Pan-Africa Component

Report of Knowledge Management and Communication Sessions at WISER Consultative Meeting

October 16-17, 2016, UN Conference Centre,

Addis Ababa, Ethiopia

Contents

Introduction

Knowledge management (KM) and communication are key components in harnessing, packaging and sharing information and knowledge to beneficiaries across the African continent to ensure that climate information and knowledge address specific user needs and are delivered in a timely manner, in the right language and format, and using the most efficient dissemination channels.

During this phase of WISER, the ACPC is developing both a KM partnership framework and strategy, complemented by a broad communication strategy being developed through consultations with partners and other institutions deemed to be beneficial to the delivery of the KM and Communications of WISER.

In this context, ECA, organized a Consultative meeting from October 15-16, Africa Climate Policy Center (ACPC) that brought together key actors within the WISER project to discuss implementation, share information and look toward the future of WISER. A key component of the workshop was knowledge management and communication.

Objectives

The objectives of the KM and communication workshop were to:

1. Convene select WISER pan-Africa KM and communication partners, including knowledge networks and beneficiaries and assess the scope of partnerships
2. Share lessons on the role of climate information and KM
3. Discuss the knowledge and communication needs of CI beneficiaries within Africa
4. Lay foundation for establishing a pan-Africa knowledge sharing network

The workshop participants were drawn from different sectors responding to climate change in Africa and ranged from governments to civil society organizations working with the WISER East Africa and/or Pan Africa components and beyond.

Plenary Presentations

During the plenary session (See Meeting Agenda in Annex II) two presentations were made on KM and Communication. The former by Fatema Rajabali, KM Consultant for WISER East Africa presented on The Role of Knowledge Management within the WISER programme and Jacqueline Chenje, Communication Officer for the ACPC presented the framework for the WISER Pan Africa Communication strategy.

Fatema's presentation was aligned to a "think piece" that she had produced on behalf of the WISER East Africa programme that addressed:

- How KM fits within the purposes of the WISER programme
- WISER KM needs as part of strengthening the science-communication-end user interface
- Gaps that WISER can focus on, as articulated through interviews with stakeholders
- Recommendations that could further enhance the KM work that WISER can undertake

The presentation highlighted why a KM process is critical.
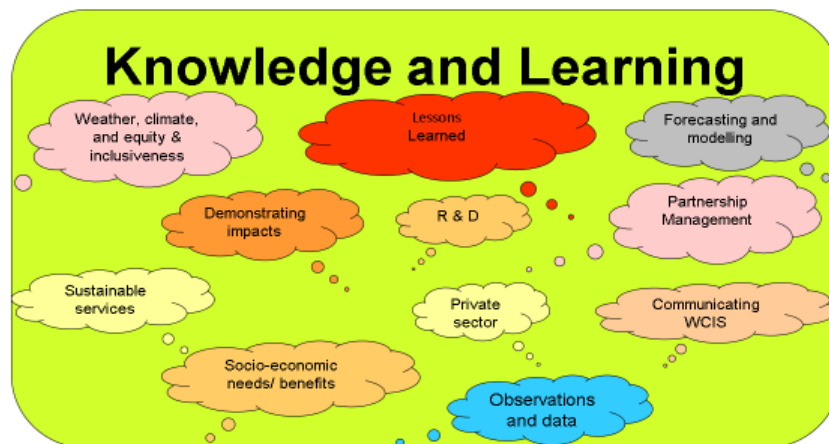

As well as the functions of knowledge and learning derived from climate information.

The presentation also visually demonstrated the elements of a KM infrastructure that a good knowledge and learning process entails.
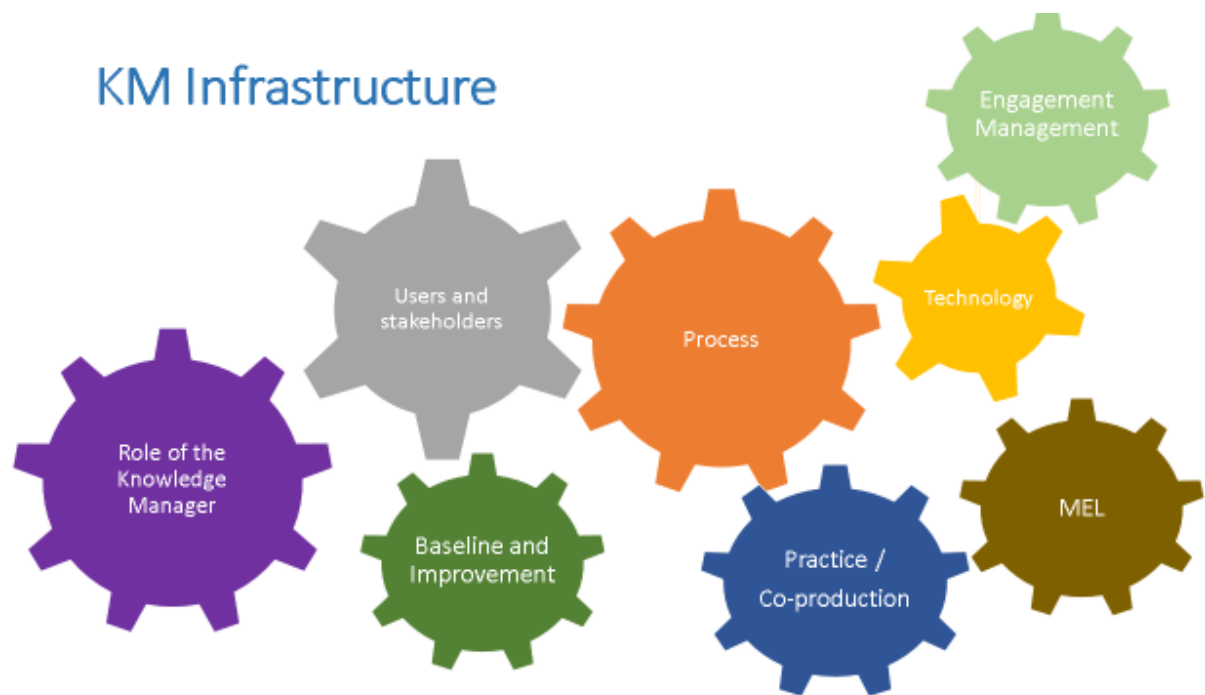
Fatema's presentation also highlighted the gaps that WISER could respond to include the following:

o Capacity support: move research and science on Weather and Climate Information Services (WCIS) into practical programming
o Strengthen interface between science and decision making for scenario planning
o Strengthen link between research and MET services: building ties between universities and the MET agencies
o Support national strategic planning at various levels including brokering between national and regional services and providers
o Invest in resilience from a medium and long term perspective
o Strengthen focus on producing WCIS which also responds to risk management and disaster risk reduction.

The next presentation was by Jacqueline Chenje, Communication Officer, Africa Climate Policy Center, who presented an overview of the objectives of the draft ACPC/WISER communication strategy. The broader draft plan accompanies this report.

WISER Communication

Objectives:
Identify and prioritize stakeholders and their needs, and support with targeted messaging and tailored delivery of communications to different audiences

- Stakeholder mapping of research, policy and practice communities
- Develop communication strategy (ies)
- Communication products are tailored to users (language, culture, gender, literacy) accessible across the range of media channels and formats
- Understand risk communication
- Support KM

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WISER Communication

Objectives:
- Increase awareness and understanding of the value of climate information
  - Communicate the Socio-economic benefits of CI (quick start projects and others)
    - Develop a solid narrative and;
    - Develop communication and influence strategies
    - Identify ambassadors /messengers
- Increase understanding of the communication barriers and opportunities for the uptake of CI
  - Undertake communication research and assessments on the barriers to uptake in different contexts & planning processes
  - Develop engagement and empowerment strategies

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WISER Communication

Objectives:
- Bridge communication gaps between CI producers and users at different levels
  - Understand the dynamics on how information is disseminated, accessed and used including informal processes
  - Understand gaps and deficits related in the information chain
  - Facilitate dialogue between CI producers and users
  - Identify tools and approaches
  - Develop and promote good practice guidance
  - Enhance user capacity to understand CI and actions to be taken

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WISER Communication

Objectives:
- Actively broaden collaboration and engagement with partners and networks
  - Collaborate closely with WISER core partners
    - Coordination, messaging, synergies
  - Prioritize and engage new partners
  - Establish WISER Communication group
  - Identify and collaborate with networks to support and amplify the work

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WISER Communication

Objectives:
Build and support the WISER brand values:
- Integrity – putting user needs first
- Transparency – we cannot achieve what we are setting out to do without openness and honesty, including about where there is uncertainty or evidence might be weak
- Unity – together we are stronger
- Flexibility – in all aspects of working, responding to a changing environment

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Conclusion

The approach is to:
- Understand the landscape – what exists and where the gaps are
- Understand our stakeholders and their needs
- Prioritize
- Contextualize
- Collaborate
- Learn

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Question and Comments
- RCMRD- we create application tools that can be understood by people who are not experts from information of Met services, user needs and gap analysis, understanding societal impacts.

- ICPAC-communities understand weather but differently from scientists. They use indicators of observations e.g. past trends and events. When seasons are not predictable it affects pastures, agriculture, hazards, livelihoods, crops and livestock. Difficulties in unpredictability –forecasting weather is short term; seasonal climate focus needs strategic planning, useful for farmers and planting crops.
- Indigenous Knowledge systems have their own forecasting which is more detailed e.g. hailstorm and winds and provide current forecast.
- Climate information should be timely, easy to understand and tailored to local scale. Knowledge Management-continuous M&E and link with community.

A further iteration of the communication plan will be developed following the WISER consultative meeting based upon inputs from participants and through further engagement with partners.

Breakout Sessions

The remaining sessions of the workshop took the form of breakout sessions that included discussions and presentations on; Identification of practical lessons on the role of climate information during the El Nino phenomenon and the consequence on reducing the impacts on the people affected*;* Strategies for communication and knowledge delivery of climate services at all levels; Development of relevant co-produced knowledge products and; Building sustainable collaborations and partnerships.

Breakout Session 1

Identification of practical lessons on the role of climate information in during El Nino phenomenon and the consequence on reducing the impacts on the people affected; This session explored issues around:

- User engagement (were the right people brought on board and if so, how?)
- Communications (what approaches and tools were used to communicate key messages) and the significance of information decay in the process of information distribution and uptake
- KM (how was relevant knowledge generated, what knowledge products were developed, did the knowledge need to be translated, etc).
- Capacity building (did the targeted institutions/ individuals have the appropriate capacity, technology, skills, etc. to take up this information)

Examples of Good Practices and lesson learned on 2015/16 El Niño early action in the Horn of Africa presented by Mr. Zachary K.K. Atheru Programme Manager, Climate Monitoring & Prediction IGAD Climate Prediction & Applications Centre (ICPAC)

WHAT WENT WELL?

Awareness Raising and Early Warning

- Extensive dissemination of EW messages at all levels and using different platforms reached over 221 million people in IGAD/EAC region (last mile communication)
- Use of social media (Whatsup, Baringo, Twitter) complemented dissemination using tri-media
- El Nino became famous/fashionable
- Use of "sober" communication that reached the local level
- Common messaging/messages disseminated by stakeholder working collectively as a team

Wednesday, December 14, 2016   INTERGOVERNMENTAL AUTHORITY ON DEVELOPMENT   15

WHAT WENT WELL?

Awareness and Early Warning

- Most people knew El Nino was coming due to public awareness and information provided by early warning agencies and broadcasters
- High media coverage played a big role in in the dissemination of EW messages and in informing the general population about El Niño
- Early warning institutions like ICPAC and NMHSs played a critical role in the production and dissemination of EW information;
- The FSNWG produced 2 El Nino Alerts which were disseminated to over 1,000 FSNWG email subscribers and over 80 member organisations;

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Breakout session 2

Strategies for communication and knowledge delivery of climate services at all levels. This session explored issues around:

- How to identify and prioritize and engage key stakeholders and end users?
- How to co-produce information/knowledge with various end users?
- What capacity support is needed to facilitate demand and take-up the co-produced information? How to assess uptake?

Some examples:
- CARE International has identified actors on programme implementation and together with Kenya Metrology they have created a stakeholder map. A value chain has been established and its core function is climate information leads to output and actors (NMHs) RCCs ICPAC, local forecasters and private sectors.

- Mr Ayub Shaka from the Kenya Met Department- Capacity support for end users – The Kenya Meteorology Department has a service it will provide to end users to communicate and understand the needs of the poor. They have held round table discussions to improve communications and they developed a county climate information framework on how they co-produced climate forecasts that can be understood by everybody. Kenya Meteorology department uses other boundary organizations to deliver the information and train staff on communication.

- End users could be county government to use that information in planning or Ministry of planning department so that they plan several months ahead.

Breakout session 3

Development of relevant co-produced knowledge products. This session explored issues around:

- What are key considerations in producing (co-producing) and translating knowledge products (culture, language, context, societal norms, institutional and governance landscape)?
- Working effectively with boundary organisations?

Some examples:

- Mr Joseph Mutemi-Information can be irrelevant and it can have negative impact to users. It is critical to be careful, in our indicators and factoring into action plan.
- Training for practitioner's students, and people engaged in disaster risk management and communities have been developed. We have developed people to co – produce a social platform and collective library.

What are the co-production levels of Radio?

Farmers in Zambia send text messages to share weather information. Met departments also share information through radio. Community listening groups on pre- recorded shows on climate information where they provide feedback.

Breakout session 4

Building sustainable collaborations and partnerships? This session explored issues around:

- Key considerations for partnership selection
- What makes good partnerships and how to ensure that collaboration is mutually beneficial and sustainable
- Key lessons from the development of these partnerships

Some examples:

How do you select the right partners?

- In Seychelles they work with different partners. For example if a tropical cyclone occurs and the met department, they equip partners to share information in the areas where Met agencies are not present.

How are issues of language and understanding?

- Translating in local languages is challenging we use other agencies which are trained like the Red Cross.

- In Zambia we look for young people who understand the language and culture and we look for radio stations which support young people with free airtime and the willingness of the radio partner to support information sharing.

How have you been looking at soft skills and how you reach out to different communities?

- Social skills are important in mediation for example understanding development organization cultures. Identify the people and learning and how the fit in with the organization needs extension knowledge to communicate messages and get appropriate feedback.

- Multi-disciplinary skill building is necessary internally through short courses, fellowships etc.

Key KM and Communication Recommendations

- Create and enabling environment for knowledge management to be facilitate meaningfully within the programme
- Engage with ongoing research programmes, networks, global mechanisms and knowledge broker partnerships
- Strengthen the social science research on communicating weather and climate information
- Support the strengthening of early warning communication coordination at the national and regional levels.
- Support the appropriate translation and packaging of climate information for different stakeholders
- Facilitate a stronger integration between scientific information and indigenous knowledge
- Build capacity for climate change communication
- Partner with GFCS to support communication within national and regional frameworks and develop a campaign to "take climate information viral"
- Create an enabling environment for knowledge management to be facilitated meaningfully
- Strengthen the link between the East African regional programme and the Pan African programme
- Engage with ongoing research programmes, networks, global mechanisms and knowledge broker partnerships
- Strengthen the social science research on communicating weather and climate information
- Respond to existing research and information gaps on weather and climate information services
- Develop and embed monitoring, evaluation and learning (MEL) processes for KM

Conclusion

The consultation was successful in building understanding of the climate knowledge landscape as well as lessons for devising climate KM support as an enabler of climate information services in Africa. The recommendations arising from the KM and communications workshop will be used to further enhance implementation and collaboration with value adding partners, while other aspects will be considered for the development of phase 2 of WISER.

Annex I: Guidance notes for Presenters of the WISER Consultative Meeting

Day One 16 October

14:30 – 15:30 Session

Case studies, Lessons, needs, challenges and opportunities based on El Nino experiences

El Niño remains deeply alarming, now affecting over 60 million people. East Africa (particularly Ethiopia)…and Southern Africa remain the most affected regions. The El Niño phenomenon is now in decline, but projections indicate the situation will worsen throughout at least the end of the year, with food insecurity caused primarily by drought not likely to peak before December. Therefore, the humanitarian impacts will last well into 2017. El Niño has affected food security and agricultural production, with cascading effects on livelihoods, health, water, sanitation, education and other sectors. This is due to flooding, disease outbreaks and malnutrition, disruption of health and education services, and overall increased mortality. In Eastern and Southern Africa,[1] some 50.2 million people are food insecure, many due to drought exacerbated by El Niño or due to a combination of drought and conflict. This number is expected to increase significantly towards the end of the year. Drought, flooding and extreme weather events caused by El Niño affect women and girls in particular ways which must be understood and incorporated into humanitarian and development interventions. Reliefweb 02Jan2016

Session Objective

Lessons learnt: Assessing the value and benefits of climate information produced during El Nino in reducing the impacts on the people affected.

Presenters:

> Byron Anangwe, RCMRD
> Excellent Hachilieka, UNDP
> Jasper Mwesigwa, ICPAC

Presentation Duration: 7 minutes

1. Briefly present the role that your institution played during the El Nino phenomenon.
2. Describe some of the successes, challenges and from that experience in terms of:
   - User engagement (did they get the right people on board and if so how?)
   - Communications (what approaches and tools did they use to communicate key messages) and the significance of information decay in the process of information distribution and uptake
   - KM (how was relevant knowledge generated, what knowledge products were developed, did the knowledge need to be translated, etc).
   - Capacity building (did the targeted institutions/ individuals have the appropriate capacity, technology, skills, etc. to take up this information)

3. What could be done differently in future to be more effective in terms of engagement, KM, Communication and Capacity building

   To be discussed later in the session
4. What was the transformational influence of the efforts your organization at micro or macro level (policy, resources, changes in practice, investments)

Day Two, 17 October

14:0 – 15:30 Session

Strategies for communication and knowledge delivery of climate services at all levels.

Session Objective

To share user engagement, co-production process and knowledge delivery experiences at different levels.

Presentation Duration: 20 mins each session – 2 presenters in each chat room style discussion

Presenters:

- Zachary Atheru- ICPAC
- Jean-Pierre Roux FCFA (via skype)
- Jemima Maina, CARE

1. How does your organization identify and prioritize and engage key stakeholders and end users?
2. How have you co-produced information/knowledge with various end users?
3. What kinds of capacity support were provided to facilitate demand and take-up the co-produced information? How do you assess uptake?

Development of relevant co-produced knowledge products

Presenters:

- Eric Tambo, United Nations University, Institute for Environment and Human Security (UNU-EHS)
- Dr. Joseph Mutemi, University of Nairobi (UoN)
- Charles Rice, Development Radio Partnership
- Milton Waiswa, RANET

1. What are your key considerations in producing (co-producing) and translating knowledge products (culture, language, context, societal norms, institutional and governance landscape)?
2. How have you worked with boundary organisations to make this happen?

Building sustainable collaborations and partnerships?

Presenters:

- Robbi Redda & Simbisai Zhanje, CDKN
- Dr. Nicholas Ozor, African Technology Policy Studies Network (ATPS)

1. In any given programme that you are working on can you share example of how you have selected partners?
2. What makes good partnerships and how does your organization ensure that collaboration is mutually beneficial and sustainable?
3. Have you sought to learn from the development of these partnerships and how?

Annex II: Workshop Programme

WISER Consultative Meeting		
Co-organized by WISER Pan-Africa and WISER East Africa		
(16-17 October 2016)		
Day 1: 16th October, 2016		
08:30 – 09:00	**Registration**	
Session I: Opening **UNCC Large Briefing Room**		

09:00 – 09:45	Welcome remarks
	
	• James Murombedzi
	
	Opening remarks:
	
	• DFID (TBC)
	• WISER,
	    o East Africa
	    o WMO
	    o Pan Africa
		Chair: James Murombedzi

Session II: VfM		
09:45 – 11:45	Value-for-Money (VfM) Socio-economic Benefits (SEB) framework • Mathew Savage Examples from Quick Start Projects – ICPAC, WMO and ACPC Q&A	Moderator: Joseph Intsiful
11:45 – 12:00	**Coffee Break**	
Session III		
12:00-13:15	*I.* Climate Information Quality Assurance – Joseph Intsiful (30 mins) *II.* SEB of Climate Information Services (CIS) – Andrea Bassi (Skype) (10 mins)	Moderator: Zachary Atheru

	III. Knowledge management and communications – Fatema Rajabali, Jacqueline Chenje (10 mins) Q&A (25 mins)	
13:15-14:30	**Lunch**
14:30-15:30	**Breakout sessions Room CC1**
Knowledge management and communications & M&E • Case studies, Lessons, needs, challenges and opportunities, based on El Nino experiences • Byron Anangwe, RCMRD • Excellent Hachileka, UNDP • Jasper Mwesigwa, ICPAC • Joseph Mutemi, UoN	
15:30-15:45	**Coffee Break**
15:45-17:00	Breakout sessions (contn) **Room CC1**
Knowledge management, Communications & M&E • World Café interactive session	
UNCC Large Briefing Room 17:00-18:00 Plenary discussion: Transformational Impact • Matthew Savage	Moderator: Joseph Intsiful
Day 2: 17ᵗʰ October, 2016	
9:00-13:00	Morning Session: All participants to attend CIS Day pre-event on Envisioning the RCCs and NHMSs of the Future; Empowering the Regional Climate Centres and National Met Service to Step up Service Delivery for User Sectors	
13:00-14:00	**Lunch**
14:00-15:30	Strategies for Climate Information Quality Assurance and SEB of Climate Information Services (CIS): Presenters: • Andrea Bassi • Haraldur Olafson	Strategies for knowledge delivery and communication of climate services at all levels Presenters: **User engagement** • Zachary Atheru ICPAC • Jean Pierre Roux, FCFA

	• Benjamin Lamptey • Mr. Mungai, Kenya, • Ato Feteneh Teshome, Ethiopia • Mr. Vincent Amelie, Seychelles • Mr. Ester Brito, Cabo Verde	• Jemima Maina, CARE **Co-production** • Eric Tambo, UNU • Charles Rice, Development Radio Partership • Milton Waiswa, RANET **Partnership and collaboration** • Robbi Redda, CDKN • Dr. Nicholos Ozor, ATPS
15:30-16:15	**Working Coffee break** **Bridging the gap: Climate information producers and users** Facilitators: Prof. Ogallo and Dr. Mukabana	
16:15-18:00	Closed WISER planning meeting	

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