Strengthened CCARDESA ICKM System
Purpose of Workshop

- Introduction to CCARDESA
- GIZ-ACCRA Programme
- Project overview and outcomes
- Community of Practice
- Information exchange
- How you can engage
- Catalysing change

Source: CIFOR
Project overview and outcomes

- Revised ICKM **Strategy & ICKM Manual**
- **Website** – new look and functions – integrating institutional website and SAAIKS
- **Content** approach, including Knowledge Products
- **Communications** Dgroups, Social Media, Newsletter
- **Monitoring and Evaluation**
Project Overview

Inception

- Preliminary Assessments
  - ICT Infrastructure
  - Human Resources Gap Analysis
- Benchmarking
- Updated Work Plan

Source: iStockphoto
Project Overview
Assessment and Design Phase

Review of ICKM Systems at CCARDESA
Update of ICKM Strategy
ICKM Manual
Revision of web-presence
Approach to Content Development
Communications
Enabling Environment for ICKM – HR, IT, Infrastructure, Partnerships
Monitoring and Evaluation (M&E)
Project Overview
Implementation Phase

- Development of **ICKM Manual** – supporting ICKM Strategy
- Implementation of **website** design and approach
- Development of **Knowledge Products**
- Formulation of **M&E Component**

Source: GIZ-ACCRA
Next steps….

- Training
  - Internal awareness raising
  - ICKM Unit Training
  - Community of Practice
- Implementation by ICKM Unit
- Refinement of processes

Source: FAO-ALC
ICE BREAKER!

Best One Word!

- Divide into three groups
- Formulate amongst your group one word that represents **Knowledge Management**.
- You have five minutes
- Present to the entire group at the end.
ICKM Strategy – a new approach

- Reviewed existing draft
- Combined with needs of ICKM Unit expressed during engagements
- Stakeholder mapping exercise
- Review of sector
- Mandate

Source: Gill
VISION: A prosperous and food secure Southern African region, with vibrant rural livelihoods:

MISSION: To promote innovative research, technology generation and adoption for sustainable agricultural development through effective partnerships and capacity building

**Theme 1**  
Farmer Empowerment & Market Access

**Theme 2**  
Research & Technology generation & farmer demand driven advisory services

**Theme 3**  
Knowledge, Information & Communication

**Theme 4**  
Institutional Development & Capacity Building

**Theme 5**  
Establishment & Strengthening of CCARDESA as an effective SRO
The CCARDESA ICKM System will be the SADC knowledge hub for agricultural research and development.
ICKM Manual - Strategy to Action

- Strategy
  - Mandate
  - Principles

- Manual
  - Quality
  - SOPs

- Implement
  - Processes
  - Standards
What is a ‘System’

- Technology – ICT?
- Websites?
- Servers?
- Apps?

Source: Quora 2017
Example: GIS
ICKM Strategy – a new approach
ICKM – Principles ‘4Cs’
Content Coordination

- ICKM Strategy supported by ICKM Manual
- Support ICKM Unit
- Structure
- Standardised Processes
- Consistency
Content Development

Intended as CCARDESA-created content

Also includes specific Partner Collections

- E.g. VUNA Africa
Content Development

Flagship CCARDESA Content

- Options papers
- Decision tools
- Manuals
- Best practices
- Lessons learned
- Brochures/leaflets
- Conference/workshop materials
ICKM – Content Curation

- Higher volume approach to content for ICKM System
- Identifying content – relevant to stakeholders
- Enriching – adding value/linking to CCARDESA
- Sharing – disseminating

- Approx 90% of ICKM Unit Activities as a knowledge broker
ICKM – Content Curation

Content Creators
Content Critics

Curation
- Finding
- Tagging
- Rating
- Commenting
- Updating
- Contextualising

Curated Content

Audience Stakeholders
Communication – News and Events

About CCARDESA

The Centre for Coordination of Agricultural Research and Development for Southern Africa (CCARDESA) was founded by SADC member states to harmonise the implementation of agricultural research and development (R&D)...

Read More...
Example Communications Workflow

Start

Teaser
- Minus two weeks
  - Post to Social Media
  - Provide teaser information about forthcoming publication/KP
  - Coming in two weeks

Pre-release
- Minus two days
  - Social media post two days before
  - Provide more details of the release Hashtags

Release Day!
- Zero
  - Launch the product
  - News item
  - Social media
  - DGroups

Follow-up
- Plus one week
  - Follow-up social media (&DGroups)
  - Connection with other content
  - Connection with curated content Hashtags

Analytics
- Plus two weeks
  - Review of website analytics
  - Review of Social Media analytics
  - Gather feedback from DGroups
  - Reporting using template

Close
Communication - Newsletter

- Analytics
- News
- Event
- Event
- News
- News

CCARDESA Website
SAAIKS Knowledge Hub
ICKM System Overview
ICKM Manual

- Purpose & Guiding principles
- Responsible parties
- Quality management
- Monitoring & Evaluation Component
- Clarity
- Quality
- Procedures
- Accountability
ICKM Manual – Quality Management

- **Document Control** -
- **Design Standards** -
- **Metadata definitions** -
- **Non-conformity** - omitted

- **Scope** – provides a definition of what is included in the QMP
- **Procedure Description** – provides a step-by-step outline of the procedures necessary to implement the QMP;
- **Training and Knowledge** – outlines the extent of training required to implement the QMP;
- **Responsibility** – assigns tasks to relevant CCARDESA staff members; and
- **References** – supporting documents.
ICKM Manual – Standard Operating Procedures

- Introduction
- Purpose – simple overview
- Equipment needed – any equipment, software or other requirements;
- Roles and responsibilities – who is responsible for initiating and implementing
- Workflow – workflow diagram,
- Tasks – the key tasks th
- Approvals – who approves the work;
- QA/QC measures – quality management
- Risk management – how risk is addressed
- References – reference to any QMPs or other SOPs.

1. Content Mobilisation
2. Content Curation
3. Metadata
4. Licensing
5. Gender and Youth
6. News
7. Events
8. Social Media
9. Newsletter
10. Discussion Groups
11. Social Media Report and Analytics
12. Newsletter Reporting and Analytics
13. Website Reporting and Analytics
14. Website Maintenance
ICKM Manual – Roles/Responsibilities

1. ICKM Coordinator
2. ICKM Communications Officer
3. Other specialists
4. Contributors
Website Overview

- Integrate web-presence
- Coherent and unified identity
- Organisation of information
- Help users achieve goals
- Disseminate and broker knowledge
- Communicate with stakeholders
Communications - DGroups

- Discussion Groups key aspect of ICKM to date
- Integrated into website using RSS
- Discussion still happens in email
Communications - Social Media

- Content from website to Facebook
- News
- Events
- Analytics
- M&E
Social Media Overview

- Share content through other channel(s)
- Drive traffic to the site
- Engage
- M&E
Communications - Newsletter

- Share content through other channel(s)
- Drive traffic to the site
- Engage
- M&E
CCARDESA Newsletter

This is the Centre for Coordination of Agricultural Research and Development in Southern Africa (CCARDESA) newsletter demo. It provides links to valuable new Knowledge Products on the CCARDESA website, and links to curated content, news and events.

CCARDESA was founded by SADC Member States to harmonise the implementation of agricultural Research and Development in the SADC region. CCARDESA intends to address
Collection and gathering of data from various sources

Data Management and organisation, and formatting of data

Analysis and summarisation of data and information

Reporting and contextualisation of results.

Data Collection

Monthly – website analytics, social media analytics, DGroups subscriber numbers and activity, newsletter subscribers, and content access and use;

Quarterly – newsletter response and engagement, location-based data, and information;

Annually – annual satisfaction survey.
Data Management

Central Storage and access for ICKM Unit.

Analysis

- **Audience** – who users are, how many, how often, etc.;
- **Demographics** – who they are in terms of age, gender, etc.;
- **Content** – what content users look at and download; and
- **Satisfaction** – how satisfied users and stakeholders are with the system.

Reporting

Contextualisation of data collected and analysed

- Intra-annual change;
- Year-on-year changes; and
- Spatial patterns.
### Open Rate and Click Rate

<table>
<thead>
<tr>
<th></th>
<th>Open</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>List average</strong></td>
<td>50.0%</td>
<td></td>
</tr>
<tr>
<td><strong>Industry average</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>List average</strong></td>
<td>30.8%</td>
<td></td>
</tr>
<tr>
<td><strong>Industry average</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Email Analytics

- **Opened**: 2
- **Clicked**: 1
- **Bounced**: 0
- **Unsubscribed**: 0

- **Successful deliveries**: 4 (100.0%)
- **Total opens**: 9
- **Last opened**: 29/08/18 11:24
- **Total clicks**: 1
- **Last clicked**: 27/08/18 14:54
- **Forwarded**: 0
- **Abuse reports**: 0

### 24-hour Performance

![Graph showing opens and clicks over time](image)

### Top Links Clicked

Subscribers with most opens

shughes@hatfieldgroup.com  6
simon.hughes@icloud.com  3

Social performance

0 Tweets
0 Campaign URL clicks
0 Likes

Top locations by opens

<table>
<thead>
<tr>
<th>Location</th>
<th>Open Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Africa</td>
<td>7</td>
<td>77.8%</td>
</tr>
<tr>
<td>Botswana</td>
<td>1</td>
<td>11.1%</td>
</tr>
<tr>
<td>USA</td>
<td>1</td>
<td>11.1%</td>
</tr>
</tbody>
</table>

MailChimp
©2001–2018 MailChimp® All rights reserved. Privacy and Terms
Engaging with the System

- What does this mean for me?
- CCARDESA has a new suit! Let’s go dancing

- New public facing interface
- Keep the system – and hence the interface - alive!

- Core responsibilities lie with ICKM Unit
- Broader responsibility – The Secretariat & National Focal Points
- Identify content & photographs
Roles and Responsibilities

- ICKM Coordinator
  - ICKM Communications Officer
    - Other Specialists
    - Contributors
  - Implementation & Coordination
  - Contribution
How to Support

Ideas for the following:

- **Content** – new research, success stories, etc
- **Events** – upcoming CCARDESA events, partner events, workshops, other events
- **Photographs** from site – relevant photographic content
- Participate in **DGroups**.