FEED THE FUTURE ENABLING ENVIRONMENT FOR FOOD SECURITY

TOOL TO INTEGRATE KM ACROSS PROJECT ACTIVITIES

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 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 about 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 the 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?*