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

## 2020 Virtual Learning Route Delivery and Communication Plan

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## Keywords

Best Practice, Capacity Development, Case Study, Data Curation, Key Source Interview, Knowledge, Knowledge Creation, Knowledge Curation, Knowledge Discovery, Knowledge Management, Knowledge Sharing, Knowledge Storage, Learning Route, Learning Survey, Information, Innovation, Research for Development, R4D, SKiM, Social Media Outreach, Source Book, VLR

## Prepared by

International Center for Agricultural Research in the Dry Areas (ICARDA)

## Project

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

## Funded by

International Fund for Agricultural Development (IFAD)

## Report

A report is a separately published record of research findings, research still in progress, policy developments and events, or other technical findings, usually bearing a report number and sometimes a grant number assigned by the funding agency. Also, an official record of the activities of a committee or corporate entity, the proceedings of a government body, or an investigation by an agency, whether published or private, usually archived or submitted to a higher authority, voluntarily or under mandate. In a more general sense, any formal account of facts or information related to a specific event or phenomenon, sometimes given at regular intervals. *Source:* COAR

## About ICARDA

Established in 1977, the International Center for Agricultural Research in the Dry Areas (ICARDA) is a non-profit, CGIAR Research Center that focusses on delivering innovative solutions for sustainable agricultural development in the nontropical dry areas of the developing world. We provide innovative, science-based solutions to improve the livelihoods and resilience of resource- poor smallholder farmers. We do this through strategic partnerships, linking research to development, and capacity development, and by taking into account gender equality and the role of youth in transforming the non-tropical dry areas.

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## Disclaimer

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# Abbreviations

| | |
|---|---|
| AR | Arabic |
| CapDev | Capacity Development |
| CIHEAM-Bari | Mediterranean Agronomic Institute of Bari |
| CNA | Capacity Needs Assessment |
| EN | English |
| FAIR | Findable, Accessible, Interoperable, Reusable |
| FR | French |
| ICARDA | International Center for Agricultural Research in the Dry Areas |
| IFAD | International Fund for Agricultural Development |
| KM | Knowledge Management |
| PMU | Program Management Unit |
| Procasur | Procasur Corporation |
| MEL | Monitoring, Evaluation & Learning |
| Op-Ed | Opinions and Editorials Page |
| RO | Romanian |
| SKiM | Strengthening Knowledge Management for Greater Development Effectiveness in the Near East, North Africa, Central Asia and Europe |
| SSTC | South-to-South Triangular Cooperation |
| VLR | Virtual Learning Route |

# Activities Timetable

| Step | By 2020 | Actions | Responsible |
|---|---|---|---|
| 1 | 31 October | Delivery of 1 Country Source Book (Sudan) | Procasur |
| 2 | 31 October | Creation of 1 Open Access Virtual Learning Route webpage on MEL | ICARDA (SKiM) |
| 3 | 13 November | Start drafting of Social Media Toolkit draft for LinkedIn, Facebook and Twitter (EN, FR, AR, RO), start drafting Op-Ed | ICARDA (SKiM) |
| 4 | 19 November | Delivery of 1 Introduction (key note) and 4 Cases videos of the Virtual Learning Route | Procasur |
| 5 | 21 November | Reporting of Procasur deliverables (Step 1 and Step 4) in the Knowledge Portal, on the Open Access webpage and on YouTube SKiM channel | ICARDA (SKiM) |
| 6 | 23 November | Delivery of Social Media Toolkit for LinkedIn, Facebook and Twitter (EN, FR, AR, RO), of Op-Ed, and creation of Learning Survey | ICARDA (SKiM) IFAD |
| 7 | 29 November | Shared announcement through social media (SM toolkit), email (from SKiM to stakeholders), SKiM newsletter, press-release of the VLR content: Source Book, Introduction and Case Interview videos. | ICARDA (SKiM) IFAD |
| 8 | 30 November-4 December | Joint Social Media Campaign: IFAD, ICARDA, SKiM implementing partners | ICARDA (SKiM) |
| 9 | 30 November-5 December | Inputs gathering from Learning Surveys, website and social media analytics | ICARDA (SKiM) |
| 10 | 6-11 December | Email replies to selected inquiries of Learning Survey participants, providing relevant resources, information and contacts | ICARDA (SKiM) Procasur |

| Delegates |
|---|
| ICARDA: Valerio Graziano (SKiM), James Pursey<br>IFAD: Mouhab Alawar<br>Procasur: Barbara Massler |

# Introduction

| Activity | Activity Outputs | Means of verification | Assumptions | Outreach |
|---|---|---|---|---|
| Virtual Learning Route | 5 videos: 1 Introduction and 4 Cases videos | Engagement records and online surveys to assess the level of satisfaction and effectiveness of activity. | Commitment and participation of target group and effective collaboration with strategic partners. | Support event website hosted on ICARDA mel.cgiar.org and produced knowledge showcased on SKiM knowledgemanagementportal.org IFAD, ICARDA and SKiM stakeholders LinkedIn, Facebook and Twitter (EN, FR, AR, RO) accounts and websites. |

## Activity Key Performance Indicators (KPIs)

The Virtual Learning Route activity efficacy shall be evaluated based on:

- Number of stakeholders taking the Learning Survey (project target assumption)
- Number of stakeholders' requests for information from Learning Route Sources (triangular cooperation)
- Number of people reached by the Social Media Campaign, reactions and shares (social media engagement)
- Videos views, downloads, altmetrics (content engagement)

## Multilanguage Communication

All stakeholders participating in the campaign shall select two languages in total between English, French, Arabic and Romanian in which outputting the social media posts.

## Scaling the SKiM Approach

The activity responsible shall make use of the SKiM project documentation listed below and integrate feedback of SKiM PMU and relevant National Technical Committees for the planning and realization of the activity.

- SKiM - Knowledge Management Strategy: https://hdl.handle.net/20.500.11766/10258
- SKiM - Knowledge Management & Communication Plan: https://hdl.handle.net/20.500.11766/10477
- SKIM - Capacity Needs Assessment (CNA): Methods and Results: https://hdl.handle.net/20.500.11766/10436
- SKiM - National Writeshops Report: https://hdl.handle.net/20.500.11766/10479
- SKiM - National Writeshop on Capacity Development and Innovation Plan for Knowledge Management – Sudan: https://hdl.handle.net/20.500.11766/10916
- SKiM - Capacity Development and Innovation Plans: https://hdl.handle.net/20.500.11766/10478

# Step 1

| By | Actions | Responsible |
|---|---|---|
| 31 October | Delivery of 1 Country Source Book (Sudan) | Procasur |
| **Delegates** | | |
| Procasur: Barbara Massler | | |

The Sudan Country Source Book forms the backbone of the virtual Learning Route. It highlights the importance of an enabling framework and creating a learning culture as prerequisites for sustainable KM asset building. It addresses the 5 W's and H: what, where, why, who, when and how. The Source Book describes 4 best practices of knowledge management tools across 3 main themes.

The Source Book is available in electronic format and is provided in both publishing and editable formats to the SKiM PMU, which shall then process the publication for the creation of a Social Media Toolkit for social media outreach and online Open Access sharing of the knowledge.

The Source Book will also be reported on the ICARDA MEL platform and SKiM Knowledge Portal, to make findable, accessible, interoperable and reusable (FAIR) the information.

# Step 2

| By | Actions | Responsible |
|---|---|---|
| 31 October | Creation of 1 Open Access Virtual Learning Route webpage on MEL | ICARDA (SKiM) |
| **Delegates** | | |
| ICARDA:  Valerio Graziano (SKiM) | | |

The creation of an Open Access webpage for the showcasing of the Virtual Learning Route knowledge produced by Procasur and any integrations by SKiM PMU and partners corresponds to the effective publication of the activity.

The webpage content will feature a SKiM announcement, a unique handle, that links the Learning Surveys and related content to the Sudan Country Source Book and the Introduction and 4 Case videos.

The webpage will be updated in time with the number of SKiM target audience involved with success in the overall activity.

# Step 3

| By | Actions | Responsible |
|---|---|---|
| 13 November | Start drafting of Social Media Toolkit draft for LinkedIn, Facebook and Twitter (EN, FR, AR, RO), start drafting Op-Ed | ICARDA (SKiM)<br><br>IFAD |
| **Delegates** | | |
| ICARDA: Valerio Graziano (SKiM), James Pursey<br>IFAD: Mouhab Alawar | | |

The Social Media Toolkit is an internal product, to be created in cooperation by ICARDA and IFAD, then shared with SKiM stakeholders, featuring a prepared set of posts for LinkedIn, Facebook and Twitter (EN, FR, AR, RO), related instructions for posting and relevant materials.

The Social Media Toolkit is to be reviewed by ICARDA and IFAD prior to sharing, to ensure quality and accuracy of communication for the best outreach of the Virtual Learning Route activity.

The document is essential to sync the communication efforts of all partners, in a joint, multi-stakeholder knowledge sharing and awareness campaign. It is also essential to foster reactions to the publication and engagements, in particular for SKiM beneficiaries' feedback and learning.

Additionally, IFAD shall prepare one Op-Ed each on the subject of KM and SSTC, including SKiM and the Virtual Learning Route.

# Step 4

| By | Actions | Responsible |
|---|---|---|
| 19 November | Delivery of 1 Introduction (key note) and 4 Cases videos of the Virtual Learning Route | Procasur |
| **Delegates** | | |
| Procasur: Barbara Massler | | |

The Introduction (key note) by the IFAD Country Office and 4 Cases videos by the author(s) provide additional, captivating testimonies to the Sudan Country Source Book, in soft format for enhanced outreach and cross-barriers capacity development.

The videos are expected in electronic format and provided in both publishing and editable formats to the SKiM PMU, which shall then process the publication for the creation of a Social Media Toolkit for social media outreach and online Open Access sharing of the knowledge.

Access to recorded videos will be open during the Virtual Learning Route campaign and will remain accessible after the event.

The videos will also be reported on the ICARDA MEL platform and SKiM Knowledge Portal, for FAIRness of the information. Upload will also be done on the YouTube SKiM channel.

# Step 5

| By | Actions | Responsible |
|---|---|---|
| 21 November | Reporting of Procasur deliverables (Step 1 and Step 4) in the Knowledge Portal, on the Open Access webpage and on YouTube SKiM channel | ICARDA (SKiM) |
| **Delegates** | | |
| ICARDA: Valerio Graziano (SKiM)<br>Procasur: Barbara Massler | | |

The knowledge deliverables from Procasur (the Sudan Country Source Book and Introduction and 4 Cases videos, together forming the core of the Virtual Learning Route) will be reported by ICARDA (SKiM) on all ICARDA and SKiM platforms and channels, for FAIRness of the information.

The metadata shall be curated to ensure the best outreach and richness of information to the audience.

# Step 6

| By | Actions | Responsible |
|---|---|---|
| 23 November | Delivery of Social Media Toolkit for LinkedIn, Facebook and Twitter (EN, FR, AR, RO), of Op-Ed, and creation of Learning Survey | ICARDA (SKiM)<br><br>IFAD |
| **Delegates** | | |
| ICARDA: Valerio Graziano (SKiM), James Pursey<br>IFAD: Mouhab Alawar | | |

The Social Media Toolkit and Op-Ed are to be reviewed by ICARDA and IFAD prior to sharing, to ensure quality and accuracy of communication for the best outreach of the Virtual Learning Route activity.

To ensure sustainability of the whole communication campaign effort, the Learning Surveys will be developed in order to collect from the SKiM audience their familiarization with the knowledge, add comments, elaborate lessons, provide feedback and ask questions.

This core interaction will be monitored for social networking analysis purposes and the users will receive appropriate informed responses in a later stage of the campaign. The surveys shall also further inform on the SKiM partners satisfaction with the deliverable and will gather information of their willingness to share and replicate the product.

# Step 7

| By | Actions | Responsible |
|---|---|---|
| 29 November | Shared announcement through social media (SM toolkit), email (from SKiM to stakeholders), SKiM newsletter, press-release of the VLR content: Source Book, Introduction and Case Interview videos. | ICARDA (SKiM)<br><br>IFAD |
| **Delegates** | | |
| ICARDA: Valerio Graziano (SKiM), James Pursey<br>IFAD: Mouhab Alawar | | |

The VLR content kit (Source Book, videos) will be officially communicated to the partners via newsletter and email, providing all links and directions at once.

The engagement with the newsletter and email will be monitored and the National Focal Points will support and foster the completion of the key target audience survey responses.

The content will be also published to the general audience through announcement posts detailed in the Social Media Toolkits.

A press-release is planned by IFAD for the same day, on the content of KM, SSTC, SKiM and the Virtual Learning Route.

# Step 8

| By | Actions | Responsible |
|---|---|---|
| November 30 – 4 December, 2020 | Joint Social Media Campaign: IFAD, ICARDA, SKiM implementing partners | ICARDA<br><br>IFAD |
| **Delegates** | | |
| ICARDA: James Pursey<br>IFAD: Mouhab Alawar | | |

The Social Media Toolkits will be used for a multi-stakeholder communication campaign, targeting the wider audience and gathering analytic data on traffic, engagement and download of the published content.

The campaign will last five days from November 30 to December 4, 2020.

# Step 9

| By | Actions | Responsible |
|---|---|---|
| 30 November- 5 December | Inputs gathering from Learning Surveys, website and social media analytics | ICARDA (SKiM) |
| **Delegates** | | |
| ICARDA: Valerio Graziano (SKiM), Sara Jani | | |

The Learning Surveys, the Open Access webpage, the partners' webpages, MEL, YouTube, LinkedIn, Facebook and Twitter (EN, FR, AR, RO) from all partners participating in the campaign will be analysed and the whole data will be measured against the KPIs.

# Step 10

| By | Actions | Responsible |
|---|---|---|
| 6-11 December | Email replies to selected inquiries of Learning Survey participants, providing relevant resources, information and contacts | ICARDA (SKiM) <br><br> Procasur |
| **Delegates** | | |
| ICARDA: Valerio Graziano (SKiM), Ramya Kulkarni (SKiM) <br> Procasur: Barbara Massler | | |

The feedback and questions, request for engagement and contacts will be answered to SKiM target audience, generating an iterative mechanism of circular learning throughout SKiM partners in occasion of the Virtual Learning Route activity, while strengthening the established national and regional communities of practice and peer-learning systems.

The audience, in particular, shall be able to get in touch with the Virtual Learning Route research for development actors showcased in the Sudan Country Source Book, and the Introduction and 4 Cases Interviews videos, enhancing cross-regional SSTC in addition to national partnership building.

Strengthening Knowledge Management for Greater Development Effectiveness in the Near East, North Africa, Central Asia and Europe (SKiM) is a grant project led by ICARDA and funded by IFAD. The project also works with international partners CIHEAM-Bari, PROCASUR, Virginia Tech as well as NARS, governments, and agricultural extension services in Moldova, Morocco and Sudan.

Initiated in June 2018, the project facilitates and supports KM and capacity development activities in the three selected countries and will provide practical examples of KM best practices that will be analysed and adopted by participating institutions. Increasing the capacities of participating public institutions, by providing necessary structures and systems at the country and regional levels, will ensure that knowledge can be effectively managed for long-term growth and development.

The project website (https://mel.cgiar.org/projects/SKIM) provides background information and describes the project team, partners and stakeholders engaged. The website also shares key documents including the project proposal, and outlines the goals, objectives and impact pathway of the project, as well as additional resources and information on news and events.