

Knowledge Management and Influence Workshop

Report

*24-25 Oct 2017
UN Conference Center
Addis Ababa, Ethiopia*

Introduction

Between the 25-26 October 2017, WISER stakeholders consisting of representatives from WMO, RCCs, a national meteorological agency, the media and regional international organizations convened at the UN conference center in Addis Ababa, Ethiopia, to review and make recommendations on the suitability of the WISER knowledge management and influence strategy. This was a follow-up activity to a workshop in Nairobi where the strategy was updated by a core group of WISER implementers, including both components of WISER, WMO, AMCOMET, ICPAC, Kenya Met Department, knowledge management experts and media representatives.

The workshop kicked off with considerations of the WISER results chain and the ToC, which paved the way for an informed analysis and review of the draft WISER knowledge management and influence strategy.

To enrich and contextualize the strategy, partners in addition made other presentations at the workshop, related to CIS knowledge, interventions and research activities in the continent.

Below are objectives and expected outcomes, followed by details of deliberations at the workshop.

Objectives

1. Review of the WISER joint knowledge management and influence strategy;
2. Deliberate on modalities of using knowledge generated in WISER to influence CIS uptake in Africa;
3. Share lessons from participants representing various work-streams and projects in both the PEEC and East Africa WISER components;
4. Identify influence groups and channels that WISER can use to raise their awareness of CIS in general, and application of WISER findings;
5. Explore a mechanism for identification of knowledge in the climate information services landscape in Africa;
6. Agree on procedures for regular information and knowledge sharing.

Expected Results

1. Proposals for updating the joint knowledge management strategy and implementing it.
2. Lessons and practices from implementation of WISER.
3. An inventory of influence groups and channels for reaching out to them.

4. Guidelines and procedures for day-to-day information, knowledge sharing and communication.

SEB and VfM: a model to inform sectoral and DRR CIS interventions

The presentation by Dr. Andrea Bassi framed the work undertaken in building the case for CIS investments through the CIS social economic benefits and value for money study undertaken from the launch of WISER in 2016.

Dr. Andrea presented the use of systems model at policy level to identify possible data informed interventions, and related potential benefits to both economies and vulnerable communities. He noted that the systems model approach is composed of system thinking (attempts to understand a whole system) and systems dynamics (an integrated and quantitative (modeling) approach).

Dr. Andrea underscored the role of knowledge management and communications in ensuring SEB and VfM are realized, as CIS actions and interventions depend on perceptions and understanding of CIS.

The consultant informed participants that in communicating the SEB model to different audiences, he takes time to tailor the presentation to ensure that the functionality and benefits of the tool are well understood.

Lastly, participants recalled a major conference held in 2007 in Madrid on the social and economic benefits of CIS, and noted that work on this realm has progressed significantly to the extent of having models on SEB of CIS. With Madrid+10 now planned, the SEB model should be packaged for climate sensitive sectors and for retailing at the Madrid+10 conference, and to directors of NMHMs in the continent.

Tying the model to measurable effect on GDB is an important CIS selling point to the ministers of fiancé

CR4D: Knowledge generated from research and its contribution to WISER objectives

This presentation on the relevance of climate research in the realization of the outputs outlined in WISER was made by Dr. Cush Luwesi, a member of the CR4D scientific advisory committee (SAC). He reiterated that the CR4D vision is “*to catalyse multi-*

institutional and multi-disciplinary integrated, demand-driven, climate research that is responsive to specific user and development planning needs.”

He set out the CR4D knowledge frontiers as:

1. Improved understanding of fundamental climate science (prediction of the underpinning drivers and dynamics of climate variability and change in Africa)
2. Better attribution of climate extremes and impacts, and translation and communication of climate information
3. Enhanced engagement with policy-makers, development partners, decision-makers and community members for co-production and transdisciplinary research

Dr. Cush further averred that schemes have been developed in Africa to reduce some of the harm caused by climate vagaries but sometimes they exacerbate others, and the main reason is the lack of proper climate research and needed information.

WISER knowledge management and influence strategy

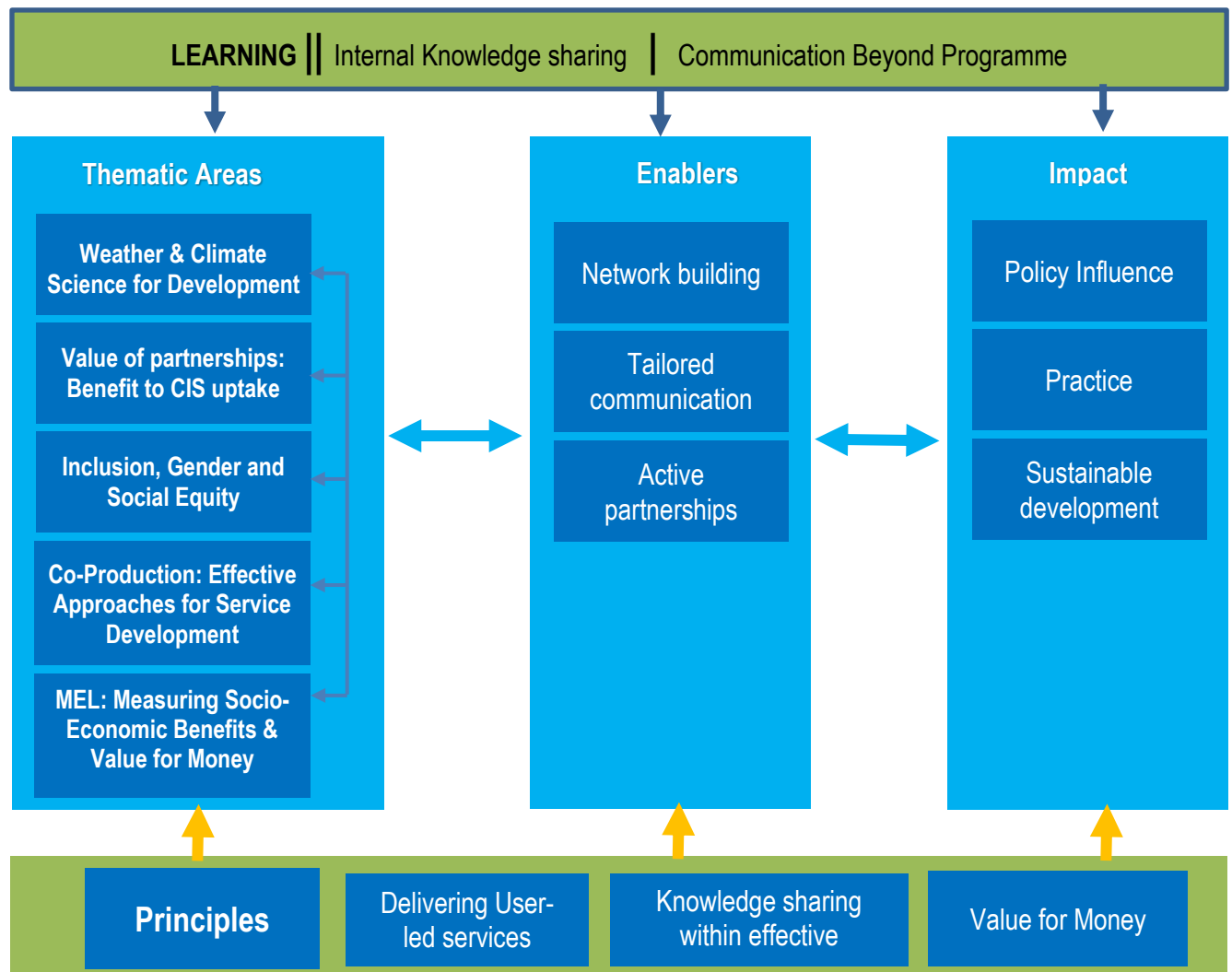
The session officially started at 3:00 pm with Mr Charles Muraya of ECA briefly presenting the objectives of WISER knowledge management, stating that, knowledge management is critical to the success of WISER. He went ahead to present the knowledge management objectives outlined below:

- Share knowledge within the programme in order to disseminate good practice and approaches. This includes ensuring alignment and links between the WISER East Africa and PEEC elements of the programme;
- Communicate and share WISER knowledge beyond the programme in order to enable this knowledge to benefit and learn from other weather and climate projects and programmes; enhance branding;
- Influence policy, practice and programmes to bring about transformational change by use of weather and climate services programme development.

The knowledge management strategy, developed by WISER fund managers was described as a means to meet the knowledge management objectives. This strategy is made up of three broad concepts; **learning**, which links to the thematic areas of knowledge management (weather and climate science development, value of partnerships, inclusion, gender and social equity, co-production and measuring socio-economic benefits and value of money); **internal knowledge** sharing connects to enablers (network building, tailored communication and active partnerships) and **communication beyond program** which relates to the impact of the knowledge (policy

influence, practice and sustainable development). The thematic areas, enablers and impact have an interrelationship and are all driven by principles of delivering user – led services, knowledge sharing within effective networks and the value of money as shown on figure 1 below.

Figure 1: Knowledge Management Strategy



After the presentation of the knowledge management strategy by both Charles Muraya (ECA) and Wycliffe Omany (consultant), participants raised concern that there was no platform or secretariat that would implement the knowledge management strategy in Africa. There were deliberations and contributions with case studies by some participants from their organizations and communities with suggestions by some participants that at this stage and considering that the concept is still at its earliest days, there was need for

it to use already existing platforms such as the African Climate Policy Centre (ACPC) and the East African component.

Further details of the Knowledge Management strategy were explained in the East African Component and the Policy and Enabling Environment component (PEER) to participants. See Figure 2 and 3 below.

Figure 2: East African Programme of WISER

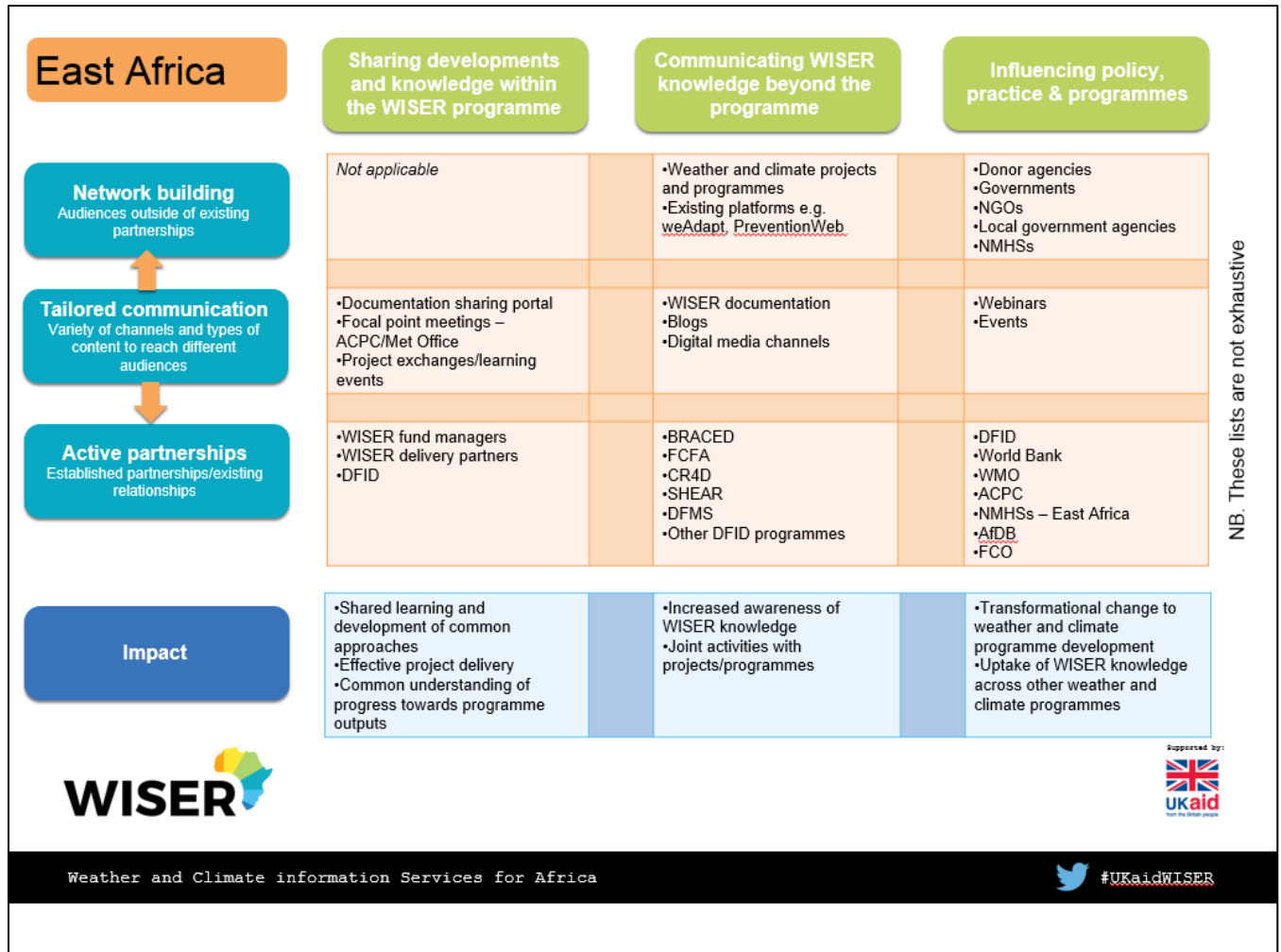
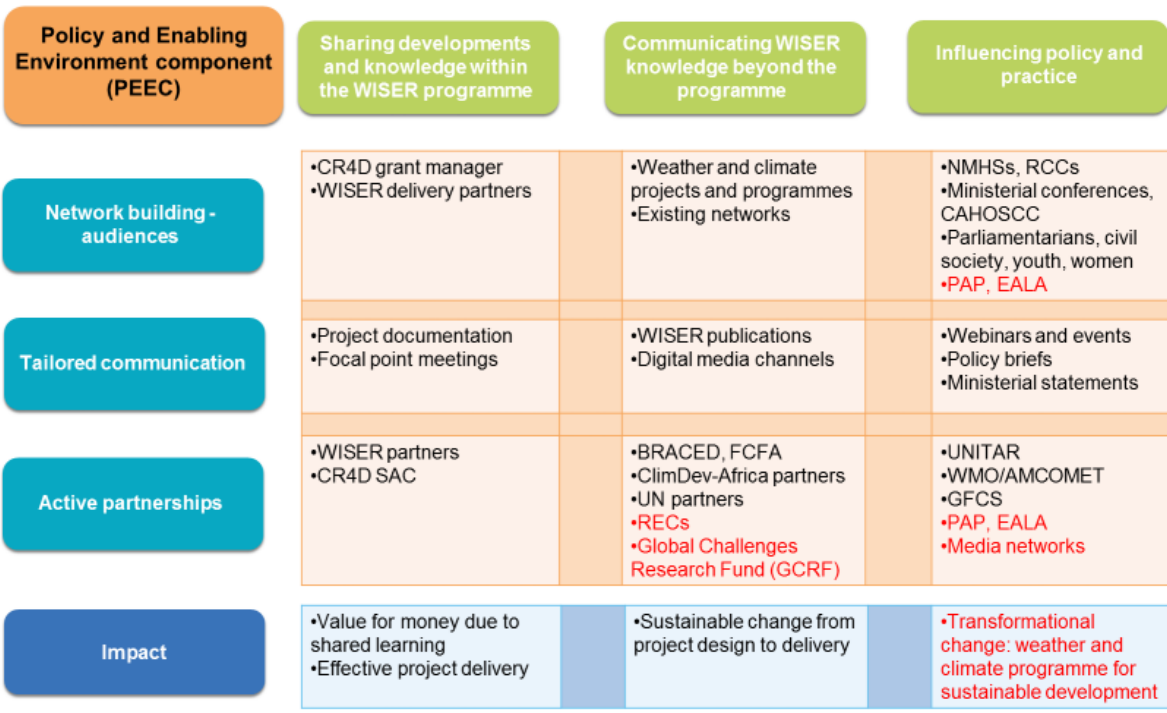


Figure 3: Policy and Enabling Environment Component (PEEC)



NB. These lists are not exhaustive



Knowledge Themes, knowledge outputs and Channels of Communication

The strategy themes on weather and climate science development; value of partnerships; inclusion, gender and social equity; co-production: effective approaches for Service; measuring socio-economic benefits and value for money were described in details to participants and their outputs to be produced by the WISER programme. Knowledge products planned under WISER and potential communication channels were also presented.

Fund Management Knowledge Sharing

In order to ensure the effective sharing of knowledge within the WISER programme participants concurred that, it is critical that the fund managers, the Met Office and ACPC, work closely together as part of a shared strategy.

To facilitate information sharing, an online private portal has been agreed on by the Met Office and ACPC. Documents and information will be shared on this portal to facilitate

both fund managers have access to the latest knowledge from both parts of the programme.

WISER knowledge management and influence strategy – breakout sessions on the themes

The workshop participants broke into four groups to deepen discussions and assessment of the knowledge management and influence strategy using a SWOT approach. The four groups were thus assigned to identify top three factors that would either positively or negatively impact the knowledge management and influence strategy, in terms of its strengths, weaknesses and gaps, opportunities and threats.

A summary of the outcomes of the breakout sessions is provided below:

Strengths

Communication: the strategy sufficiently addresses issues of visibility, is clearly

relevant to the stakeholders and facilitates and eases information access.

Standard processes and procedures: it provides for the identification, organization, sharing, storage, evaluation and retrieval of CIS.

Inclusivity: avoids duplication, creates value addition and embodies interdisciplinary convergence.

Enhanced policy influence opportunity: facilitates joint efforts and resource mobilization.

Institutionalization: addresses sustained learning, improvement and capacity development.

Cultural integration: factors in the nexus of modern CIS and indigenous knowledge systems (IKS)

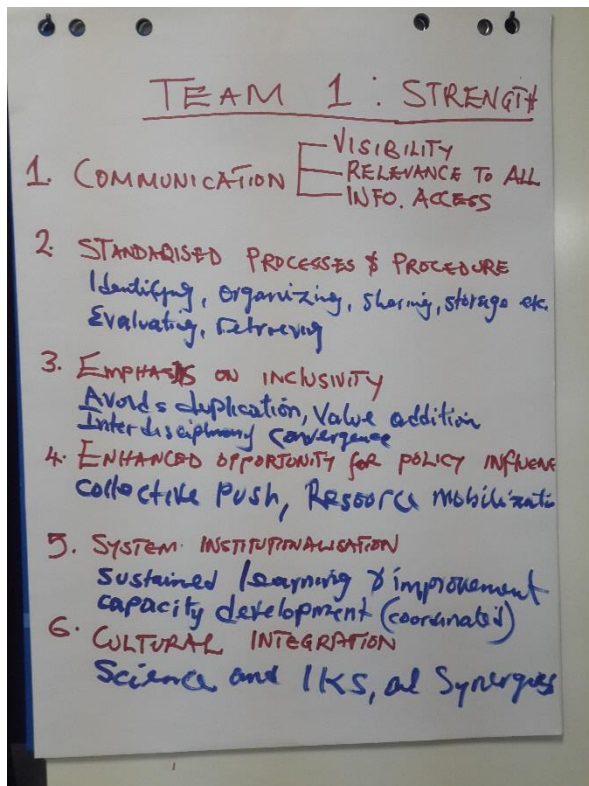


Figure 4: Strengths of the knowledge management and influence strategy

Weaknesses and gaps

Communication: the chain should be clear and customer products should be tailored for vulnerable sectors such as water, infrastructure, agriculture. Delivery channels and language should also be clear.

Linkage with grassroots: this is weak. Benefits should be measured at grassroots level.

Lack of web portal: establishment of enhanced web presence to support knowledge management and dissemination should be prioritized.

User feedback: a mechanism for seeking feedback from users' needs to be enhanced. There is also weak linkages with national and regional initiatives.

Monitoring and evaluation: M&E for the strategies objectives needs to be developed.

Opportunities

Capacity development: strengthening soft skills will enable better understanding of synergies with other sectors.

Existing networks: these should be leveraged to give WISER knowledge management more traction. Emphasis was laid on reaching out to media, CSOs and development partners.

Institutions: engagements should be supported for policy advise mechanisms.

Partnerships: the strategy can develop collaboration with climate change communication agencies for greater reach and uptake of WISER key messages.

Threats

Finance: when projects wind up, there is loss of partnerships, which affects sustainability. Weak investments in knowledge management and communications expertise could also impact the strategy.

Privatization of public good: charging a fee for CIS may lead to lower volumes of climate knowledge products and CIS access and uptake.

Lack of customization: homogenizing CIS products affects its appeal to specific end user communities. Regional and national customization of CIS is thus advisable.

Poor buy-in and visibility: compared with other concerns to humanity, CIS is often not rated as a priority. In many parts of Africa, media spaces are often pervaded by competing stories such as politics.

Lessons from FCFA and SSN – potential knowledge synergies with the WISER programme

The Future Climate for Africa (FCFA) is a research programme that aims to support world-leading research to enhance scientific understanding and prediction of extreme weather and climate in sub-Saharan Africa, and working with African stakeholders, bring this science into use in informing adaptation to climate change. Jean-Pierre Roux and Zablone Owiti presented to the participants on “lessons on using communications to

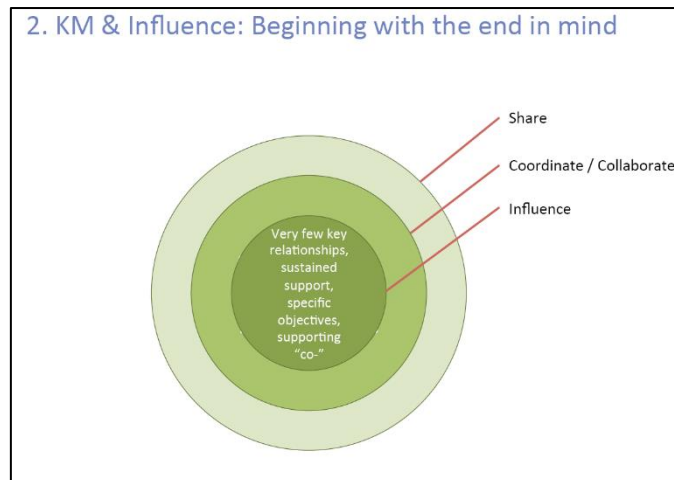


Figure 5: the sharing, collaboration and influence chain

promote climate science and influence CIS uptake in Africa”. The presentation had an overarching theme of knowledge management and influence: beginning with the end in mind, which underscores the importance of prioritizing user needs.

Lastly, the presentation highlighted need for knowledge coordination and collaboration, as a precursor to achieving influence, supported by a complement of a close knit and effective knowledge management and communications team.

The role of media networks in strengthening the diffusion and democratization of CIS

The Pan African Media Alliance for Climate Change (PAMACC) made this presentation on the potential for WISER to achieve wider dissemination and reach through media organizations. PAMACC is a network of African journalists who report on environment, climate change and development with membership of over 130 African practicing journalists.

PAMACC was formed in mid-2013 by finalists of the first African climate change and environment reporting (ACCER) awards, which is an event organized by PACJA to acknowledge journalists who have excelled in the field of climate change reporting. The network is run by four regional coordinators, in the East Africa, West Africa, Southern Africa and Central Africa regions. The overall manager is the Continental Coordinator.

PAMACC proposes to partner with WISER, to utilize its journalists present in majority of African countries to democratize the WISER knowledge and key messages. The

journalists in the team are well versed with different types of media ranging from print, photojournalism, TV, radio, social media and online content dissemination.

Further information on the activities of PAMACC is available at www.pamacc.org.

Indigenous knowledge management platform: the value addition to modern CIS

This presentation centered on the ongoing implementation of the Pan-African IKS-Informed Climate Information Service Platform. Its objectives were outlined as follows:

- Acquisition of CIS IK for the platform: the initiative will implement a set of actions to acquire information, package and disseminate within the network and feed the platform. For example, objective 3 and 4 of the Strategy Action Plan, the processes to acquire information for the platform include activities such as documentation, field research, establishment of resource database, linking with existing platforms and baseline studies. The platform, in turn, and through cross-learning will be a good source of information and updates to members.
- Geographical coverage: While a longer-term plan is to cover the whole of Africa, the platform recognizes that we must have a starting point, more of a regional approach covering East Africa and Southern Africa – while at the same time linking with existing platforms elsewhere. From the regional approach, the platform could later cover the whole of Sub-Saharan Africa. The initial coverage is more of an establishment phase. Within regions, member states/countries can establish national platforms which are part of this initiative.

Decision Making Tool to Strengthen Climate Information Services Coordination in Africa

The Saly roadmap for coordination and uptake of CIS was presented, consisting of four broad areas of intervention:

- Coordination among RCCs, national hydrometeorology services (NHMSs) and sub-national institutions
- Donor cooperation mechanism
- Spaces for coordination: Continuing the dialogue for co-design
- Regional Knowledge Management Decision Tool

Participants were informed of ongoing planning for the establishment of a decision-making tool to strengthen climate information services coordination in Africa to fulfil the fourth recommendation from the Saly workshop. GFCS, ACPC and ACMAD have held several meetings on the sidelines of the ACMAD-MESA Project Steering Committee

meeting and the AMCOMET Hydromet forum, to develop the concept and to create buy-in by partner from across the continent.

ACMAD and ACPC will lead implementation of the decision-making tool, with support and guidance from GFCS. The first phase of developing the tool will entail a mapping of CIS interventions, including geographical spread, resource levels, development partners and thematic focus, starting with a pilot consisting of a few countries.

The objectives of the decision-making tool are:

- Provide relevant actors and donors with information needed to facilitate better linkages;
- Allow stakeholders to understand the CIS demand and extent of interventions on the continent;
- Optimize resource utilization and minimize duplication of efforts;
- Present learning opportunities for regional weather and climate service actors;
- Guide governments in their design of interventions and selection of financing instruments;
- Stimulate the uptake of CIS by policy makers at various levels.

Key recommendations

1. Participants observed that clarity was lacking in terms of who will implement the strategy. A section on roles and responsibilities should thus be included in the strategy.
2. Communication chains should be clear and customer products should be tailored for vulnerable sectors such as water, infrastructure, agriculture. Delivery channels and language should also be clear.
3. WISER web presence should be prioritized for enhancement to support better dissemination and awareness raising.
4. A mechanism for seeking feedback from users' needs to be formulated, in addition to improving linkages with national and regional initiatives.
5. Monitoring and evaluation for the strategies objectives needs to be developed.
6. Existing networks and partnerships should be leveraged and strengthened to give WISER knowledge management more traction. Emphasis was laid on reaching out to media, CSOs and development partners.
7. Institutional engagements should be supported for policy advise mechanisms.
8. Improve investments in knowledge management and communications skills. Although knowledge management and communication outputs are clearly provided for in the workplan, resources and skills are not always available.
9. WISER should avoid homogenized CIS products to increase appeal to specific end user communities. Regional and national customization of CIS is advisable.

10. Extra efforts should be made to increase the appeal, visibility and buy-in of CIS compared to other human interest stories, to cure the low priority accorded to CIS news.

Workshop Agenda

| <i>Day 1: WISER knowledge management and influence strategy</i> | | | |
|--|--|---|-------------------------|
| Time | Discussion | Presenter | Moderator |
| 8.30-9am | Participant registration | | |
| 9-9.30am | Introduction of participants Opening remarks: <ul style="list-style-type: none"> • James Murombedzi, ECA • John Mungai, WISER East Africa | | |
| 9.30-10.15am | Setting the scene: <ul style="list-style-type: none"> • WISER phase II overview Discussion | Frank Rutabingwa, ECA | Linus Mofor |
| 10.15-10.30am | <i>Coffee</i> | | |
| 10.30-11.00am | WISER theory of change (ToC) Discussion | Charles Muraya, ECA | Linus Mofor |
| 11.00 – 11.45am | SEB and VfM: a model to inform sectoral and DRR CIS interventions | Andrea Bassi, KnowlEdge Srl | |
| 11.45 – 12.30 | CR4D: Knowledge generated from research and its contribution to WISER objectives Discussion | Prof. Dr. Cush Ngonzo Luwesi, Health College of Kenge (ISTM Marie Reine de la Paix de Kenge), Democratic Republic of Congo | |
| 12.30-2pm | <i>Lunch</i> | | |
| 2-3.30pm | WISER knowledge management and influence strategy Discussion | WISER East Africa | Erick Tambo, UNU-EHS |

| <u>Day 1: WISER knowledge management and influence strategy</u> | | |
|--|---|----------------------|
| 3.30-3.45pm | Coffee | |
| 3.45-4.30pm | WISER knowledge management and influence strategy – breakout sessions on the themes Discussion | Erick Tambo, UNU-EHS |
| 4.30-5.00pm | Reporting from breakout sessions Discussion | Erick Tambo, UNU-EHS |

| <u>Day 2: WISER knowledge management and influence strategy</u> | | | |
|--|--|-----------------------------------|-----------------------|
| Time | Discussion | Presenter | Moderator |
| 9-9.30am | Setting the scene: <ul style="list-style-type: none"> WISER phase II overview Discussion | Frank Rutabingwa, ECA | Frank Rutabingwa, ECA |
| 9.30-10.15am | SWOT analysis of the WISER knowledge management and influence strategy – breakout sessions Discussion | | |
| 10.15-10.30am | Reporting from breakout sessions Discussion | | |
| 10.30-10.45am | Coffee | | |
| 10.45-11.15pm | Lessons from Future Climate for Africa (FCFA) and SouthSouthNorth – potential knowledge synergies with the WISER programme | Jean-Pierre Roux, SouthSouthNorth | Frank Rutabingwa, ECA |

Day 2: WISER knowledge management and influence strategy

| | | | |
|---------------|--|---|--|
| | Discussion | | |
| 11.15-11.45am | The role of media networks in strengthening the diffusion and democratisation of CIS Discussion | Isaiah Esipisu / Protus Onyango, Reuters / PAMACC | |
| 11.45-12.15am | Indigenous knowledge management platform: the value addition to modern CIS Discussion | Joseph Matowanyika, Chihonyi University | |
| 12.15-12.45pm | Outcomes of the Saly, Senegal CIS coordination workshop: <ul style="list-style-type: none">• Roadmap for coordination and uptake:• CIS Knowledge management and decision making tool project – an outcome of the Saly workshop Discussion | James Murombedzi, ECA Charles Muraya, ECA | |
| 12.45-1.00pm | Closing statement: <ul style="list-style-type: none">• Frank Rutabingwa, ECA | | |
| 1.00-2pm | Lunch | | |

Participants

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WISER is supported by:

