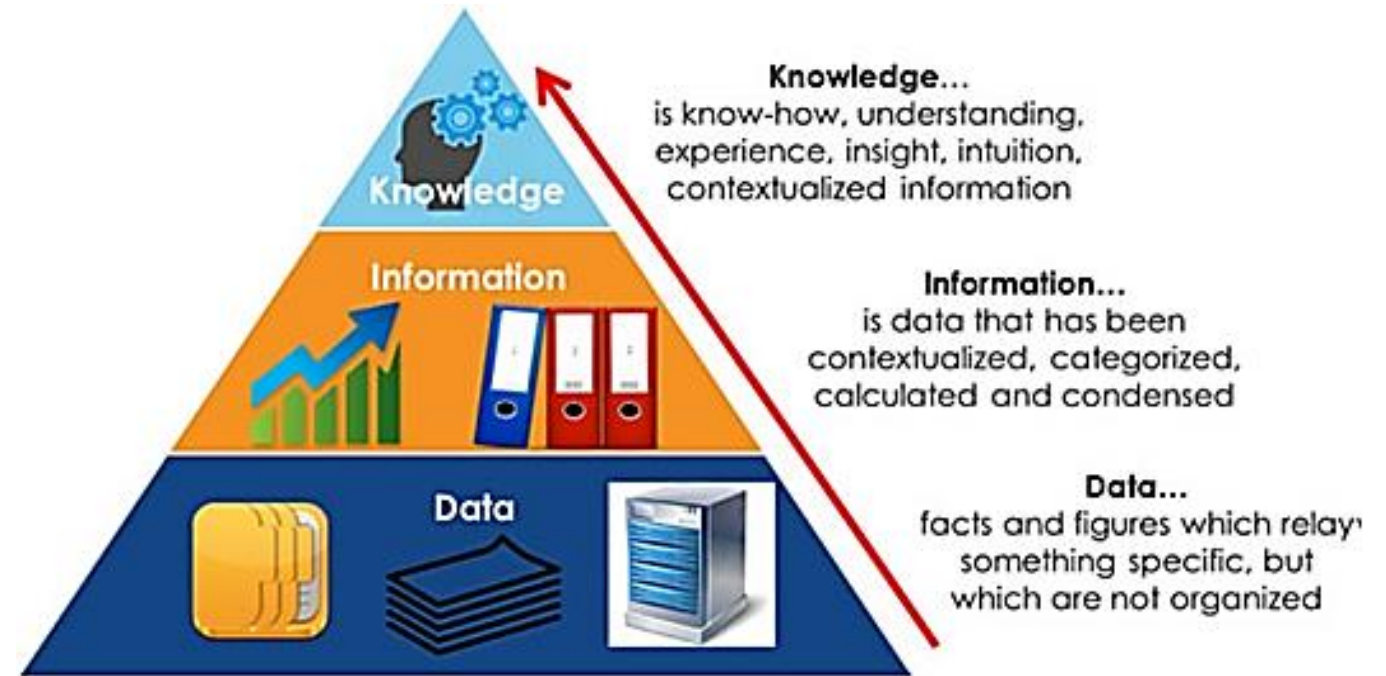
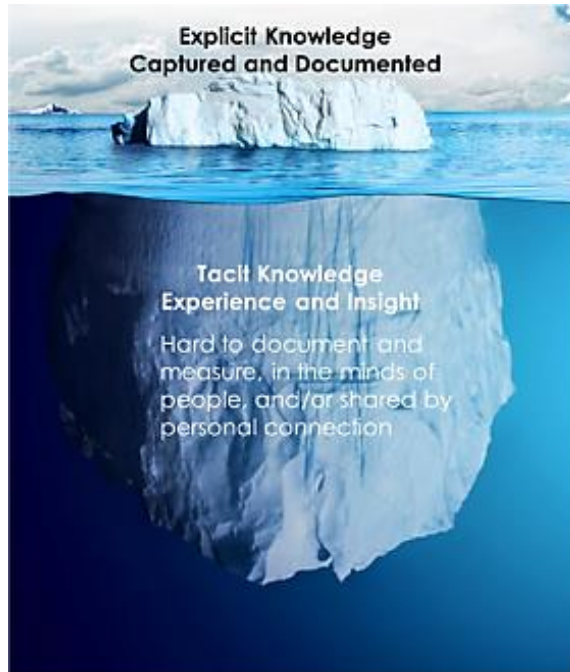


Knowledge Management: Elements, Processes, Tools & Online Outreach



elements

Visualizing Knowledge



“Knowledge management (KM) is the process of capturing, developing, sharing, and effectively using organizational knowledge”

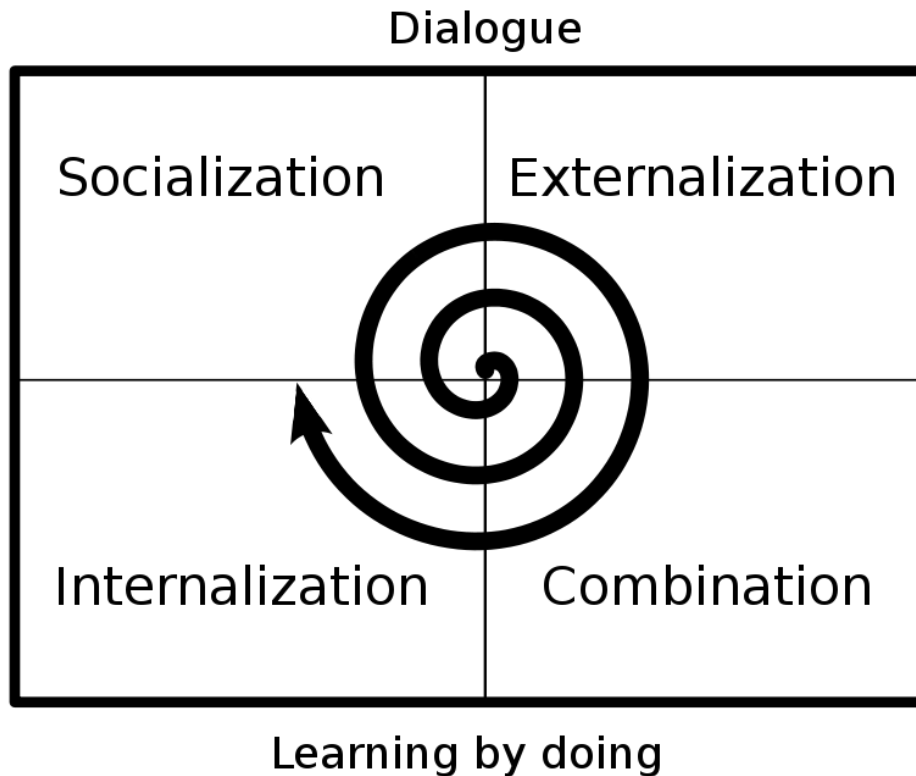
“Knowledge management”, 2014, as by Girard & Girard, 2015

“IFAD defines KM as a set of processes, tools and behaviours that connect and motivate people to generate, use and share good practice, learning and expertise to improve IFAD's efficiency, credibility and development effectiveness.”

The SECI Model of N&T (1995)



Field (Team) Building



Linking Explicit Knowledge

Externalization: the conversion of tacit knowledge (i.e. lesson learned) into explicit form (i.e. report).

Combination: codified knowledge sources (i.e. documents) are combined to create new knowledge (i.e. another document).

Socialization: sharing experiences through observation, imitation and practice.

Internalization: process of experiencing knowledge through an explicit source (i.e. reading a book).

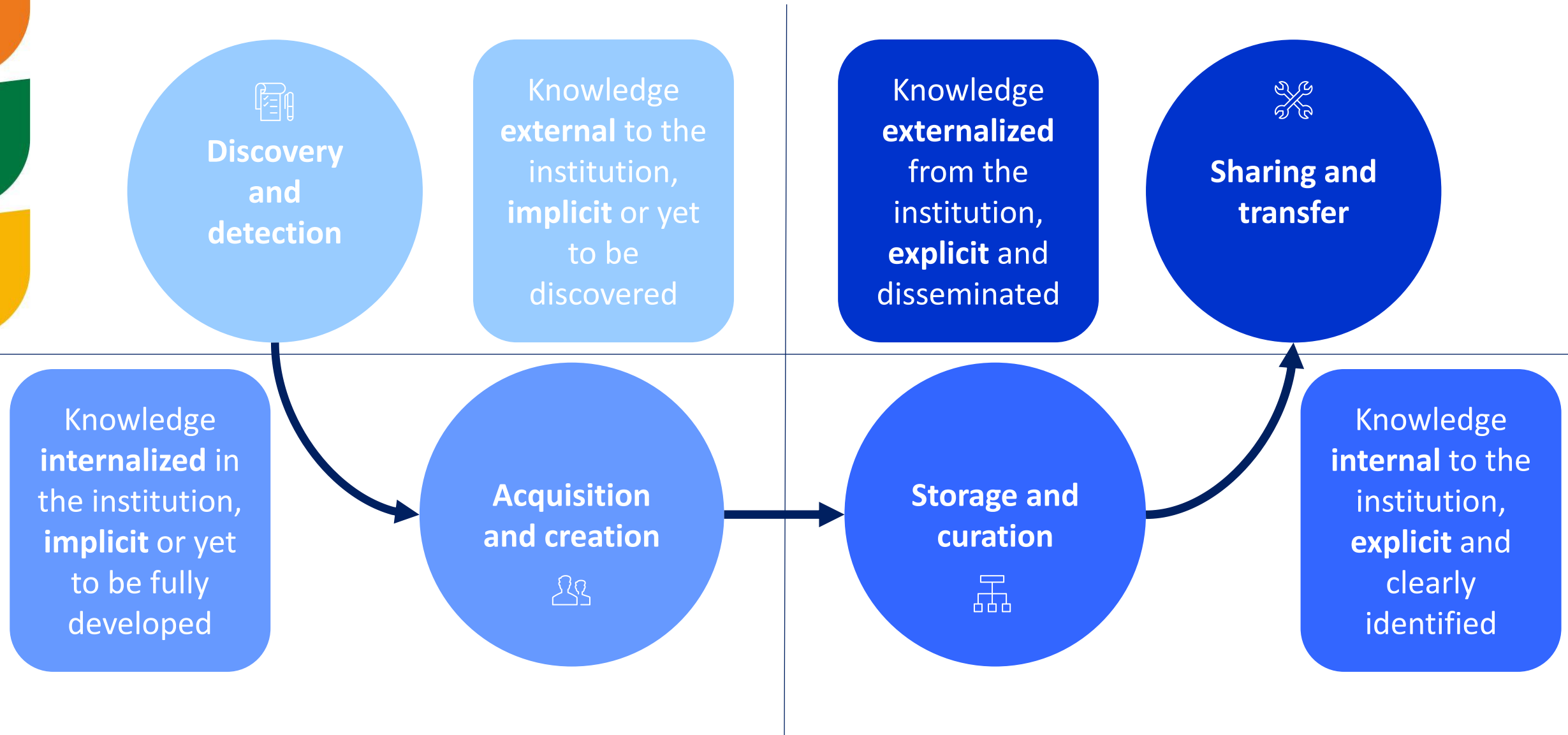
	TACIT Knowledge	EXPLICIT Knowledge
TACIT Knowledge	SOCIALIZATION	EXTERNALIZATION
EXPLICIT Knowledge	INTERNALIZATION	COMBINATION

Organizational Contexts



The **framework** for managing knowledge varies from institution to institution, based on the number of **processes** it runs to carry out its mandate. It is important to identify these aspects to delineate the **context** in which the institution operates with knowledge and the main **protagonists**.

An Essential KM Workflow



I. Knowledge Discovery and Detection

1

Scan your own institution to identify existing knowledge sources, discovering hidden knowledge in data and information. Probe websites and libraries, attend to meetings.

2

Internal knowledge may be resident within peoples' heads; embedded in behaviors, procedures, software and equipment; recorded in various documents; or stored in databases and online repositories.

3

Common sources of **external knowledge** include publications, universities, government agencies, professional associations, personal relations, consultants, knowledge brokers, and Communities of Practice (CoP).

Tacit knowledge is personal, context-specific, and therefore hard to formalize and communicate.

Ikujiro Nonaka, 1995



II. Knowledge Acquisition and Creation

1

Knowledge creation takes place through the transformation of tacit knowledge to explicit and backward (Nonaka and Takeuchi 1995), **writing** a paper, for example.

2

Existing knowledge can be combined and converted into new products, for the same of new purposes, such as **combining** existing rules and best practices to produce a set of guidelines.

3

The ability to create new knowledge is often at the heart of the organization's **competitive advantage** and has the potential to achieve its mandate.

The act of making knowledge created by individuals available, amplifying it in social contexts, and selectively connecting it to the existing knowledge.

Nonaka & von Krogh, 2009



III. Knowledge Storage and Curation

1

Knowledge storing involves finding ways to **convert** documents, models, human insights and other artefacts into forms that make retrieval and transfer easy without losing the “true meaning” of the knowledge.

2

With the use of information technology, organizations have developed vast **repositories** of knowledge about science, projects, processes, technologies and more.

3

Taxonomy enables the structure to organize information, documents, and libraries in a consistent way. It can be considered as a **classification** system, a “Table of Contents”, for an organization’s knowledge capital.

Knowledge organization involves activities that "classify, map, index, and categorize knowledge for navigation, storage, and retrieval".

Botha et al., 2008



IV. Knowledge Sharing and Transfer

1

Organizations can realize the full value of their knowledge **assets** only when they can be effectively transferred between individuals.

2

Sharing is essential for the peer reviewing process to take place and publishing impactful knowledge. A valuable goal is to externalize **best practices**, which are a result of proper and well established knowledge management.

3

Transfer knowledge is also the core of **Capacity Development**, a key area for each organization willing to transfer its knowledge and establish a legacy.

Knowledge sharing has been recognized as the most important factor in the success of KM.

Nazim et al., 2016



Sustainability and KM



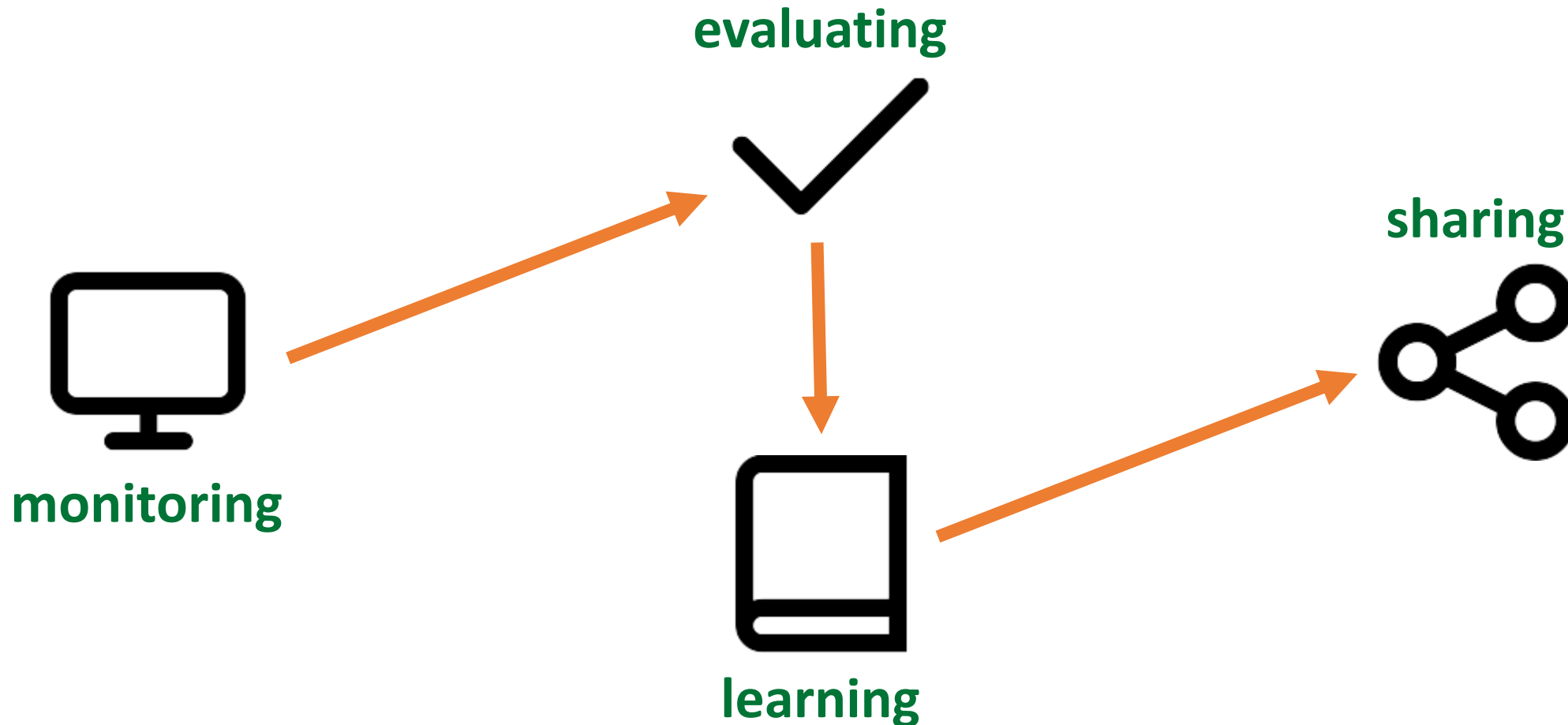
- Valorizes the research **results**.
- Increases network **connectivity**.
- Leverages **expertise** across the organization.
- Allows employees to obtain relevant **insights**.
- Evaluating progress through indexes and **metrics**.
- Facilitates innovation and organizational **learning**.
- Monitoring projects, institutions and media **resonance**.
- **Learning** from indicators in frameworks for institutional awareness.
- **Sharing** the results through information products publication and dissemination.
- Valuing impact through **policy informing**, innovations generation and best practices adoption.
- **Partnership building** for research alliances, innovation platforms and science-policy interfaces.
- Research on-field and in laboratory for scientific advancement, capacity development, gender equality and **opportunities** for youth.
- Supports the **intellectual capital** and assets in the workforce, such as the expertise and know-how possessed by **key individuals** or stored in **repositories**.



Sustainability and KM



Knowledge Management means more than optimizing the data flow within an institution, itself an essential and valuable asset, it also **means enabling and foster post-research impact over time**, through:



Knowledge Value-for-Money



Key Aspects: Mapping to the Value-For-Money Framework

The criteria to be considered are defined as follows:

Economy: The cost of inputs used for an activity, with regard to maintaining quality.

Efficiency: The extent to which an intervention converted input into outputs by increasing output for a given input, or minimizing input for a given output, with a regard for maintaining quality.

Effectiveness: The extent to which expected outcomes are achieved through the outputs obtained from an intervention.

Equity: The extent to which development outcomes have included the poorest, have reached the most vulnerable and have been gender-sensitive and youth oriented.

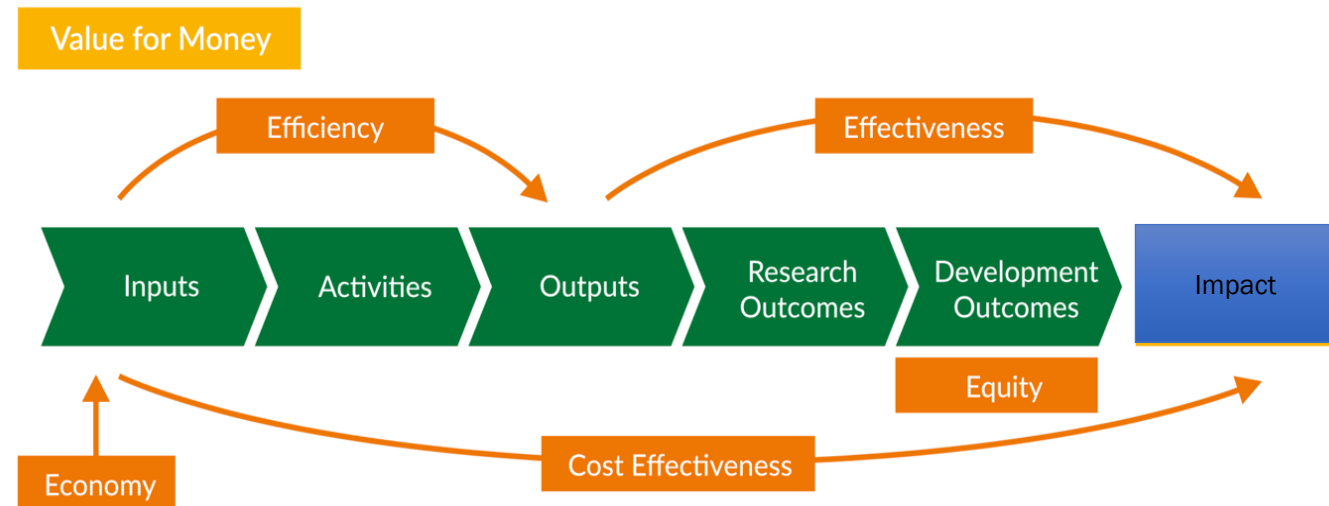
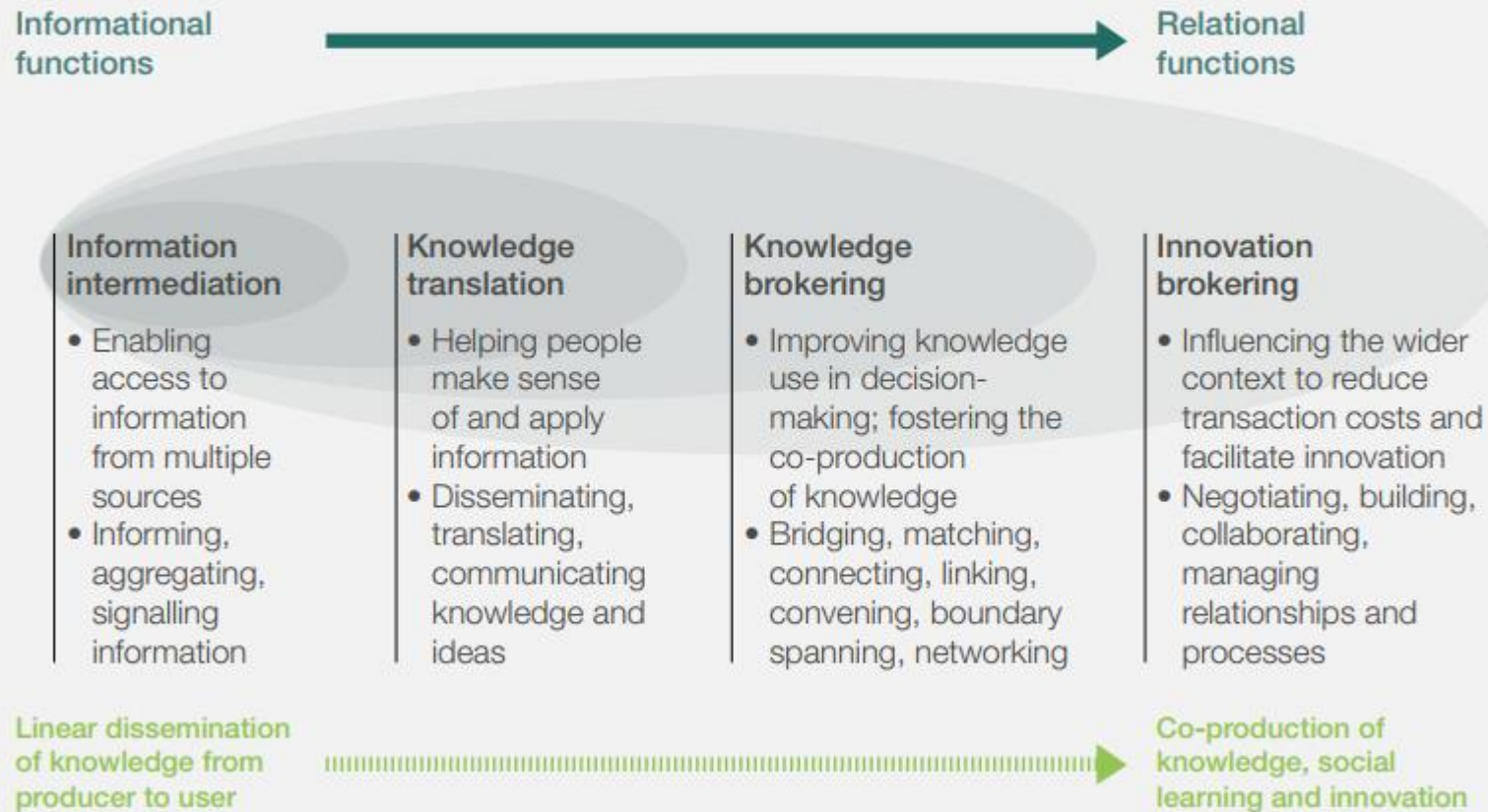




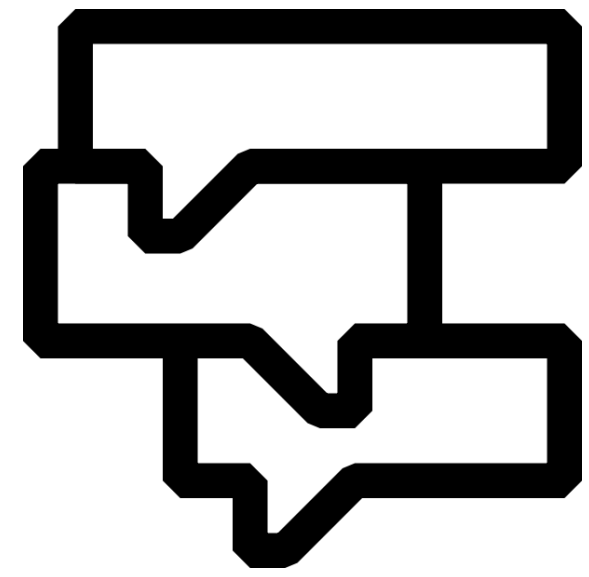
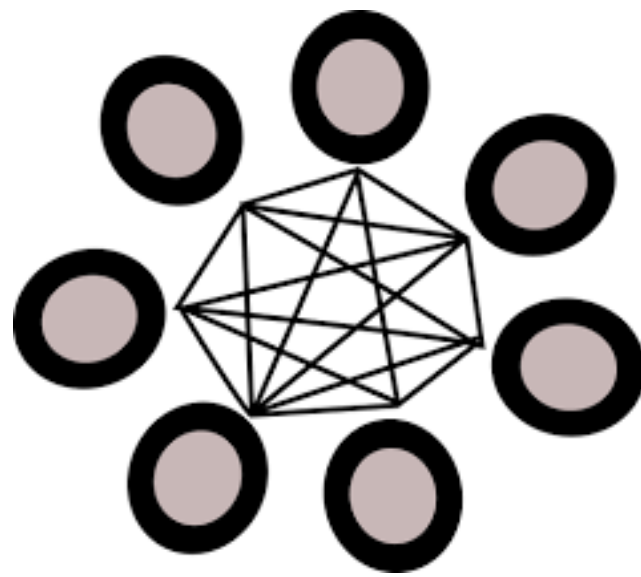
FIGURE 1
The K* Framework – Functions of knowledge



Source: Shaxson L. (2016). Achieving policy impact: guidance note. London: DFID-ESRC Growth Research Programme and ODI. Available at <http://degrp.squarespace.com/research-impact/>

“... the K* framework may be useful to consider how information is used and how to gain the best traction for policy impact. By applying the framework, it is possible to decide how to work with knowledge... Depending on what you find, you may consider that some type of policy work is not possible for you to do alone, so therefore you must partner with others to do this effectively...”

Q. 
A. 



PROCESSES



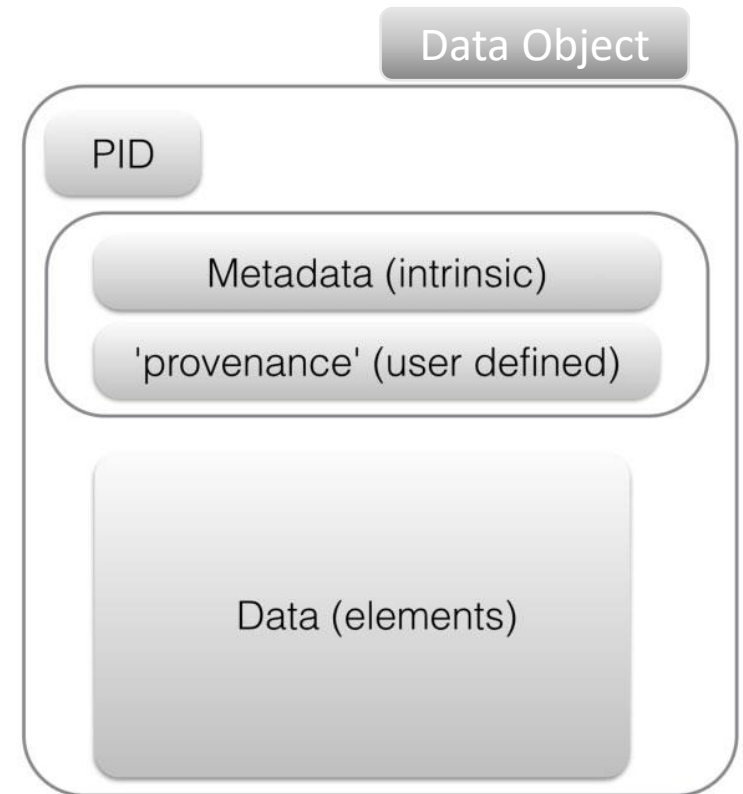
FAIR Basics

The principles refer to **Data Objects**, a machine (first) and human (second) intelligible resource of information constituted by:

- **Data:** in the form of **digital object** (i.e. file).
- **Metadata:** **information** about that digital object.
 - **Persistent Identifier** (PID).

It is defined as **FAIRport** any “machine-oriented data repository” that:

- Contains FAIR Data Objects.
- Provides accessibility for Data Objects re-use.
- Has a full and open description of all technologies, controlled vocabularies and formats used.



Data Curation



Reporting CRP *

Donors *

Partners

SDG(s)

Keyword(s) *

The list is provided by [AGROVOC Web Service](#). You can add new subjects by typing or copy & paste them from another source, if comma separated. All new, non-AGROVOC subjects are coloured in green; please ensure these are coherent with the knowledge reported.

Crop(s)

MELSpace*

Abstract *

Number of dataset users

Dataverse

Data Collector

Dataverse Subjects

Related publications

URL

Please, provide any DOI, Research Gate, Google Scholar, CGSpace or other URL if any.



Data as increasingly FAIR Digital Objects

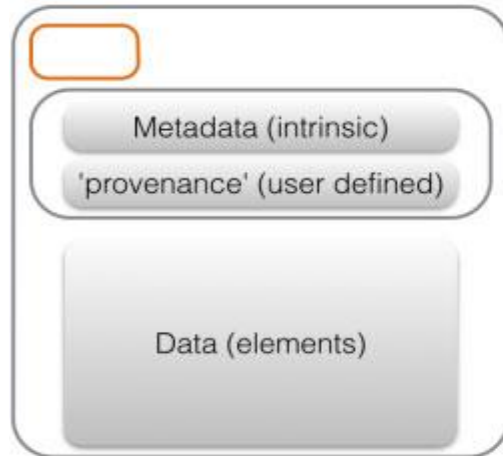


Provided, Open

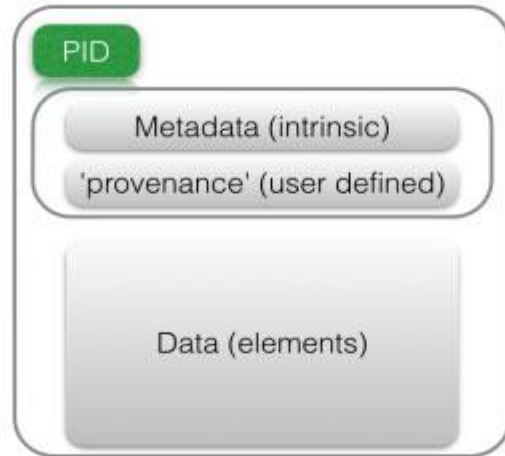
Provided, Limited

Not Provided

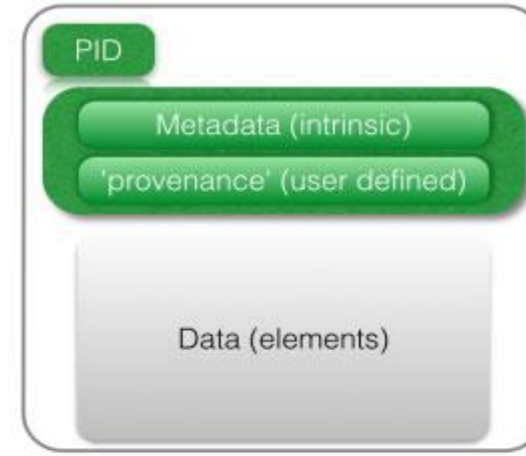
Totally UNFAIR



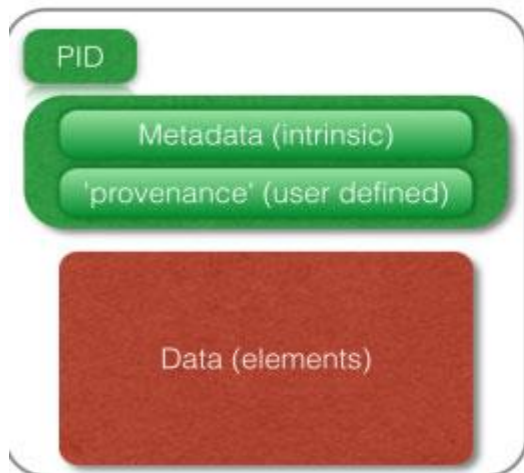
Findable
Usable for Humans



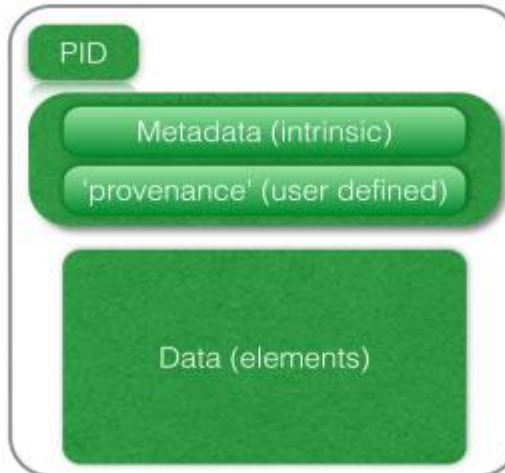
FAIR metadata



FAIR data-
restricted access



FAIR data-
Open Access



FAIR data-
Open Access/Functionally Linke



- 1) Data Object not even Findable
- 2) Data Object only Findable.
- 3) Data Object Findable, FAIR Metadata
- 4) Data Object is FAIR although restricted
- 5) Data Object is fully FAIR
- 6) Data Object is FAIR and optimized

Knowledge Publication



SKIM
Strengthening Knowledge Management
for Greater Development Effectiveness
in the Near East, North Africa,
Central Asia and Europe



150.000+
Funding Activities
Credited
Over 5 Million
Worldwide.

**GDPR Safe
Measures**
for Data
Sharing and
Interoperability

Findable 
Accessible 
Interoperable 
Reusable 



400+
Millions
licenses of which
more than 40%
Open Access*.

2500+
Publishers,
30k+ Journals
and Related
Policies for
Archiving and
Sharing.



Knowledge Publication



**SHERPA
RoMEO**



Storage



- Quality Assurance (Workflow)
- Intellectual property

MEL checks predatory journals

GDPR Safe Measures



Citation

Protected

Information uploaded to MEL

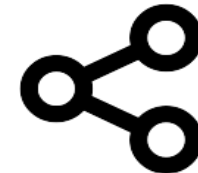


ICARDA policy and regulations on open data are being constantly updated to ensure attribution, copy right and open access is always correct

ICARDA has legal obligations in checking predatory journals

Predatory Journals

Sharing



Innovations & Solutions Workflows



WOCAT Global SLM Database ▾

Information for UNCCD Parties

Search SLM Data



SLM Technologies

An **SLM Technology** is a land management practice that controls land degradation and enhances productivity and/or other ecosystem services.

[View](#)

[Add](#)



SLM Approaches

An **SLM Approach** defines the ways and means used to implement an SLM Technology, including the stakeholders involved and their roles.

[View](#)

[Add](#)



Sustainable and decentralized infrastructures to adapt to climate change

Mobilizing and training rural communities to construct low-cost water management

[SEE SOLUTION](#)



Drought vulnerability assessment and mapping

A tool for tailoring drought mitigation and adaptation strategies

[SEE SOLUTION](#)



Community Initiative Fund

A matching-grant formula for financing groups to set up small-scale productive enterprises

[SEE SOLUTION](#)



Climate Adaptive Fodder Production

A technology to support livestock productivity and ensuring household economic

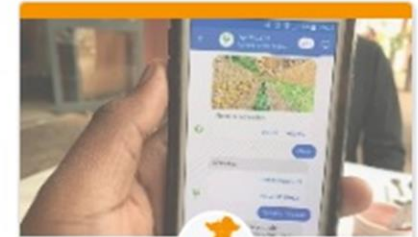
[SEE SOLUTION](#)



Enhancing access to financial services for young entrepreneurs

Inclusive rural finance and capacity development through knowledge-sharing and practical

[SEE SOLUTION](#)

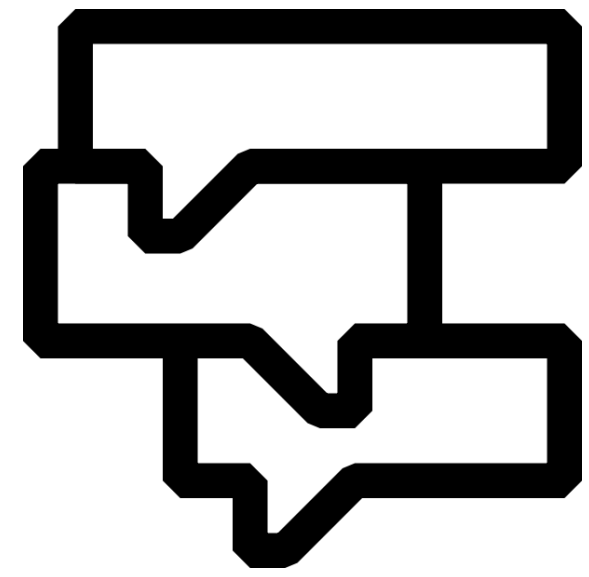
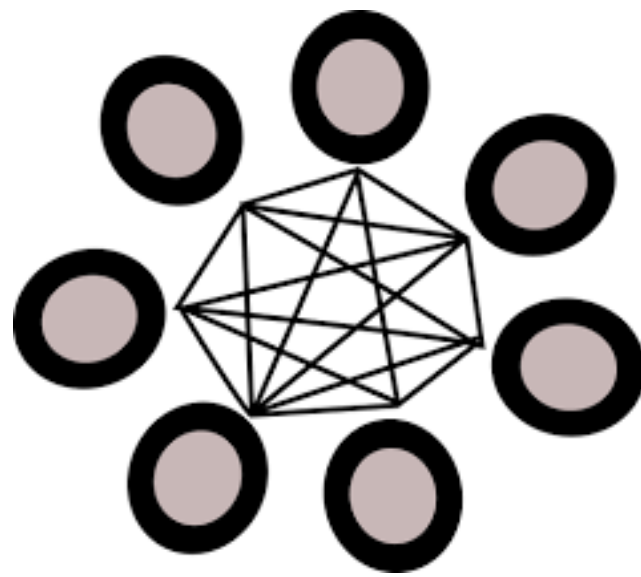


Timely information Access

AgriPredict is an agritech company whose aim is to provide timely and on-demand

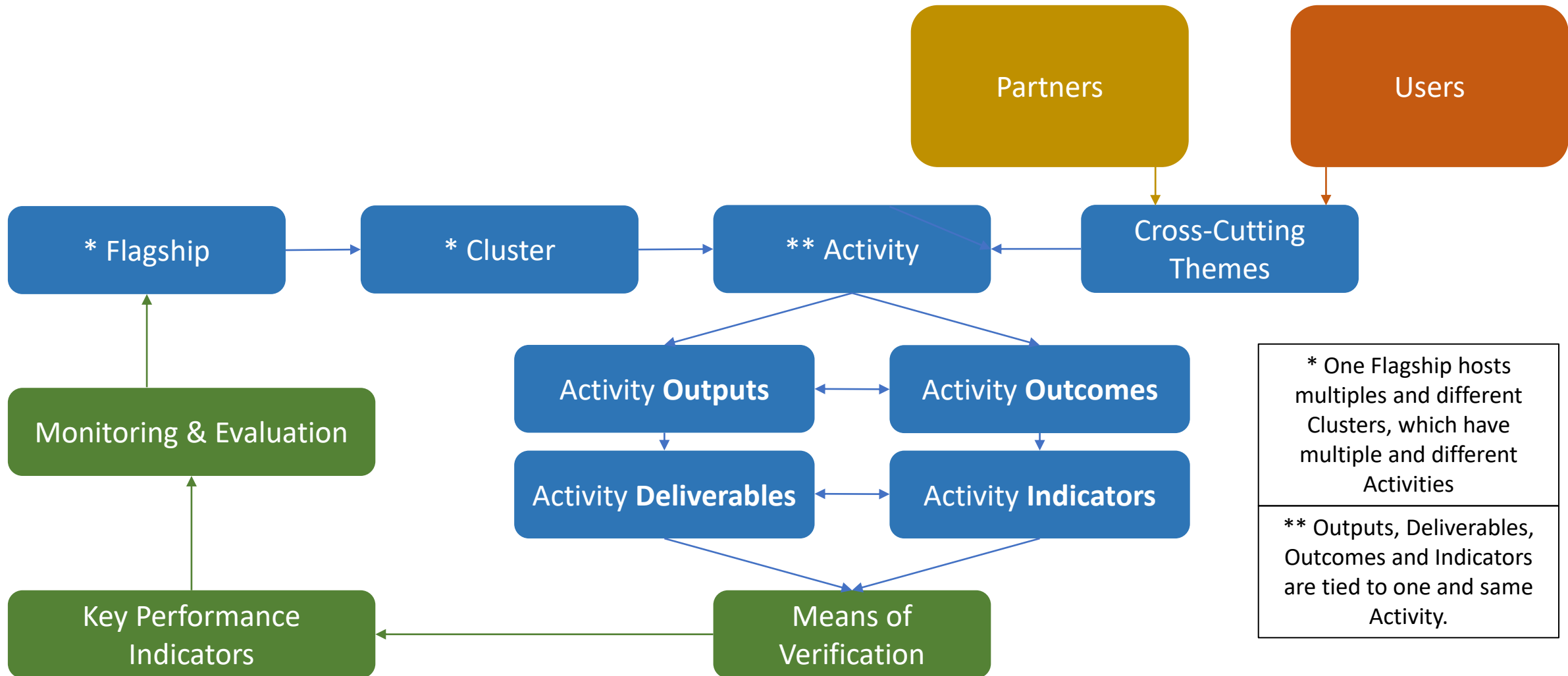
[SEE SOLUTION](#)

Q. 
A. 



TOOLS

MEL Platform Knowledge Flow



* One Flagship hosts multiples and different Clusters, which have multiple and different Activities

 ** Outputs, Deliverables, Outcomes and Indicators are tied to one and same Activity.

MEL Interoperability: API



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Central Asia and Europe



token

Explore

Welcome to MEL API

Project

Method	Endpoint	Action
GET	/v1/projects/{id}	Read Object(s)
GET	/v1/projects	Read Object(s)
GET	/v1/projects/{parentid}/project_manager_id/{id}	Read Object(s)
GET	/v1/projects/{parentid}/project_co_manager_id/{id}	Read Object(s)

Publication

Method	Endpoint	Action
GET	/v1/publications?id={id}	Get a publication by id
GET	/v1/publications/search	Get publications count
GET	/v1/publications/count	Get publications count

Home > Our experts > Mourad Rekkik



Mourad Rekkik
Small ruminant production scientist
mrekkik@cgiar.org

Mourad Rekkik is livestock scientist based in Amman, Jordan with more than 25 years of experience in animal reproduction and small ruminants' production and management in drylands. His expertise includes sheep and goats reproduction and its interaction with nutrition, health and genetics. He is involved in the CGIAR research program on dryland systems as well as livestock and fish. His current research interests focus on boosting resilience and productivity of the livestock production systems at the household level and attenuating the impact of environmental and economic stressors.

Prior to joining ICARDA, Rekkik was researcher and lecturer in several universities in Tunisia. He was also coordinator of several research-for-development projects, involving multidisciplinary teams. He served as member of the British Society of Animal Science and FAO-CIHEAM network on sheep and goats nutrition. Rekkik is author of more than 80 peer-reviewed journal publications, book chapters, and conference papers.

Rekkik holds a Ph.D. in animal production from the University of Reading in the UK.

Publications

Molecular detection and phylogenetic analyses of *Toxoplasma gondii* from naturally infected sheep in Northern and Central Tunisia
Mariem Rouatbi, Yosra Amdouni, Safa Amairia, Mohammed Rijelbi, Said Sammoudi, Mourad Rekkik, Mohamed Gharbi. (20/12/2017). Molecular detection and phylogenetic analyses of *Toxoplasma gondii* from naturally infected sheep in Northern and Central Tunisia. *Veterinary Medicine and Science*, 3(1), pp. 22-31.

Molecular survey and genetic characterization of *Anaplasma centrale*, *A. marginale* and *A. bovis* in cattle from Algeria
Mohammed Rijelbi, Mourad Rekkik, Mohamed Gharbi, Omar Ayadi. (30/4/2018). Molecular survey and genetic characterization of *Anaplasma centrale*, *A. marginale* and *A. bovis* in cattle from Algeria. *Transboundary and Emerging Diseases*, 65(2), pp. 456-464.

Innovations

Innovations are new or significantly improved outputs or groups of outputs - including management practices, knowledge or technologies.

ACCESS RAW DATA

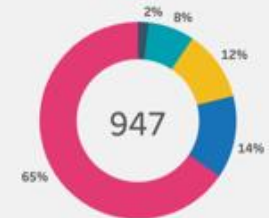
Innovation Location

Select one or more countries (press ctrl) to filter.



Innovations by Type

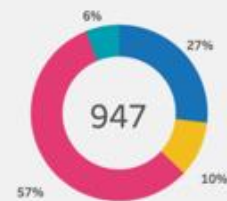
Click on donut to filter.



- Genetic (Varieties and Breeds)
- Research & Communication Methodologies & Tools
- Production Systems and Management Practices
- Social Science
- Biophysical Research
- N/A or Not Provided

Innovations by Stage

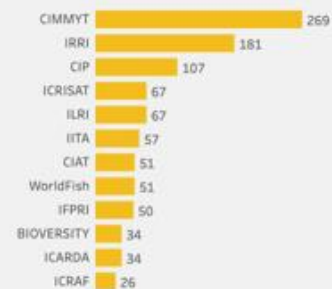
Click on donut to filter.



- Stage 1: End of Research | • Stage 2: End of Piloting
- Stage 3: Available for Uptake | • Stage 4: Uptake by Next Users

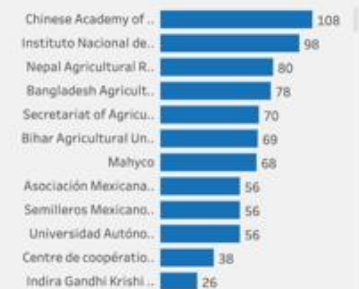
Contributing CGIAR Organizations

Click on bars to filter.



Contributing non-CGIAR Organizations

Click on bars to filter.



MEL Interoperability: Explorers



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for Greater Development Effectiveness
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CGSpace
A Repository of Agricultural Research Outputs

Search for Title, Author, etc...

78975

Total Items

51125 / 64.74%

Open Access

20438 / 25.88%

Limited Access

65054

Authors

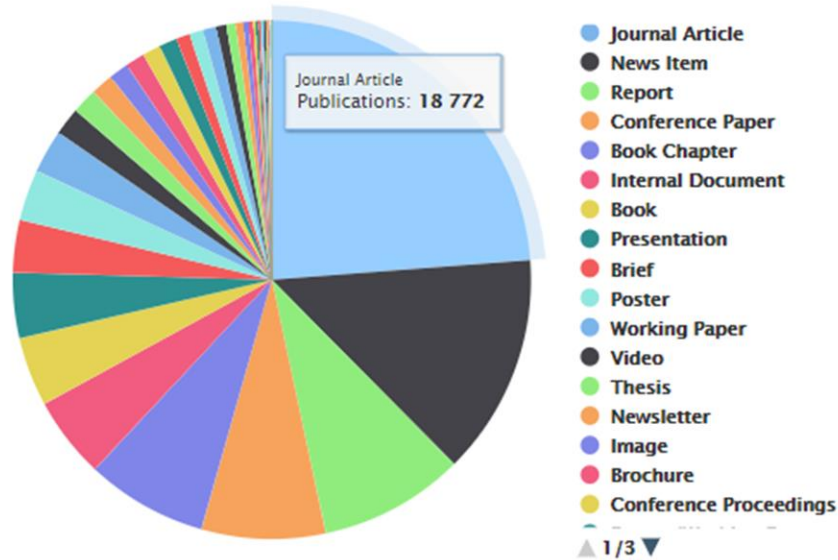
40411

Mentions

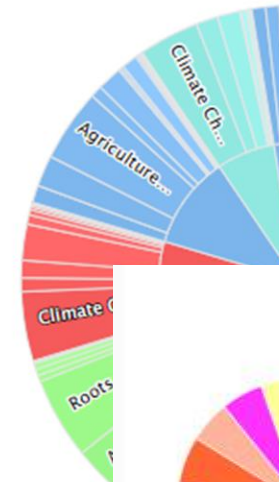
205841

Readers

Publications Types Pie Chart



Altmetric: Mentions by CRP



WOCAT

World Overview of Conservation Approaches and Technologies

GeOCC™
System-based Options by Context

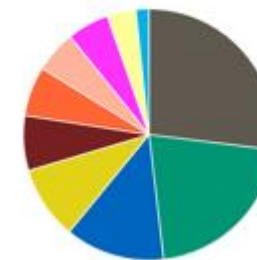
Filter Options

Region
Select region

Sub-Region
Select subregion

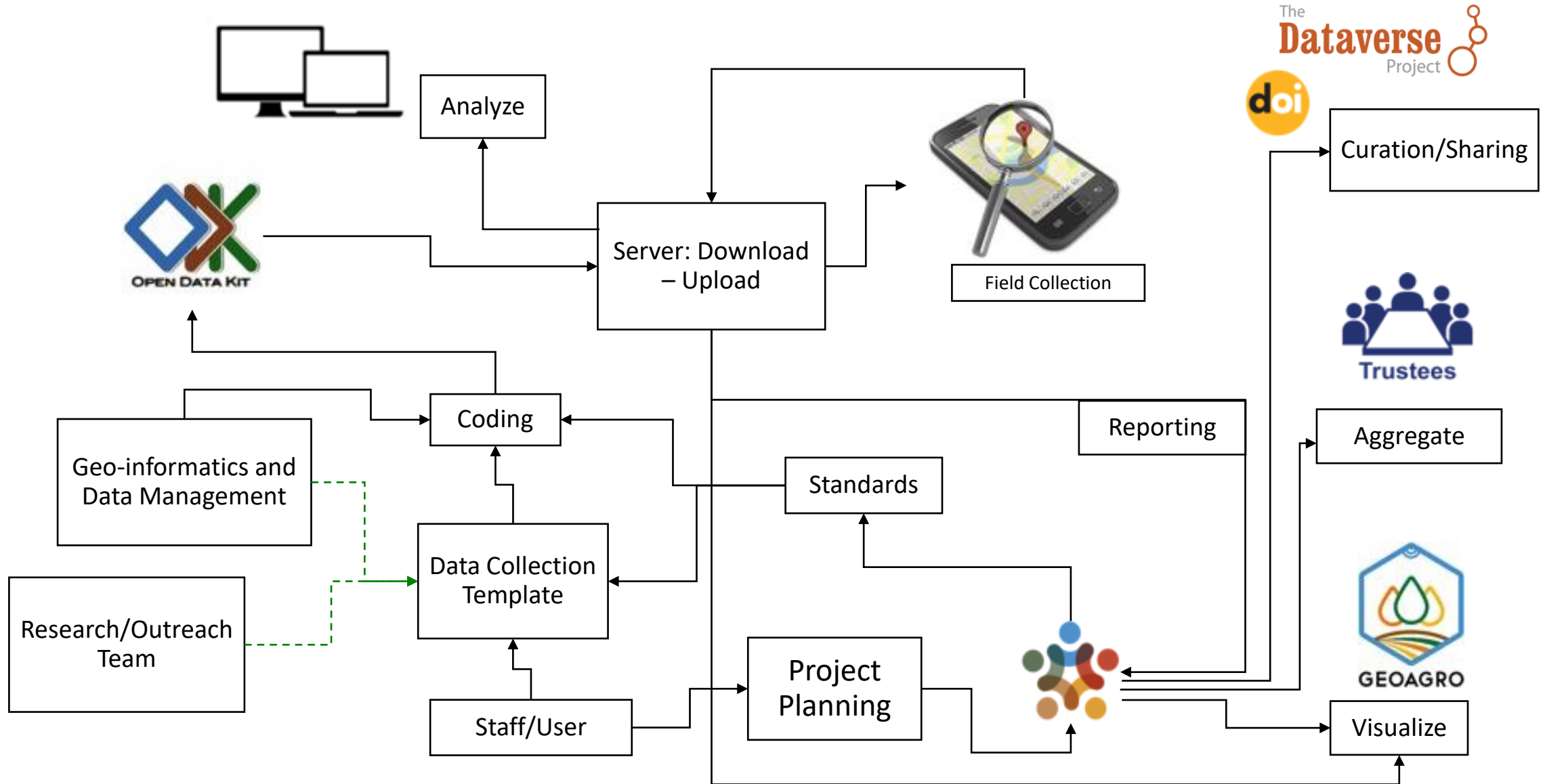
Search country...

SLM Info
ID: 33
Name: Gabon check dam
Description: Gabon check dam
SES-TYPE(s)
7: Extensive cropping systems
View Metadata



- reduce, prevent, restore land degradation
- improve production
- create beneficial economic impact
- preserve/ improve biodiversity
- conserve ecosystem
- adapt to climate change/ extremes and its impacts
- create beneficial social impact
- reduce risk of disasters
- mitigate climate change and its impacts
- protect a watershed/ downstream areas - in combina

MEL Interoperability: Collection



Curation/Sharing

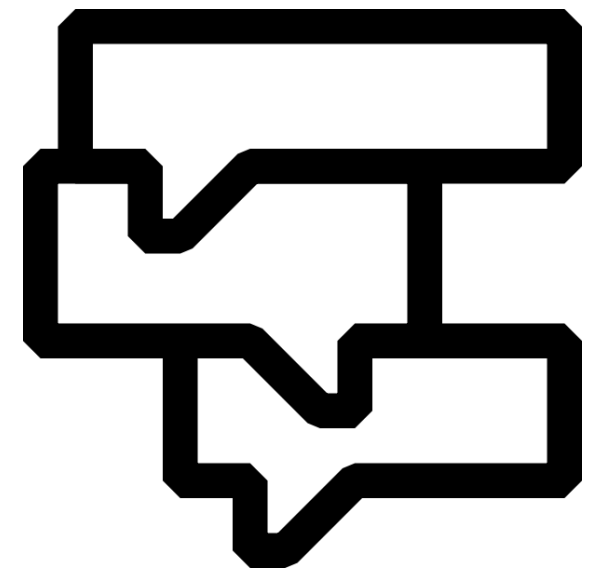
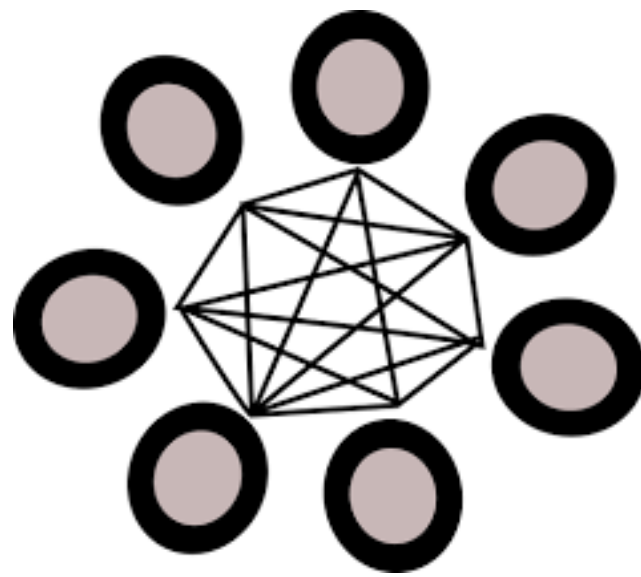


Aggregate



Visualize

Q. 
A. 



Online outreach

“Nurturing Collaboration...”



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Central Asia and Europe



ABOUT US OUR IMPACT WHERE WE WORK RESOURCES NEWS & EVENTS

MEL LOGIN

What is Knowledge Management?



© Published on: December 10, 2019, Submitted by [Emilie Vansant](#) on: December 9, 2019

A brief overview of the two-day regional workshop, “Bridging Knowledge Creation and Sharing for Natural Resource Management and Climate Resilience,” sponsored by IFAD through the cross-regional project, “Strengthening Knowledge Management for Greater Development Effectiveness in the Near East, North Africa, Central Asia and Europe”



“... Sharing Success”



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Strengthening Knowledge Management
for Greater Development Effectiveness
in the Near East, North Africa,
Central Asia and Europe



Seminar/Workshop/Training Course - Workshop on Knowledge Management and Capacity Development Best Practice: Valorization and Transfer of Research Results

In Jun 29, 2020 - Jul 3, 2020

	Monday, June 29	Tuesday, June 30	Wednesday, July 1	Thursday, July 2	Friday, July 3
Morning	Virtual visits to KM assets (ICARDA, participant Institutions)	Review of CapDev and Innovation Plans (ICARDA) Participatory CapDev Activities (CIHEAM-Bari)	ICT and RTA tools (CIHEAM-Bari) KM Tools (ICARDA) SKIM KM Portal (ICARDA)	AGRIS (FAO)	Innovation Models and Organizations (CIHEAM-Bari) Knowledge Ecosystems (CIHEAM-Bari, H&D Partners)
Afternoon	Enhancing Communication skills (CIHEAM-Bari)	Newsletter Making (ICARDA) Social Media Guidelines (ICARDA)	IFAD Rural Solutions (IFAD)		Knowledge Ecosystems (CIHEAM-Bari, H&D Partners) Network Analysis (ICARDA)
Daily Responsible:	Valerio Graziano (ICARDA)	Jocelyne Jawhar (CIHEAM-Bari)	Luigi Sisto (CIHEAM-Bari)	Imma Subirats (FAO/AGRIS)	Damiano Petruzzella (CIHEAM-Bari)
Sessions Moderators:	Valerio Graziano (ICARDA) Gabriella Gentile, Eleonora Ciciriello, Laura Scivetti (CIHEAM-Bari)	Akmal Akramkhanov, Valerio Graziano (ICARDA) Luigi Sisto, Onofrio Lorusso, Jocelyne Jawhar (CIHEAM-Bari)	Enrico Bonaiuti, Valerio Graziano (ICARDA) Luigi Sisto, Onofrio Lorusso (CIHEAM-Bari) Elena Bertusi (IFAD)	Imma Subirats, Ilkay Holt, Karna Wagner, Stefano Anibaldi (FAO/AGRIS)	Damiano Petruzzella, Jocelyne Jawhar (CIHEAM-Bari) Giordano Dichter (H&D partners) Murat Sartas (ICARDA)

Target Audiences

- Academic Institutions (universities, colleges, etc.)
- National Agricultural Research System (NARS)
- Non-Governmental Organizations (NGO)
- Government
- International Agricultural Research Centers
- Advanced Research Institutions
- International Development Organizations (including Development Projects)
- Regional and sub-Regional Organizations

Participants Countries

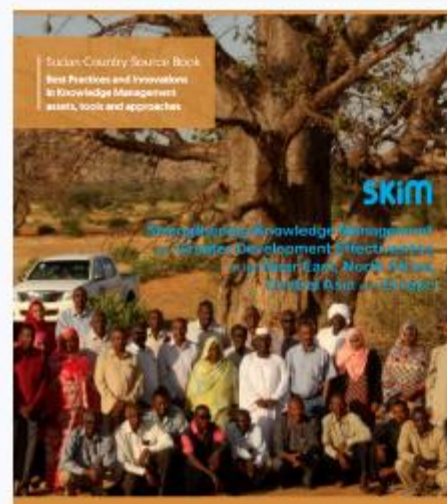
- Italy
- Uzbekistan
- Turkey

Participants Gender



Seminar/Workshop/Training Course - Training Course on Virtual Learning Route on Knowledge Management Best Practices in Sudan

In Nov 30, 2020 - Dec 4, 2020



- The Sudan Country Source Book**
<https://hdl.handle.net/20.500.11766/12117>
- Step 0 - Introduction to Knowledge Management**
<https://hdl.handle.net/20.500.11766/12118>
- Step 1 - Learning Routes**
<https://hdl.handle.net/20.500.11766/12119>
- Step 2 - Gender Action Learning Systems**
<https://hdl.handle.net/20.500.11766/12120>
- Step 3 - Community Knowledge-based Peer Networks**
<https://hdl.handle.net/20.500.11766/12121>
- Step 4 - Natural Resources Governance**
<https://hdl.handle.net/20.500.11766/12122>
- The Learning Survey**
<https://forms.gle/t4cyyhLK hM8MGWzz9>

GENERAL OVERVIEW

In the framework of the IFAD funded SKIM project, the International Center for Agricultural Research in the Dry Areas (ICARDA) and Procasur Corporation (PROCASUR) publish together a wealth of information on Sudanese agricultural knowledge management best practices through a closely monitored and interactive-like social media campaign on Virtual Learning Route from 30 November to 4 December, 2020. This new approach shall contribute to raise awareness on the importance of knowledge management as an asset for rural development, through peer-learning, knowledge sharing and south-to-south triangular cooperation.

The Voice of the Partners



SKiM

Strengthening Knowledge Management
for Greater Development Effectiveness
in the Near East, North Africa,
Central Asia and Europe



WORLD INTELLECTUAL PROPERTY DAY 2020



**INNOVATE
FOR A
GREEN
FUTURE**

**WORLD
INTELLECTUAL
PROPERTY DAY
2020
APRIL 26**

Ensuring Intellectual Property across institutions, networks and stakeholders: HOW IS KNOWLEDGE SHARED IN AGRICULTURAL PRODUCTION SCHEMES?

Knowledge Management capacity development by Tyseer Elhadi Omer, Assistant Professor of Agricultural Sociology, Department of Agricultural Extension and Rural Development, University of Khartoum, Sudan.

In honor of Intellectual Property Day, we share best practices to scientists over multi-stakeholder Learning” (MEL). Hi, my name is Tyseer and I will introduce the approach of social network analysis to understand knowledge sharing in agriculture production schemes. I recently investigated how farming knowledge is networked among different actors in the Rahad Agricultural

Scheme (RAS) (260 Km east of Khartoum) so as to

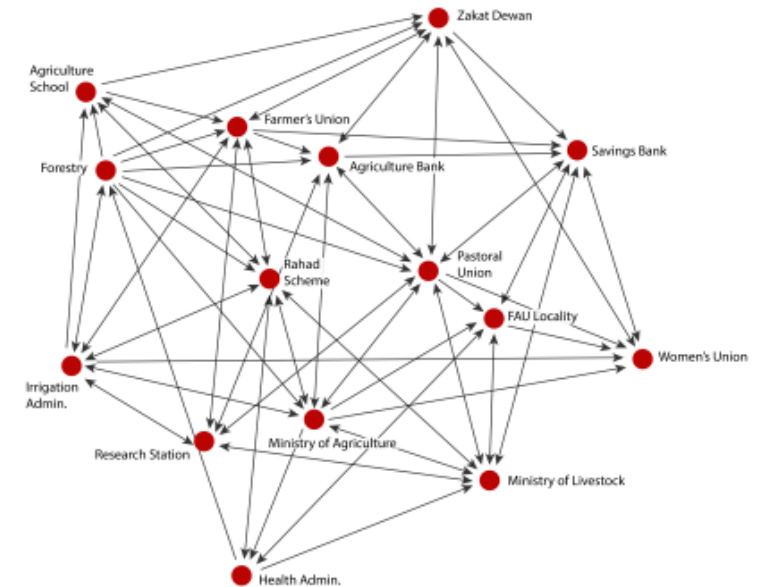
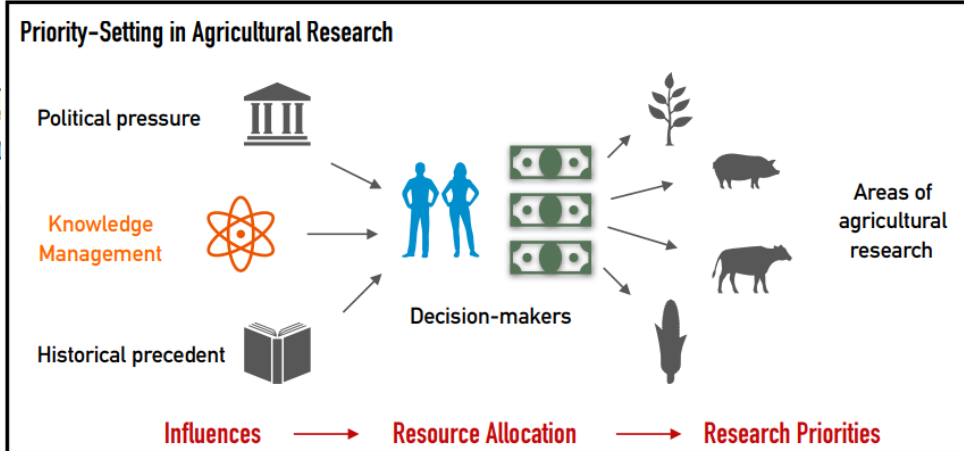


Figure 4: Connections between actors at the RAS level



The SKiM and boosting with news, how to use

te and State SKiM project management understanding economic

ge needed for



(3) Professor Jeffrey Alwang, Virginia Tech



BLOG

Axis *

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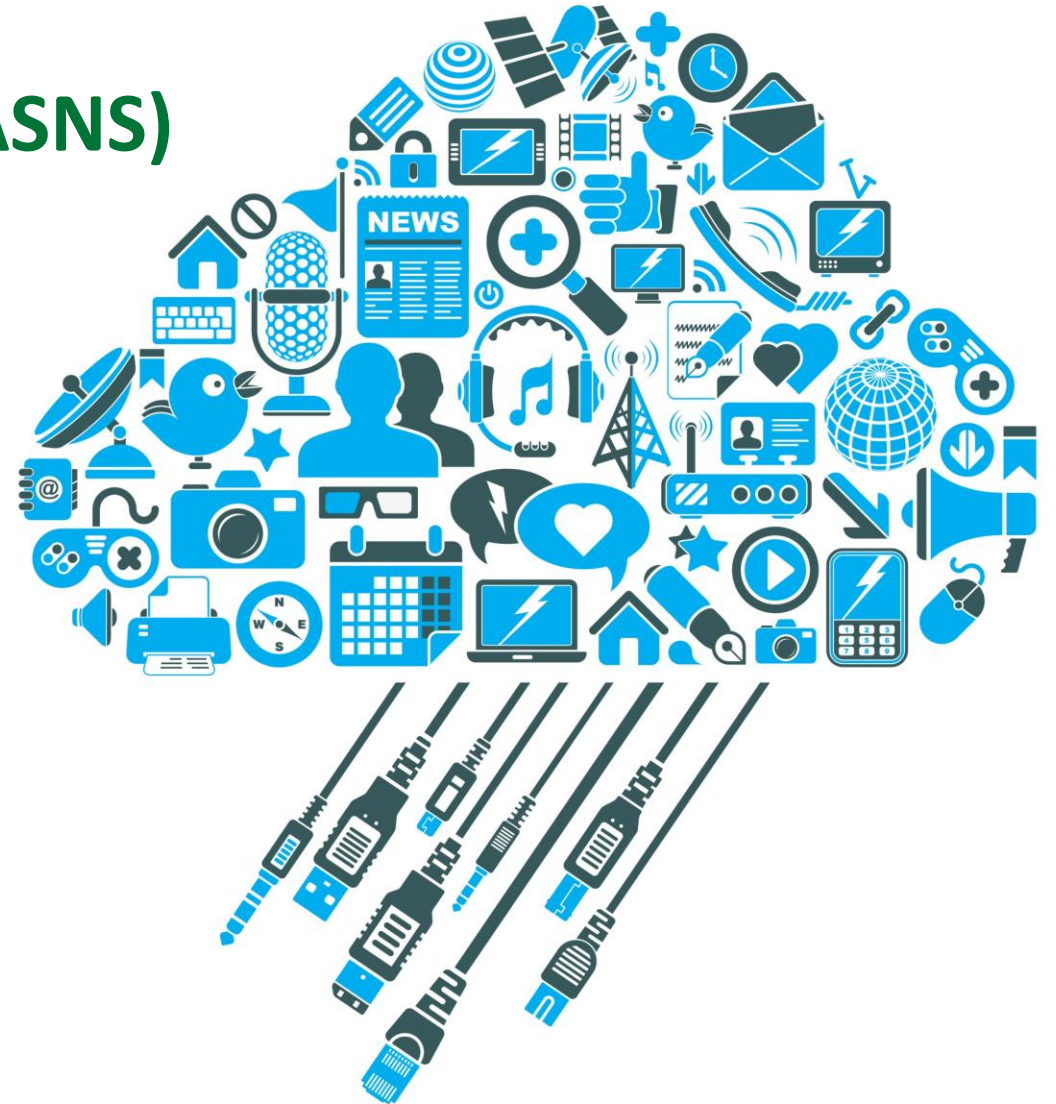
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Judging a Research Media –or– Academic Social Networking Site (ASNS)

- Terms of Use and Privacy Policy
- FAIR Policy
- Renown Web Services
- Quality Metadata
- Board and Admins
- Excellent Behavior
- Clean History



Metrics and Analytics



Harnessing global fisheries to tackle micronutrient deficiencies

Overview of attention for article published in Nature, September 2019



SUMMARY

News

Blogs

Twitter

Facebook

Reddit

Misc.

Dimensions citations

Title Harnessing global fisheries to tackle micronutrient deficiencies

Published in Nature, September 2019

DOI 10.1038/s41586-019-1592-6 [↗](#)

Pubmed ID 31554969 [↗](#)

Authors Christina C. Hicks, Philippa J. Cohen, Nicholas A. J. Graham, Kirsty L. Nash, Edward H. Allison... [\[show\]](#)

[↗ View on publisher site](#)

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The Colors of the Donut

- Policy documents
- News
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- Reddit
- Research highlight platform
- Q&A (Stack Overflow)
- Youtube
- Pinterest
- Patents





Search **E**ngine **O**ptimization & **M**arketing:
informing **K**nowledge **M**anagement

The Internet and Your Website

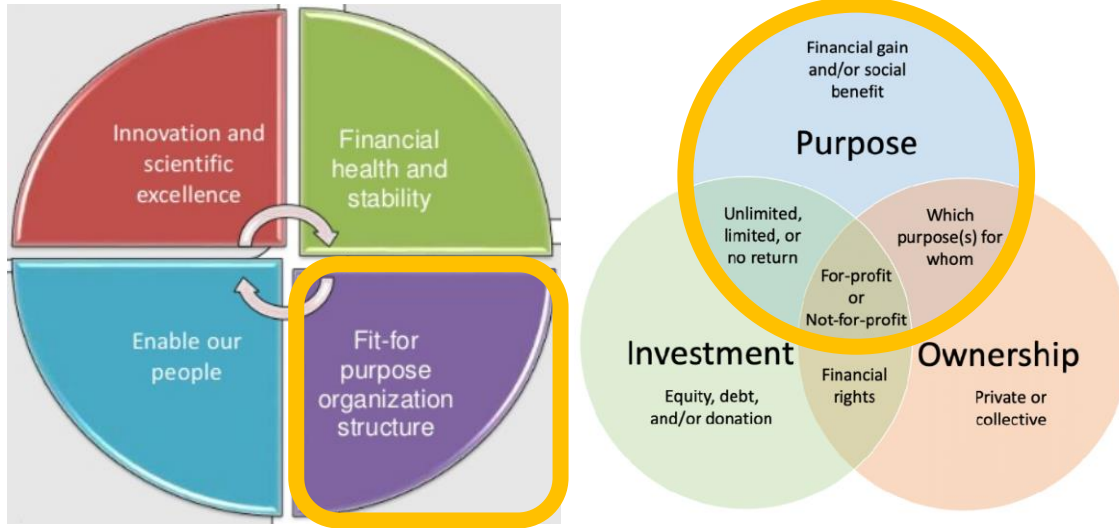


People will come to you if they:

- know **where** to find your place
- find your store **pleasant**
- are **interested** in your offer
- think it's **worth** it
- trust your **reputation**
- can **rate** and **share** their experience...

... and to know all that, 4+ billion people ask **Google** 3+ billion questions every day.

Talking Strategy: Organic Growth



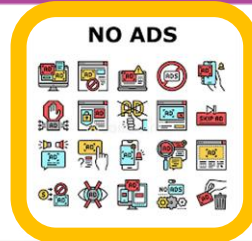
“Purpose” models aim at **equalizing** expenditures (*planning*) with target goals (*reporting*).

SEO/SEM strategies identify **cost-efficient** courses of action to achieve target goals.

Organic architectures are cost-efficient and make the best out of **paid efforts**. This is the **go-to** option for “purpose” models.

$$\text{Return on Investment Formula} = \left(\frac{\text{Net Profit}}{\text{Cost of Investment}} \right) \times 100$$

Be FAIR, Go Inbound



WHO WE ARE

ICARDA is the only CGIAR research center headquartered in the non-tropical drylands. Our unique dryland agricultural experience, combined with our extensive networks of research and development partners, including farming communities themselves, makes sure we provide people-centered solutions that are integrated directly into farming activities and food systems.

- 40 YEARS**
Four decades of innovative, science-driven solutions.
- 10 RESEARCH HUBS**
Regional and country offices across the dry areas
- 65 DONORS**
Strategic partnerships that deliver for rural communities

[DISCOVER MORE](#)

Inbound Marketing is all about Open Access and User Experience:

- elevated ethics standards
- useful contents presented well
- F.A.I.R for knowledge outreach
- generates value over time.
- grows trust and reputation
- fit for partnership building
- accountable toward goals
- capable of powering realities
- simple to implement and run
- synergizes with communication

Pay to Stay and Pay to Score



Google

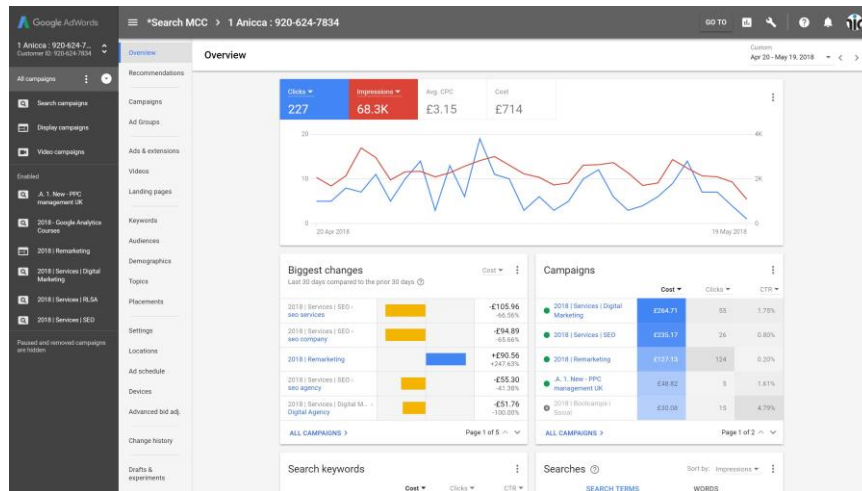
Search Ads
Advertise to people the moment they search for the products or services you offer.

VS

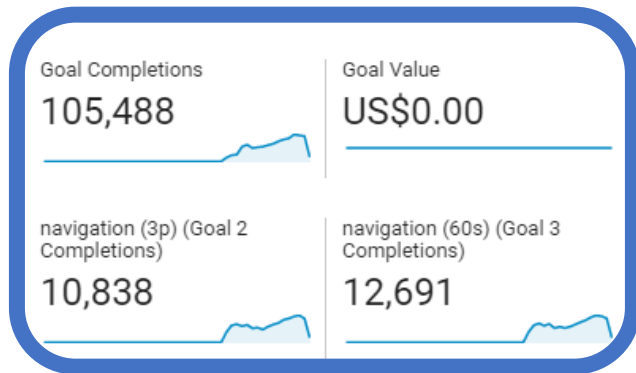
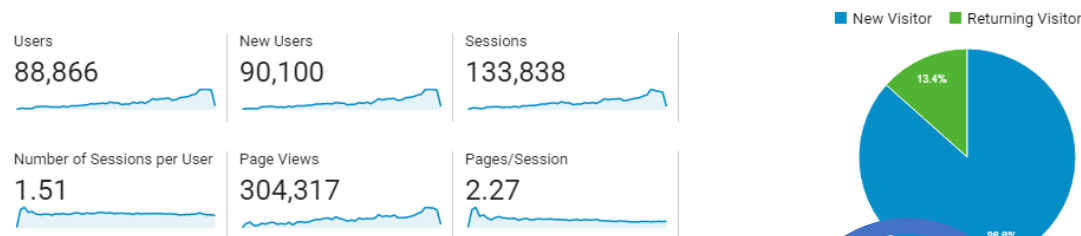
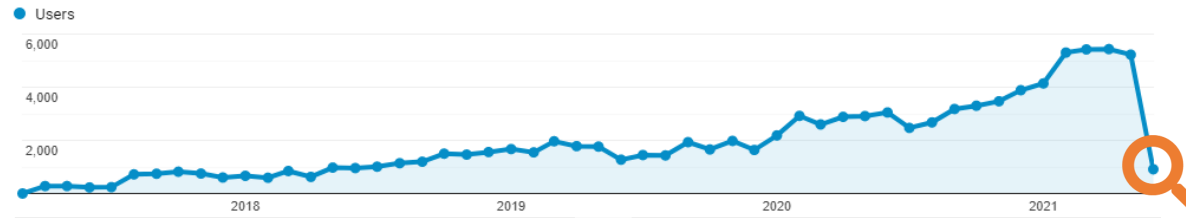
Display Ads
Reach more potential customers by placing ads on a variety of news sites, blogs, and other niche sites across the internet.

Paid campaigns are best suited for specific and focused actions:

- ads: target your **segments** for search or display.
- display: grow **trust** and **allure** of your website, offer or brand.
- search: get paid-driven **views**.
- remarketing: is the practice of targeting potentially interested users to trigger **conversions** and capitalize paid efforts.



Know Your Audience and Set Goals



Analytics Notifications

Configure a Goal Flow

Goal flows provide a unique visualisation of the traffic funnel that leads to conversions. They create a clear picture of typical navigation behaviour and help identify exit points.

[Adjust goals](#) [Dismiss](#) [Learn more](#)

Archived notifications

Filter Internal Traffic

You can create an IP filter to prevent hits sent from within your corporate network from affecting your reports.

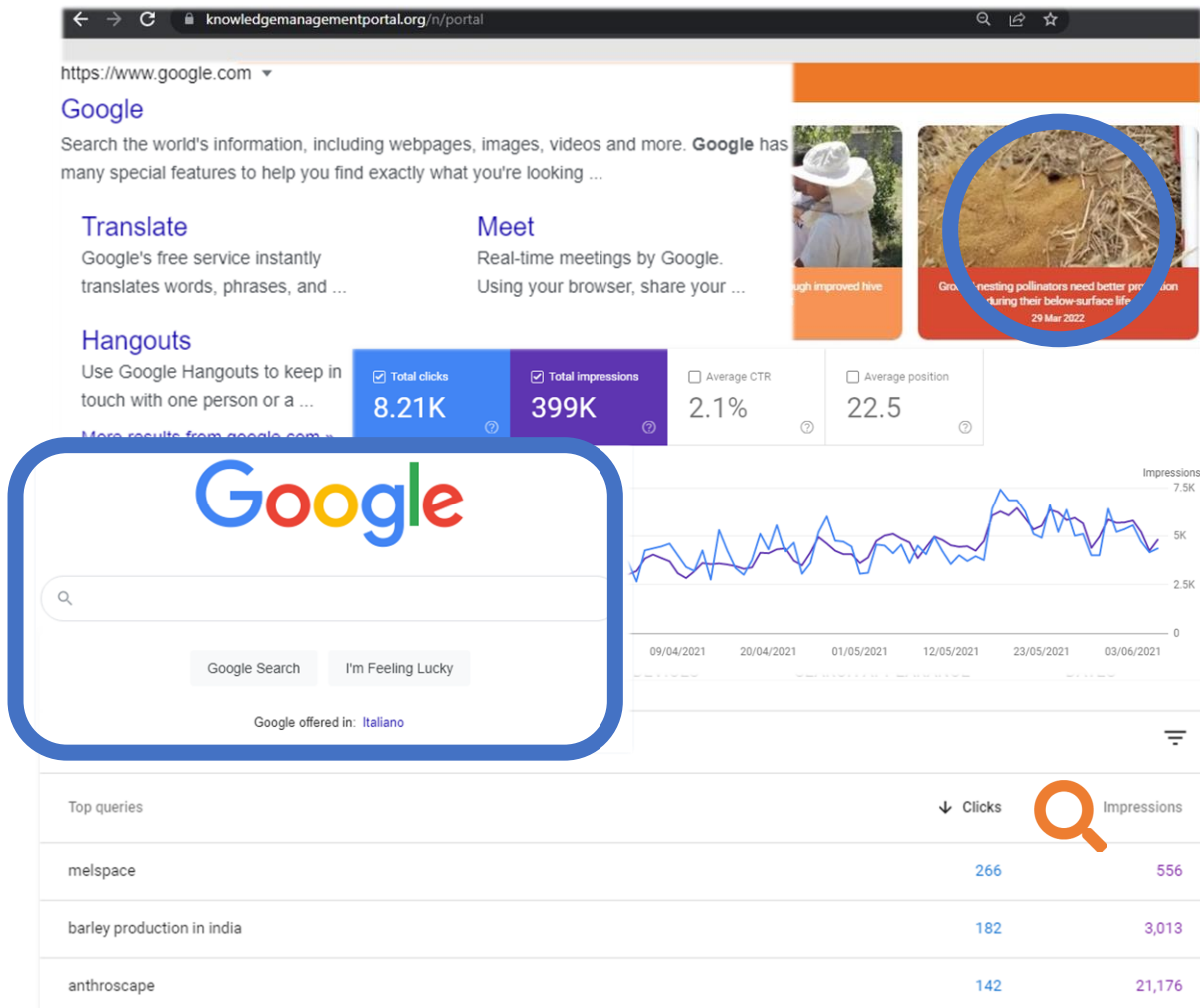
[Dismissed](#) [Restore](#) [Learn more](#)

Analysing the traffic is the first step toward identifying, targeting and understanding your **audience**.

It is possible to monitor traffic at 360°, observing users navigation experience, habits, interests, demographics, behaviour, sources, devices, conversion rates to **goals**.

The data needs **reading**, but should an expert not be around, **Google** resources can help.

Understand What's Going On



You can assess the performance of your websites looking at:

- Queries compared to meta fields, rich snippets, content findability: does Google find your website **clear** in its **scope** and **structure**?
- Bounce rate compared to PageSpeed and navigation time: do your audience find what it's looking for **quickly** and **accurately**?
- Pages views compared to URL quality and warnings: is the navigation **easy** and **consistent** for the user?
- Behaviour compared to Goals : is the website performing with a good **conversion rate** across the target segment?
- Quality content and links: are you **cheating**?

Build on Your Findings



Overview			
Unique Users		Returning Users (Unique Users %)	
866		194 (18.4%)	
All Page Views	Unique Page Views	Average Time on Page	
6299	2816	1' 22"	
Sessions (Average per User)	Average Session Duration	Average Bounce Rate	Average Exit Rate
1493 (1.72)	4' 59"	49.77% ^a	23.70% ^b

a) The **bounce rate** is high, this usually happens when the page takes long time to load, the users cannot understand quickly the nature of the website or cannot orient themselves quickly enough.

Recommended actions:



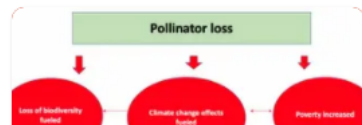
- Improve the **pagespeed** of the website applying for each page the recommendations of the <https://developers.google.com/speed/pagespeed/insights/> tool, bringing the mobile score at least to an average score of 50 and the desktop score to at least a good score of 90.
- Insert an introductory text and more text content for each page. This text can be located in the highest part of the pages right below the header.
- Insert a navigation menu in the header, between the existing header and the introductory text (see previous point).
- Enrich the footer with internal links by category of content.

Portal News Projects Partners Publications Networks Resources

The IFAD funded SKIM Knowledge Management Portal, is a beacon of publications, news, data and information coming from research for development organizations, academia, government bodies, national agricultural research systems and extensionists across the globe. The Portal is built to enhance the outreach of the scientific and organizational knowledge aggregated, fostering partnership building and information sharing across users and institutions, strengthening knowledge management and providing the basis for more advanced knowledge visualization (DSpace powered ARoS).

Portal

What's New



Ongoing Projects

AI-Driven Climate-Smart Beekeeping for Women (AID-CSB)
15 Dec 2021

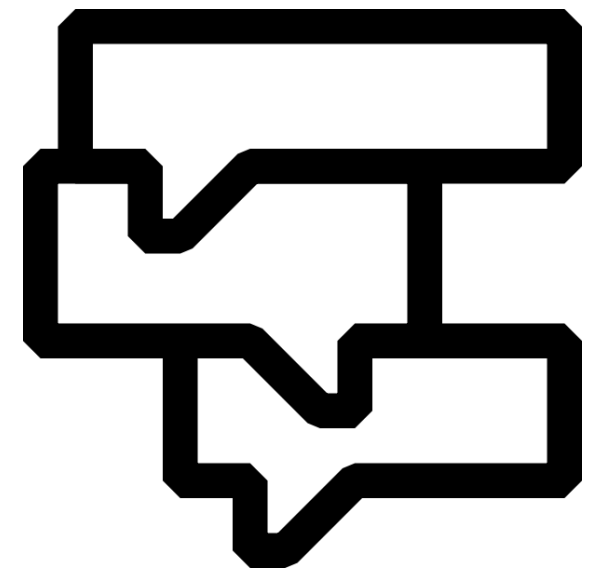
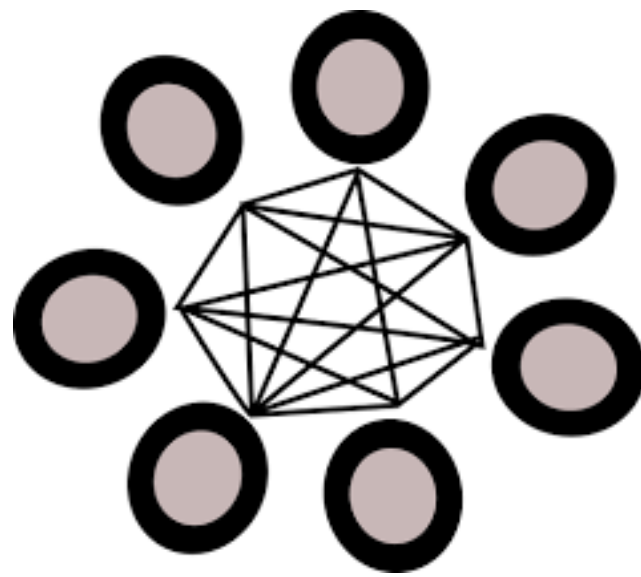
Take action by **recording** issues in performance, put them in **perspective** and identify causes.

Deploy **solutions** according to best practices and record **changes**.

Keep observing performance against solutions and baseline values to pinpoint case-specific **best practices**.

Contribute to the institutional expertise for **future** developments!

Q. 
A. 





Thank you!

