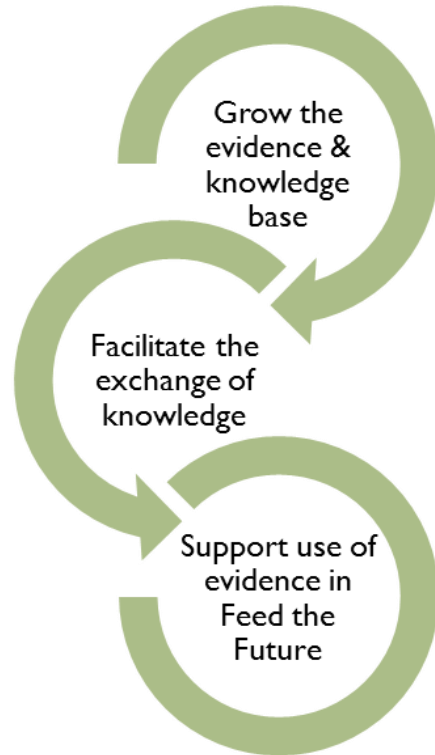




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Knowledge Management to Support Project Goals

April 2016

Feed the Future Enabling Environment for Food Security Project
Online Community Peer Learning Session



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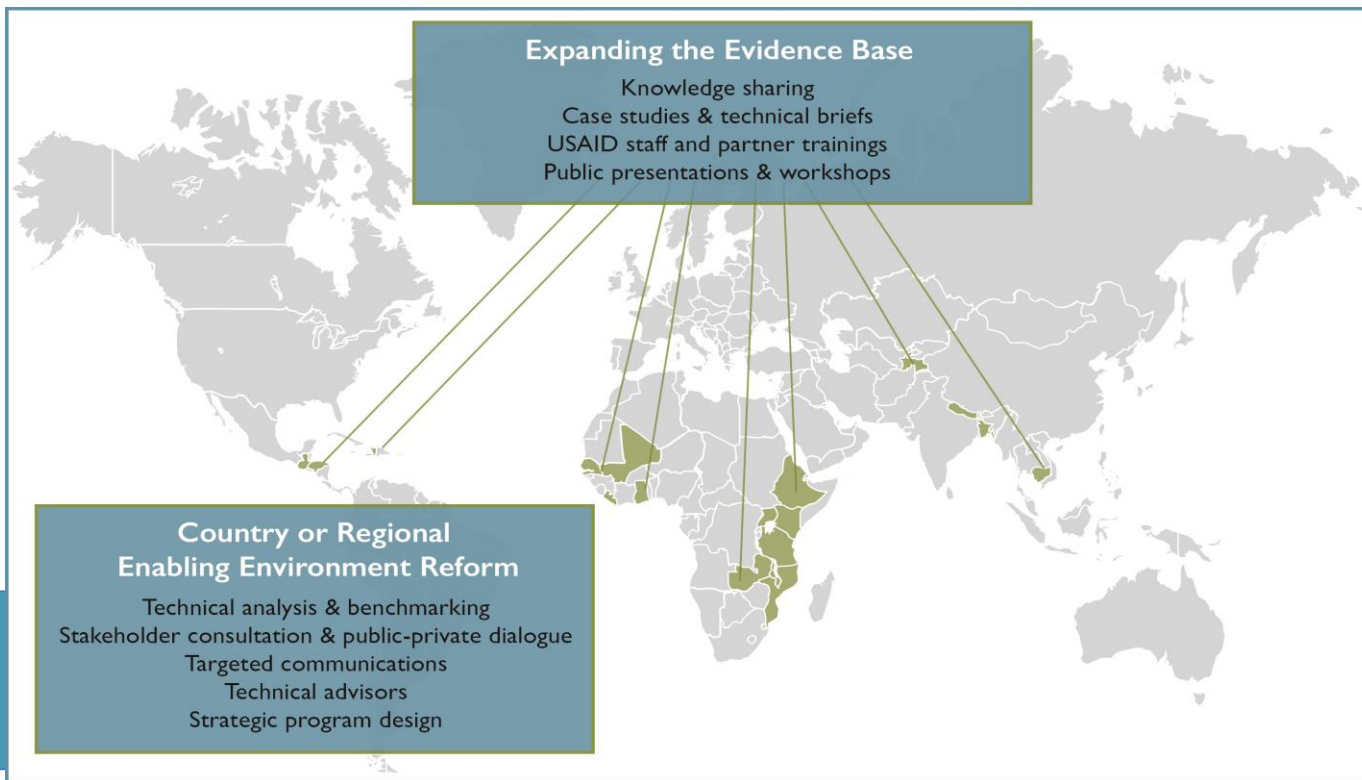


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Feed the Future Enabling Environment for Food Security

A USAID/BFS/MPI mechanism providing technical analysis, advisory services, and strategic knowledge management to address enabling environment factors affecting food security and nutrition outcomes.



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ILLUSTRATIVE ACTIVITIES

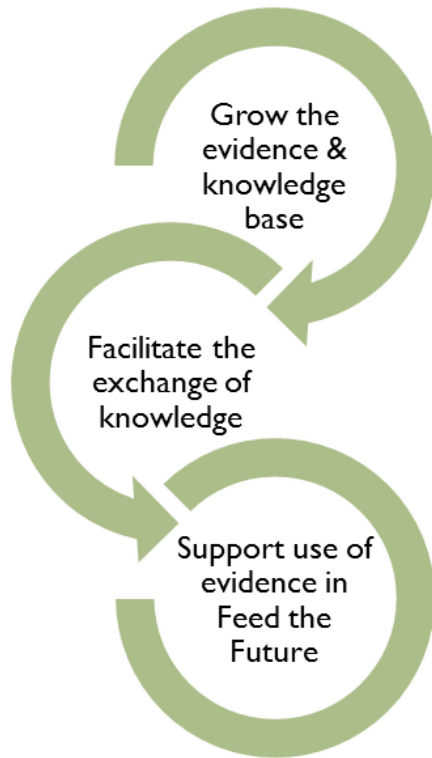
Technical Analysis	Advisory Services	Knowledge Management
<p>Policy, legal, and institutional analyses at the sector, industry, or value chain level:</p> <ul style="list-style-type: none">• Commercial Legal and Institutional Reform (CLIR) diagnostics (AgCLIR, SeedCLIR, VcCLIR)• Political economy analysis• Benchmarking the time and cost of regulatory procedures• Market and trade analyses• Expert review of agricultural laws and policies	<p>Fielding short-term technical assistance to missions, government institutions, and/or other partners:</p> <ul style="list-style-type: none">• Embedded advisors for institutional capacity building• Stakeholder engagement (roundtables, working groups)• Strategic program design support• Trainings, seminars, and briefings on topics related to the enabling environment for food security	<p>Strategic communications and knowledge exchange on best practice in enabling environment reform:</p> <ul style="list-style-type: none">• Case studies, technical briefs, and synthesis reports• Mission-to-Mission and cross-donor knowledge sharing• Workshops, presentations, and evidence exchanges• Technical inputs for public-private dialogue• Technical support for working groups and/or learning networks





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KM GOALS TO IMPROVE THE ENABLING ENVIRONMENT FOR FOOD SECURITY



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WHY DO A KM ASSESSMENT?



- Increase the **uptake and use of technical information** developed under the project
- Improve the ways information and knowledge is shared and exchanged to **strengthen the state of practice and knowledge base**



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IDENTIFY KEY CONTENT NEEDS

	USAID Stakeholder Survey (55 respondents)	Multi-Stakeholder Survey (224 respondents)
Top Issues- Tier 1		
Agricultural input policies (e.g. seed, fertilizer, land)	67%	80%
Market infrastructure and information systems	60%	62%
Governance	56%	49%
Institutions and/or institutional capacity	66%	44%
Top Issues- Tier 2		
Food safety	22%	33%
Gender equity/ issues related to role of women	24%	31%
Finance and tax related issues/and or policies	24%	31%
Enforcement of regulations and/or standards	36%	25%
Investment promotion policies and/or initiatives	15%	25%
Cross-border trade	36%	21%
Policies impacting domestic output markets	24%	21%





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Likelihood of Accessing Technical Updates & New Findings by Communication Method

	USAID Survey (50 respondents)				Multi-Stakeholder Survey (151- 153 respondents)		
	Likely/ Very Likely	Maybe	Unlikely/ Very Unlikely		Likely/ Very Likely	Maybe	Unlikely/ Very Unlikely
E-newsletter	58%	26%	16%		78%	16%	6%
Email-based listserv	42%	30%	28%		58%	27%	15%
Online knowledge sharing platform or website	50%	34%	16%		75%	18%	7%
Blogs, Twitter, LinkedIn, or other social media	16%	22%	62%		38%	31%	31%
Mainstream media sources	34%	30%	36%		55%	30%	15%
Podcasts	16%	40%	44%		25%	35%	40%
Webinars	54%	34%	12%		47%	33%	20%
Conference calls	40%	46%	14%		62%	26%	12%
Workshops or conferences	74%	18%	8%		82%	16%	2%
In-person presentations	74%	20%	6%		75%	20%	5%
Industry or trade specific journal or associations	40%	32%	28%		65%	22%	13%
Community of practice, working groups, or learning networks	38%	40%	22%		68%	23%	9%



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Likelihood of Using Each Method for Exchanging Knowledge

	USAID Survey (52 respondents)				Multi-Stakeholder Survey (161-165 respondents)		
	Likely/ Very Likely	Maybe	Unlikely/ Very Unlikely		Likely/ Very Likely	Maybe	Unlikely/ Very Unlikely
Email-based listserv	31%	42%	27%		61%	19%	20%
Online knowledge sharing platform or website	44%	31%	25%		72%	22%	6%
Blogs, Twitter, LinkedIn, or other social media	10%	15%	75%		35%	29%	36%
Webinars	50%	44%	6%		51%	30%	19%
Conference calls	51%	35%	14%		62%	28%	10%
Workshops or conferences	77%	17%	6%		88%	10%	2%
In-person presentations	79%	19%	2%		78%	18%	4%
Community of practice, working groups, or learning networks	36%	46%	18%		67%	22%	11%
Industry or trade specific journal or associations	25%	37%	38%		57%	25%	18%



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Likelihood of Participating in Different Methods to Collaborate with Others

	USAID Survey (50 respondents)				Multi-Stakeholder Survey (144 respondents)		
	Likely/ Very Likely	Maybe	Unlikely/ Very Unlikely		Likely/ Very Likely	Maybe	Unlikely/ Very Unlikely
Virtual (online groups, email-based exchanges)	42%	38%	20%		73%	19%	8%
Real-time person-person but remote	62%	32%	6%		84%	11%	5%
Face-to-face	76%	18%	6%		88%	10%	2%
Combination of methods	72%	24%	4%		82%	11%	3%



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Alliance for a Green Revolution in Africa (AGRA)	AgTechXChange
International Fertilizer Development Center	AgTalk
AIARD Food Security/Nutrition Working Group	USAID Scaling Project
Aflatoxin Group	AgBioChatter
AgriLinks/ AskAg	Agriculture Data Working group Kenya
Arava International Centre for Agricultural Training	BOND private sector working group
Badrul Islam Siddique	Bunge la uchumi Tanaznia
Brazil: Centro de Pesquisas Meteorológicas e Climáticas Aplicadas à Agricultura (CEPAGRI)	CGIAR - several groups
Commercial dairy farming, feed processing dairy groups	Community of practice of seed systems
Community of practice marketing value addition	Community of practice nutrition sensitive agriculture
FAO Climate Smart Agr Community of Practice	FAO community of practices/ groups
Nigeria: Federal Min. of Ag. and Rural Development	Feed the Future project networks in Bangladeshh
Fertilizer and seed platforms in Mozambique	Finance Community of Practice
Gender and Resilience Working Group	Gender in Agriculture Partnership
Govt of Nigeria Food Security Task Group	IITA youth agripreneurs
Intergovernmental Panel on Climate Change (IPCC)	IR Maize project
India: Int'l Symposium on Underutilized Plants Species	Institute of Food Technology
Jeunesse Benin et Environnement (JBVE)	LinkedIn
Local Initiative for Empowerment-Sierra Leone	MINRESI Cameroon
MSU African Studies Center, USAID websites	McKnight Foundation ccrp
PACA	Patient Procurement Platform
Pedro Prado	Rural Farmer Practice Association
Seed Trade Association of Malawi	SEEP Gender network
Soybean Innovation Lab	UPendo Group
Kibwe boys group	Pangawe farming group in rural Morogoro
Feed the Future	UN Sustainable Development Solutions Network
WFP	Wangoh One Laptop Per Child Project
Zari APPSA Partners	Drying Project in Bangladesh (seed related)
Food security donor coordination group (Zimbabwe)	Morogoro group
Project Water	Quynh Nguyen
Mesa Nacional de Cambio Climático	Business Development Network for African Initiative
International Potato Centre	FFP Technical and Operational Program Support task forces
CORE Working Group	Red Sur Occidental de Cambio Climático
Mesa Regional del Agua	Red de Investigadores del Occidente de Guatemala
1,000 Days Advocacy Working Group	M&B SEEDS
BFS/ARP Policy Team Annual Partner Meetings	Donor Committee of Enterprise Development



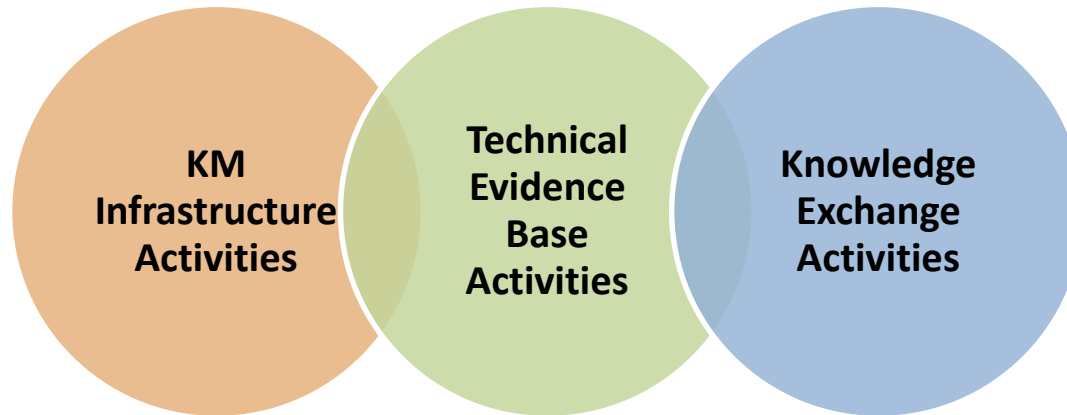
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HOW CAN WE BUILD ON EXISTING NETWORKS AND PLATFORMS TO IMPROVE THE ENABLING ENVIRONMENT FOR FOOD SECURITY?



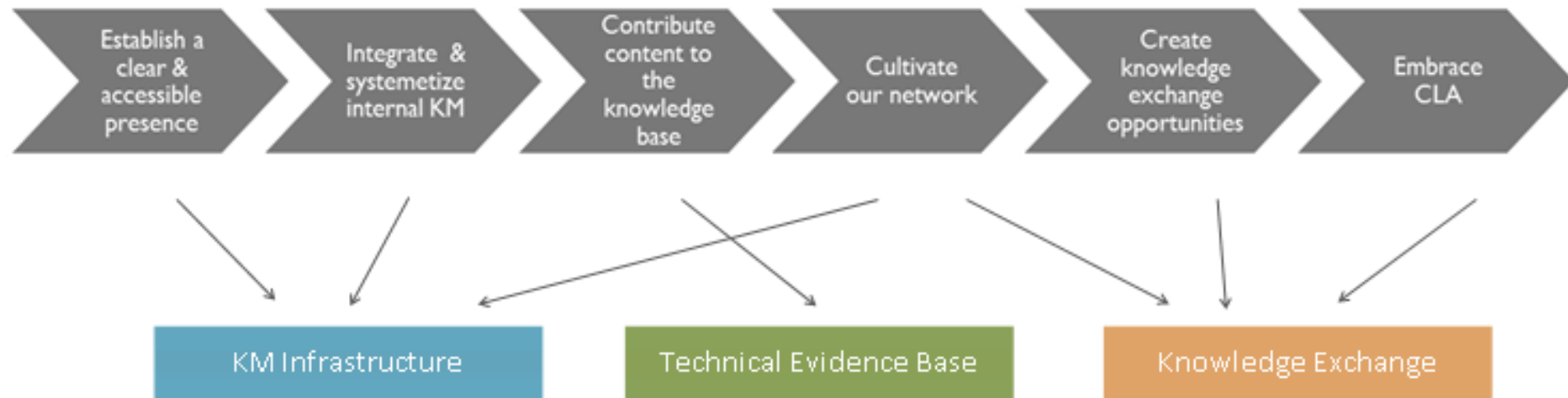
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KM IMPLEMENTATION PLAN (OUR APPROACH)



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KM INTEGRATION FRAMEWORK

Step 1: Engage with USAID to define the top-tier and if relevant second-tier audiences or end users. Wherever possible try to isolate the top potential users.

- *Who do we want to reach as our top priority audience?*
- *Are these the end users?*
- *Are there other audiences we should consider?*

Step 2: Establish what the purpose of the activity is, i.e. what we hope the end users do as a result of engaging with the activity.

- *What is the objective we are trying to accomplish with this activity or product?*
- *What do we want people to do as a result of engaging in this activity?*

Step 3: Consult KM assessment user profiles. Follow-up with USAID Mission or Washington and other stakeholders to learn more about the context and specific stakeholder preferences and needs.

- *What do we know about this audience's preferences and how to reach them?*

Step 4: Consider different resources available (especially financial) and weigh against the resource investments required of different methods.

- *What are the resources we have to work with to accomplish this?*
- *What are potential tradeoffs in terms of value and return on investment from different methods?*

Step 5: Review possible influencers and key stakeholders and consider what roles they could play to support activity (i.e. partners, working groups, or others that have access to networks and channels to increase activity uptake or impact).

- *What assets outside the project should we consider that could be useful to accomplish activity objectives?*

Step 6: Define our role. Select an approach and method/format for capturing, exchanging, and/or disseminating knowledge. Identify others we need to work with and garner their support.

- *What can we capture, disseminate, and/or facilitate in terms of knowledge to support the objectives?*
- *Who else offers comparative value to accomplish the objectives?*
- *How will we work with them?*





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WHERE WE ARE

- Foundational activities and infrastructure
- Operationalize our framework as we develop new activities
- MOU's with KM partners
- Prioritize initial online platforms to build out our presence
- Respond to USAID's interest and demand for enabling environment knowledge and reforms



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LET'S TALK!

- How do we maximize online engagement and resource this if it isn't our own platform? How do we ensure we are achieving our objectives and getting the most value?
- How do we empower all members of the our team to incorporate KS into their work?
- How do we incorporate KS/KM into all of our activities consistently?



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ASSESSMENT BACKGROUND

What we wanted to know

- **Technical issues and constraints** that are most important to people related to enabling environment for food security
- Stakeholder **preferences regarding formats and methods** for accessing and exchanging information

Our analysis

- **Technical knowledge gaps & priorities**
- How technical knowledge is used
- Knowledge synthesis & communication preferences
- **Knowledge exchange formats & preferences**
- Trusted sources & influencers
- **Online technical exchange platforms**





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INVOLVEMENT IN A TECHNICAL WORKING GROUP/ COP

	USAID Survey (50 respondents) % of total	Multi-Stakeholder Survey (144 respondents) % of total
Frequent involvement	16%	41%
Occasional involvement	40%	39%
Infrequent due to other commitments/work load	20%	13%
Infrequent due to the group level of activity/interaction	6%	<1%
Not involved in any	18%	7%



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